Hookmark Press Kit

Summary

Filing & searching wreck concentration. Using links is fast & easy. With Hookmark, you can instantly link & access information in your favorite Mac apps! Hookmark is a CogSci Apps® invention that connects your files, web pages, tasks, emails, & more.

Hookmark's nimble context-sensitive navigator is loved by people who need to focus on project info, such as professors, researchers, lawyers, software developers & creatives.

Product website: https://hookproductivity.com. Related webpages below.

Brand name change from Hook to Hookmark

From 2019–01 to 2022–10–23 our software was known as Hook. Hook was rebranded to Hookmark on 2022–10–23. Here's the FAQ on that.

Hookmark Product Description

Hookmark for macOS links your digital work, so you can instantly re-access the information you need to get the job done right, now.

"Deep work requires quickly accessing documents from your Mac. Unfortunately, filing and searching are distracting, slow and effortful," shares Luc Beaudoin, a cognitive scientist and co-founder of CogSci Apps Corp. "Hookmark allows you to skip these steps by immediately linking and accessing contextually relevant information."

For instance, creating or editing a key document, typically requires repeatedly consulting various resources such as

- emails,
- one's task list (e.g., in OmniFocus or Things),
- an outline,
- rough notes (e.g., in Apple Notes, Bear or nvALT),
- reviewers comments,
- local PDFs, spreadsheets, diagrams and other files on your Mac, and
- web pages

It is normally not practical, nor even possible, to store such items in the same folder. Moreover, navigating Finder folders, using Spotlight, web searches, tags and aliases takes one out of "the zone" (flow). With Hookmark users

can link and access these related items. Links to and from the foreground item appear in Hookmark's popup window, or they can be pasted and used elsewhere.

Like Spotlight and launchers, Hookmark can be invoked with a keyboard shortcut (⇧⌘SPACE). In contrast to these tools, however, Hookmark operates *contextually*: on the *currently selected or open item!*

Screenshots

Annotated screenshots are available here [Hookmark Window – Hookmark](#).

Universal bookmarking tool

Hookmark is also a truly universal bookmarking tool, meaning that it can not only create web bookmarks (https://), but bookmarks to any URL (e.g., drafts5:// , OmniFocus:///).

Hookmark is quick, elegant, and minimalist

Hookmark is an efficient, elegant, minimalist app that enables users on macOS to link information

To connect two items:

1. having selected or opened a file (or other item), (a) popup the Hookmark popup window, and (b) choose the `Copy Link` command (⌘C) from the title menu (or simply copy an address from anywhere else),
2. having selected or opened a different item, popup the Hookmark window again, and select `Hook to New to Copied Link` command.

Presto! The two items are hooked!

Next time you popup the Hookmark window on one item, you will see a link to the other. Double-click or press the `return` key on a link to navigate to it.

Hookmark connects and extends users' apps, solving age old problems

Internet pioneer [Douglas Engelbart proposed decades ago](#) that every information resource should be independently addressable. Alas, modern operating systems still do not directly enable users to address and link arbitrary resources, including local ones, such as emails, notes, files and tasks.

Before Hookmark, Mac apps essentially operated in silos. Hookmark delivers the vision of addressing and linking arbitrary information resources. Hookmark integrates with apps whose resources are addressable. This essentially connects objects within and between apps, thereby extending the benefits of each app. Hookmark Pro can also be customized by users through its Script editor.

Enables sharing of links to emails and files too

Hookmark not only helps users with their own tasks, it also helps users' colleagues.

Hookmark enables users to send each other links to files that are in locally synced shared folders - such as Dropbox or iCloud - or even revision control system folders, like Git. Colleagues can then click on a link, and Hookmark finds the file and displays it in their Mac's Finder window (or opens it) - even if the file has moved.

Solving yet another age-old problem, links to emails can also be shared, so users can easily refer to specific previous conversations.

Sending a Hookmark link to a file or email enables the recipient to immediately access the content, increasing the odds that they will act on the information – and feel grateful. (Hookmark Basic is free and enables consuming any links and creating/sharing links to emails.)

