



Livescribe 3 Black Edition Smartpen Revealed, Available Now

New Livescribe 3 Smartpen Design Features Matte Black Finish, Sleek Form Factor, and Refined Feel

OAKLAND, Calif. - January 7, 2016 - Livescribe Inc., a wholly-owned subsidiary of Anoto and the leading manufacturer of smartpens, today announced the Livescribe 3 smartpen Black Edition, a new addition to the company's popular Livescribe 3 line. The Black Edition makes its debut at CES 2016 in Las Vegas, and is now available for purchase for \$149.95.

The Livescribe 3 smartpen Black Edition introduces an updated design that features a matte black finish complemented by a glass-reinforced glossy black clip that is a significant departure from the original Livescribe 3 smartpen. The use of new materials also translates to subtle differences in the writing experience.

"With the Black Edition, as well as the Moleskine Edition launched last year, we are expanding our smartpen line with more stylish and attractive designs," said Stein Revelsby, CEO of Anoto. "The changes we have made to the Black Edition smartpen will likely appeal to a different set of customers than our original design did. By talking to customers, we have continued to learn more about how personal a pen and writing experience is. We made some changes to the feel and balance of the smartpen that address thoughts from a segment of customers."

Alongside the launch of the Livescribe 3 smartpen Black Edition, the Livescribe+ mobile app is also being updated with support for vector graphics. With these updates, PDF's that are exported from the app will include all pen strokes as vector graphics. This translates into better rendering quality, smaller file size and the ability use the pen strokes within any application that supports vector graphics, including Adobe Illustrator and InDesign. The changes will be introduced in both the Android and iOS versions of Livescribe+ in the coming weeks.

The Livescribe 3 smartpen connects to iOS and Android devices to bring notes, diagrams, doodles, and more to the digital world in real time. Real ink on real paper is immediately digitized and transcribed in the Livescribe+ app where they can be stored, shared, tagged, and searched, making notes more useful than ever before. The app can also record audio and sync it to notes taken at that time in the form of a pencast.

Since its launch in 2013, the Livescribe 3 smartpen has been Livescribe's most popular and best-selling smartpen. The Livescribe 3 smartpen Black Edition and the Livescribe 3 Moleskine Edition, launched late in 2015, represent a major refresh to this product line, and join the Livescribe 3 smartpen and Livescribe 3 smartpen Pro Edition products.

The Livescribe 3 smartpen Black Edition can be purchased in the United States today for US\$149.95 at www.livescribe.com/store, Amazon, with other retail locations being added soon. In Europe, Livescribe 3 smartpen Black Edition is available at Amazon and select online retailers at €179.95.



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About Livescribe

Livescribe brings notes, words and ideas to life. Livescribe smartpens make it easy to connect paper and pen to the digital world and fundamentally change the way people capture, access and share what they write, draw and hear. Livescribe's family of smartpens includes the Echo smartpen and the Livescribe 3 smartpen. Livescribe is a wholly-owned subsidiary of Anoto AB.

For images, please visit our press kit at <https://app.box.com/Livescribe3BlackEdition>.

For more information, please visit www.livescribe.com.

About Anoto Group AB

Anoto is a global leader in digital writing and drawing solutions. Its technology platform and branded products enable high-precision pen or stylus input on nearly any surface --- from capturing and digitizing handwritten notes and business forms on paper to designing, creating and collaborating directly on large interactive displays, whiteboards, and walls up to 24 feet. Anoto, its strategic licensing partners, and developer community offer a broad portfolio of products, applications and services to business, consumer and education markets, including best-in-class digital note-taking, creative solutions, collaborative solutions, classroom learning solutions, and document processing & management. The Anoto Group has over 150 employees and is headquartered in Lund (Sweden), with offices in Norrköping (Sweden), Basingstoke, Guildford and Wetherby (UK), Los Angeles, San Francisco, and Boston (US) and Tokyo (Japan). Anoto's Livescribe brand is the leading maker of smartpens, which bring notes, words, & ideas to life by connecting pen & paper to the digital world. Anoto is traded on the Small Cap list of NASDAQ OMX Stockholm under ANOT. For more information, please visit: www.anoto.com.

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