



Anoto hires Head of Sales – North America

LUND, August 19, 2015 — Anoto is pleased to announce the addition of Brian Slade as SVP of North American Sales.

Brian brings 20 years of successful IT sales experience and management to Anoto. At Microsoft, Brian was responsible for selling to and with OEMs into both the end user and channel segments. Following Microsoft, Brian was Creston's Executive Director of UC solutions where he launched the Lync Room System category—a cutting edge collaboration system-with Microsoft. "I am excited about joining the Anoto team to help drive our digital pen and display platforms into new and expanding marketplaces," says Brian Slade.

"We are very pleased that Brian has joined Anoto. The business opportunities for pen-based enterprise and large format creative solutions are growing at an exciting rate. We welcome Brian's experience and passion to Anoto," says Stein Revelsby, CEO Anoto Group AB.

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About Anoto Group:

Anoto Group AB is a global leader in digital writing solutions, which enables fast and reliable transmission of handwriting into a digital format. Anoto operates worldwide through a global partner network that delivers user-friendly digital writing solutions for efficient capture, transmission, distribution and storage of data. Anoto is currently in use across multiple business segments, e.g. consumer, healthcare, banking and finance, transportation and logistics and education. The Anoto Group has over 100 employees and is headquartered in Lund (Sweden). The company also has offices in Basingstoke and Wetherby (UK), Los Angeles and Boston (US) and Tokyo (Japan). The Anoto share is traded on the Small Cap list of Nasdaq Stockholm under the ticker ANOT.

For more information, please visit: www.anoto.com.

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