Linking notes (in any URL friendly app) to what they are about

Co-founder Luc P. Beaudoin, who is also Adjunct Professor of Cognitive Science and Education at Simon Fraser University, says

"Educationalists have known for generations that to learn from one's readings, students and experts alike should take notes about their readings. However, the Information Age actually introduced challenges that set many learners back. Electronic resources, such as web pages, screencasts, podcasts, audio-books, and PDFs have little or no annotation functions. There is no shortage of excellent note-taking apps, including sketching and diagramming apps. But their documents are isolated. Before Hookmark, relating one's notes to one's readings was extremely cumbersome —even domain experts and software developers were challenged. This is part of what I called the "meta-access" problem in my *Cognitive Productivity* books"

Hookmark allows users to instantly create notes linked to what they are about. Hookmark allows users to instantly navigate between linked documents.

Hookmark does not *replace* your apps. Instead, it *augments* them by connecting their documents.

For instance, with Hookmark a user can link a knowledge-intense PDF to a new note, outline, diagram, spreadsheet, or project in the app of their choice. As long as the apps support minimal automation, Hookmark users can connect the documents together. One can then use proven techniques — such as the Feynman technique or the Zettelkasten method — or one's custom note-taking methods with one's favorite apps.

Features

Hookmark's popup window enables you to act on the currently selected item in the foreground linkable app. Whether you are in Finder, Mail, Safari, or one of [many other apps](), invoke Hook with control-H (or other means). Now start doing what used to be impossible:

- Universal `Copy Link`. Instantly copy formatted links not just to web pages (though that is very handy), but also to *files, emails, tasks and [many more types of objects in various apps](#)*. Paste these links anywhere!
- **Our links to files are adaptive**: unlike file:// URI's, Hookmark's links to files (`hook://file/`) work even if you rename or move the files around.[2]
- **Hook items together**. After you've copied a link, you can bidirectionally link (aka 'hook') the copied link to the current item using `Hook to Copied Link` (⌘V, because it also 'pastes' in Hookmark window).
- **Open hooked links**. The Hookmark window shows you a list of all the items that you have 'hooked' (bidirectionally linked) to the current item. Hit 'return' on a link, or double-click it, to open the linked item. (See the next image for an example of hooks on this page.)
- **Navigate hooks**. Recursively navigate the network of items hooked to the current item, with arrow keys or by clicking. This means Hookmark is also a link browser!
- **Hook current item to a new one**. The `Hook to New` command instantly creates a new item *in the app of your choice*, names it, stores it, and 'hooks' it to the current item. Great for taking bidirectionally linked ('hooked') notes about a document.
- **Reveal current file in Finder**. How many times have you wanted to quickly see where the current file is stored on Finder? Whatever the current linkable app is, just invoke Hookmark and `Reveal File in Finder` (⌘R). (Only works for files, not web pages of course.)*
- **Create a `.hook` file** on Finder that when double-clicked will open the current linkable item, regardless of its type (web page, file, email, task, etc.). They're [in plain, editable text](#)😊. [1] All this functionality is available via a very compact, elegantly organized window that is very easy to use. The Hookmark window hides automatically when you are not using.

More New Forms of Linking

- **Drag and drop linking**. You can also drag files on Hookmark's menu bar icon to hook them together (bidirectionally link them) in one or two drops.*
- Create **`hook://search` links**. When you use them, Hookmark will trigger a Spotlight® search based on the link's parameters.[3]

Deep PDF links to specific locations in a PDF file, and more

- when you select text in a URL-friendly PDF app and use Hook's `Copy Link` or `Copy Markdown Link` command, Hook create a [deep link to the selection in the PDF](#)! Click on the link, and Hook will take you back to the selection. Super handy for researchers, lawyers, writers and others who work deeply with PDF.
- Hook's deep PDF links are also robust.
- Hook's deep PDF links can be shared.
- Hook can even create deep links to specific locations in a Quicktime video.

