



P R E S S R E L E A S E

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## **Anoto Group: LeapFrog's FLY Awarded Triple-Win Recognizes Impact of Pentop Computing, Underscores New Market for Software Developers, Partners and Customers**

Anoto Group AB announced today that LeapFrog's FLY Pentop Computer, the newest category of digital pen and paper computing, has been selected as the 2006 best Toy of the Year, the Most Innovative Toy of the Year, and the best Educational Toy of the Year by the Toy Industry Association's American International Toy Fair. It is the first product in the history of Toy Fair to sweep three T.O.T.Y. categories.

"The impact of FLY's success as a breakout product goes far beyond the toy industry. The awards highlight the Pentop Computer as an entirely new category of computing with evolutionary-disruptive technology that enables new forms of paper-based internet connectivity, personal productivity, business applications, forms-support, educational applications, entertainment, commerce, and more," said Jim Marggraff, CEO of Anoto, Inc., and former Exec. Vice President at LeapFrog.

"With our partners, we are building an ecosystem of millions of pentop computers, enabled by thousands of software applications from Anoto and third party developers that are used in all facets of life, industry and commerce. We're recruiting a world-class engineering startup team for software tools, web services, user-interface design, pentop/desktop applications, marketing, and project management to implement the pentop as the "missing link" between the paper world and the digital world," continued Marggraff.

Anoto is the worldwide supplier of digital pen, pentop and paper technology to LeapFrog, Logitech, Maxell, Nokia, Hitachi and scores of other Anoto partners. Digital pens transfer handwritten information from paper to any computer, mobile phone, PDA, fax or information bank where the information can be processed as notes, email, or data from paper forms for personal or enterprise applications. Pentops provide a new generation of applications for personal productivity, communication, commerce, learning, and entertainment linking the paper world to the digital world.

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### **Anoto Group AB**

is a Swedish hi-tech company with unique solutions for transmission of handwritten text from paper to digital media and scanning of printed text. All products are based on digital camera technology and image processing in real time. The Anoto Group today has two brand names: Anoto® – a comprehensive solution entailing paper, pen and server technologies, allowing us to connect all types of writing paper with the digital world and C-Pen® – a scanning pen that can store, interpret and transfer printed text. The Anoto Group has around 100 employees, offices in Lund (head office), Stockholm, Boston, Oakland and Tokyo. Major shareholders are Norden Technology, Logitech International S/A, Robur and DNB. The Anoto share is traded on the Attract 40-list of Stockholmsbörsen (Stockholm Stock Exchange) under the ticker ANOT. For more information: [www.anotogroup.com](http://www.anotogroup.com)

### **About Pentop computing**

Pentop computing is an evolution of paper-based multimedia, now used by more than 20 million children and adults worldwide through the groundbreaking LeapPad family of learning systems. Anoto's digital pen writing system technology platform transfers handwritten information from paper to any computer, mobile phone, PDA, fax or information bank where the information can be processed as notes, email, or data from paper forms for personal or enterprise applications. This unique technology has the potential for enabling new forms of personal productivity, business applications, forms-support, school applications, entertainment, commerce, and more.