



Anoto hires Chief Marketing Officer

LUND, September 2th, 2015 - Anoto is pleased to announce the addition of Byron Connell as Chief Marketing Officer. Byron Connell has over 25 years of consumer tech marketing & product management leadership experience with top Silicon Valley companies like Apple, HP, and Palm, and startups such as Livescribe and Tapwave.

Prior to his new role as the Chief Marketing Officer for Anoto, Byron was the Founder and Principal Consultant for Onetap Consulting, where he provided a broad range of marketing and strategic planning services to early stage technology startups in Silicon Valley.

Previously, he was the Chief Marketing Officer and Co-founder of Anoto licensee, Livescribe. Byron was also co-founder and SVP of Marketing for Tapwave, an award-winning mobile entertainment startup.

For four years, Byron was responsible for the worldwide definition, introduction and management of all Palm branded handheld computers, communicators, accessories, peripherals and OEM products. While at Palm, he wore a number of hats including Vice President of the Consumer Markets Group and Vice President of Product Management and Planning. He also previously held leadership positions with Hewlett-Packard and Apple, where he led product management in defining and launching the original HP Pavilion PCs and Apple Macintosh Performa – both multi-billion dollar product lines.

He received a BS in business administration from the University of Southern California and a MBA in business administration from the Kellogg Graduate School of Management at Northwestern University.

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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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