Sharing the Previously Unshareable

Whether you use Hookmark's built in "share sheet", or its universal `Copy Link` command, you can share links to information that you previously couldn't:

- **Share links to emails!** As long as the recipient has a copy of the email in a linkable app and Hookmark, when they click on the link, the email will open on the *their* computer! This immediately puts you both in the same context, and gives them instant gratification.
- **Share links to files**. Share copied file links (hook://file/…) that reveal the linked files in the recipient's Mac's Finder! Whether the file is in a synced or version controlled (e.g., Git) folder, or other location, if the file is indexed by Spotlight on their Mac, Hookmark can reveal it. No more long descriptions of where a file can be found!
- **Share "search links"**. `hook://search` links, mentioned above, can also be shared. Help your family, friends and colleagues find the information they need by sending them search links. When they click on the search link, Hookmark will trigger a Spotlight search based on the link.

Markdown Innovation

- **Universal `Copy Markdown Link`**. Instantly create a well-formed Markdown link with title and URL pointing to the current item, *whether it is a web page, file, email, task, or any other linkable item.* Paste them wherever you use markdown.*
- **Embed links to anything in your markdown documents**. Hookmark extends the reach of your markdown documents. With the hook://file scheme, you can embed links to files without having to worry about what happens to your links should you move the files! And you can embed links to all kinds of objects. Great for taking notes, writing todo lists, and editing documents in Markdown.
- **.hook files can contain Markdown links**. Quickly paste a Markdown link into a .hook file. Next time you double-click on the file, Hookmark will open its target.

Automation

- **Customize with AppleScript.** You can customize how Hookmark controls apps, and add new integration scripts for other apps.*
- **Update Hookmark integration without re-launching Hookmark**. Hookmark can automatically update its integration script without relaunching Hookmark.
- **Control Hookmark with AppleScript**. You can programmatically access Hookmark bookmarks, see what is linked to a particular item, add Hookmark bookmarks and hook them together, and more. Use **LaunchBar** actions, **Alfred** workflows, **Keyboard Maestro** or other software.

Multi-mac and Portability

- **Sync with Your favorite technology** (Beta). Automatically Sync your links between Macs using any underlying medium you choose: iCloud, Dropbox, Google Drive, even a floppy drive.

- **Import/export**. Export your links in human readable format. Import them on the same Mac or a different Mac. The 'import' [replaces the current links database.](#).

Integrates with other bookmarking software

Hookmark can automatically add web bookmarks to Pinboard, GoodLinks and Instapaper. For example, copy a link with Hookmark, and (if enabled) it will automatically be added to Pinboard (privately) GoodLinks or Instapaper.

More Features

- **Hotkeys**. Keep your hands on the keyboard using familiar [keyboard shortcuts.](#)
- **Private**. Hookmark data is not sent to us or synced to our servers. You can sync it with the technology of your choice (iCloud, Dropbox, etc.).
- **Customize how new items are created by Hookmark**. Choose where items created by Hookmark's `Hook to New` command are stored, the default template for new files, and the prefix and/or suffix of new files.
- **Tagging linked files**. Hookmark can automatically apply a Finder tag to any file you hook to something else. So, you can use Spotlight to find all the files you've linked with Hookmark.
- **Unobtrusive popup window**. Like the Spotlight search window, Hookmark appears when you call it up (⌘⇧SPACE or another method). It is compact. And it disappears automatically when you're done.

Even Works with Information Managers, Search Tools and Launchers

One of our major design objectives is for Hookmark to help you get more out of all your favorite apps. Hookmark works not only with special purpose apps (that deal with one or few file or object types), but

- Hookmark also works with **personal information managers like DEVONthink, EagleFiler, Keep It, Yojimbo and Evernote.** For instance you can use the universal `Copy Link` function to link items in a personal information manager to an item inside or outside the information manager. You can use `Hook to New` to create and hook items in your personal information manager to other items.
- Hookmark even works with utilities and **search tools, like HoudahSpot.**
- Hookmark also can be invoked from **launchers**. You can also access Hookmark's automation from launchers (as noted above). You can even use **LaunchBar's** "Send To" and many other features with Hookmark.

