



PRESS RELEASE

2008-02-19

Launch of new interactive reading system based on Anoto technology

Lund, 19th of February 2008 – Today, Anoto announced the launch of a new interactive reading system based on Anoto technology. Anoto's partner LeapFrog enterprises revealed its next-generation reading system at the exclusive DEMO 08 conference in California, US on the 29th of January.

LeapFrog revolutionized learning to read with its LeapPad® Learning System. With over 30 million LeapPad units and 72 million interactive books sold worldwide, LeapFrog became synonymous with learning to read for parents, teachers and children. That legacy is now available to the next generation with the all-new, web-connected Tag Reading System, based on Anoto technology.

Available in stores this summer, the Tag Reading System is the first handheld learn-to-read technology that interacts directly with real books. Using an optical pattern system and digital processing techniques licensed from Anoto, the Tag reader can determine its precise location within the dot media. This enables a child to jump around within a book, or back and forth between different books in a seamless, unencumbered way.

- We are very content with LeapFrog's launch of the Tag Reading System. We hope this product category will be as successful as our other collaboration with LeapFrog Enterprises, the two generations of the FLY pentop computer, says Anders Norling, CEO, Anoto Group AB.

For more information:

Anders Norling, CEO
Anoto Group AB
+46 733 45 14 98

Anoto Group AB may be required to disclose the information provided herein pursuant to the Securities Markets Act. The information was submitted for publication at 9 am on February 19th, 2008.

Anoto Group AB

Anoto Group is the company behind and world leading in the unique technology for digital pen and paper, which enables fast and reliable transmission of handwritten text into a digital format. Anoto operates through a global partner network that focuses on user-friendly forms solutions for efficient capture, transmission and storage of data within different business segments, e.g. healthcare, bank and finance, transport and logistics and education. The Anoto Group has around 110 employees, offices in Lund (head office), Boston and Tokyo. Among the major shareholders are Norden Technology A/S, Robur and SEB. The Anoto share is traded on the Small Cap list of the OMX Nordic Exchange in Stockholm under the ticker ANOT. For more information: www.anoto.com