



Anoto Launches Channel Partner Program with Sales, Marketing and Support Benefits

The program helps technology providers, resellers, and integrators grow their businesses with Anoto technology

LUND, Sweden - February 9th, 2016 – Anoto Group AB, the global leader in digital writing and drawing solutions, today announced the creation of a Channel Partner Program for the company's multiple product lines that enable high-precision pen input on paper, multi-touch displays, whiteboards, and interactive walls. The program offers Anoto products to technology providers, resellers, AV specialists, and system integrators as an additional growth driver for their businesses. Various program benefits include discounts on demo units, project support, training programs, customizable sales and marketing collateral, and more, as well as tiered partnership levels to meet selling and support requirements. Potential partners interested in applying for the program are encouraged to email the Partner Sales Team at channelpartnersales@anoto.com.

“While we’ve traditionally licensed our technology out to hardware manufacturers, Anoto is moving in a direction more focused on providing innovative collaboration products that help bring digital and analogue inputs together,” said Stein Revelsby, CEO of Anoto. “A major part of where we are headed in 2016, this Channel Partner Program will allow us to widen the reach of our solutions, including our recently announced line of Anoto Live Displays, to new markets and creative industries.”

Numerous companies have already signed on to the program, including AV integrator CCS Presentation Systems, home and commercial technology automation integrator Artisan Systems, video-conferencing services and technologies provider PerfectVC, and sampling technology leader SKC, Inc.

“Artisan Systems is very excited to partner with Anoto, we believe the Anoto line is very innovative and attractive to Artisan’s elaborate customer base,” remarked Bill Aziz, Managing Director, Artisan Systems.

“CCS is excited to take our partnership to greater heights,” added David Riberi, CEO of CCS Presentation Systems. “CCS has worked with Anoto on numerous projects and believe our mutual customers will benefit greatly from this growing partnership.”



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To join the partner program please contact Anoto's Partner Sales Team at

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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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