



Anoto Group Appoints Brett Halle as Corporate Strategic Advisor

LUND, Sweden - February 3th, 2016 – Anoto Group AB has today announced the appointment of Brett Halle as Corporate Strategic Advisor. Halle joins the Anoto team having spent the past four years as SVP of Engineering at Livescribe, which was acquired by Anoto. Previously, Halle spent more than 20 years at Apple as Senior Director of Engineering on a number of products and technologies. In this role at Anoto, Halle will provide counsel on a variety of technical and business operations across the organization.

“Brett’s time at Apple and Livescribe showed him to be a very astute, business-oriented technologist and his counsel will be invaluable” said Stein Revelsby, CEO of Anoto. “His experience in the areas of IP development and innovation brings valuable knowledge and capabilities to the Anoto team and I’m very pleased that he has joined us.”

While at Livescribe, Halle managed the company’s software and hardware engineering teams and was responsible for driving product strategy, development and integration. Under his guidance, Livescribe launched the award-winning Livescribe 3 smartpen, which pairs with iOS and Android devices to transfer notes and sketches from paper into customers’ digital workflow.

“I am eager to contribute to the ongoing evolution of the pen and paper, as well as branch into other digital input technologies,” said Brett Halle. “I believe that Anoto is well positioned to change the way many professionals, creatives, and others work, design, and collaborate in the years ahead.”

During his 21 years at Apple, Halle held a variety of roles focused on software development, management, and technological innovation. His last role at Apple saw him manage the direction, creation, and implementation of the common operating system technologies shared across all Apple products and platforms, including the Apple iPad, iPhone and iPod.

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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 about Anoto or Livescribe, please visit www.anoto.com

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