



Anoto appoints Michael Marcum as SVP of Product Strategy

Lund, 26th January 2016 - Anoto Group today announces that Michael Marcum has been appointed Senior Vice President (SVP) of Product Strategy.

As SVP of Product Strategy, Michael will oversee strategic planning of Anoto's global product portfolio spanning all business areas and will collaborate closely with Marketing and Product Management on brand strategy and product positioning.

"I am very pleased to have Michael join our leadership team. As we expand our product portfolio with a variety of multi surface precision writing and drawing solutions, his deep understanding of our target markets and user expectations will be of great benefit to guiding our product strategy," says Stein Revelsby, CEO of Anoto Group.

Michael brings more than 23 years of experience in consumer electronics and technology industries to Anoto, with specific expertise bringing successful, innovative, and important electronic input devices to market. For over 13 years, Michael held a variety of product management, product marketing, business development and general management roles at Wacom Technology Corp, makers of electronic pen and touch input solutions.

"I am truly excited to be a part of the Anoto team. The inherent benefits of Anoto's core technology combined with a deeply talented and committed collection of professionals provide a wonderful foundation for exceeding customer expectations around the globe," says Michael Marcum.

While serving as Wacom's Vice President of Vertical Markets for the Americas, Michael introduced electronic handwritten signature hardware and software to the banking and healthcare industries. Previously, as Director of Product Management, Product Marketing, and Business Development, he pioneered interactive pen displays and graphics pen tablets for creative professionals, artists, and consumers, as well as interactive collaboration solutions for corporate meeting rooms and university lecture halls. Michael holds a bachelor's degree in Computer Science from Western Oregon University as well as an MBA from Washington State University.

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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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