Manifesto for Ubiquitous Linking

Our CEO is the general editor of the [Manifesto for Ubiquitous Linking](#). It's like the Agile manifesto, except its purpose is to ensure information in every app is link-friendly.

See: [What's a Linkable App and Why Does Linkability Matter? – Hook](#)

Open, no lockin

CogSci Apps not only are committed to interoperability, we *champion it*. It is in our DNA. The very purpose of Hookmark is to help you access and connect documents and data from all your favorite apps. That requires inter-app communication. It is the interoperability apps for linking. [Learn more.](#)

Hookmark web pages

- Hookmark app website: https://hookproductivity.com
- The Benefits of Hookmark: https://hookproductivity.com/benefits
- Features of Hookmark: https://hookproductivity.com/help/features/
- Screncasts/Videos of Hookmark: [https://hookproductivity.com/help/general/videos/,](https://hookproductivity.com/help/general/videos/)
- Download page: https://hookproductivity.com/download
- Hookmark Discussion Forum: https://discourse.hookproductivity.com
- Hookmark Documentation and Customer Support: [https://hookproductivity.com/help/,](https://hookproductivity.com/help/)
- Press Kit: https://hookproductivity.com/press

Requirements:

- macOS 10.12.6 or Higher (Big Sur compatible)
- 12 MB

iOS and iPadOS

Hookmark beta for iPad and iPhone has been in TestFlight (beta) since 2021. Customers may request [an invitation.](#)

Pricing and Availability:

Current pricing is described on [Hookmark's Buy](#) page. There is also [academic pricing.](#)

- Hookmark Pro has all the features of Hookmark Standard, but also enables users to generate Markdown links, make Hookmark files, edit integration scripts, generate search links, and install and use Hookmark on more Macs.
- Software updates: Both versions include software updates for one year and are available worldwide exclusively at the Hook website. Subsequent one-year software updates are available at a significant discount of the original price.

A 30-day full-featured Pro trial is available. After 30 days, Hookmark reverts to Hookmark Basic.

- Hookmark Basic enables users to create Mail link and open any Hookmark link. (This means Basic users

can use `hook://file/` and `hook:///file/` URLs they receive.) It also supports copying fully formatted links to web pages (with both title and URL).

In Sum

Hookmark is an innovative, well-rounded product created by Mac enthusiasts who have been doing R&D on cognitive productivity software and linking for nearly 20 years. Its universal `Copy Link` and other features enable you to reference and immediately navigate *information that matters to you*. This mean you can often skip searching and get the full benefits of links. You know links are great for navigating the web. Now you and your network (friends, colleagues, etc.) can use them to access the information that matters most *to you*.

Two co-founders

Luc Beaudoin, Ph.D. (Cognitive Science)
https://hookproductivity.com/about-us-luc-beaudoin/

Brian Shi, M.Sc. (Computer Science) https://hookproductivity.com/about-us-brian/

Cognitive Science

Beaudoin is the author of *[Cognitive Productivity](…)* books, on which Hookmark is based.

Each CogSci Apps invention addresses very specific "pain points" with potent new strategies tailored to the way the human mind works. Hookmark addresses the need to access related information with the brain's limited *working memory*, while staying in flow, and augmenting *long-term working memory* (a key feature of human expertise).

CogSci Apps also develops [mySleepButton app](…) for iPhone and iPad.

Corporate Identity: CogSci Apps Corp.

Hookmark is developed and marketed by CogSci Apps Corp.

- Founded in 2014, spin-off of [CogZest](…).
- Headquarters: Metro-Vancouver, British Columbia, Canada, with additional offices in Ontario.

[CogSci Apps inventions and Beaudoin's work](…) have been described in Forbes Magazine, The New York Times, Inc.com, The Guardian, O Magazine, The International Business Times of London, Popular Science, CBC, Cool Tools, Lifehacker, Women's Health Magazine, and Canadian Institute of Health Research, and many more places.

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