



P R E S S R E L A S E

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## **MilCom launches sales of paper-based services with Anoto functionality in Denmark**

Denmark is the second country in the world where Anoto functionality is today being launched on a commercial basis. Initially basic services for mobiles are introduced, making it possible to send handwritten notes directly via a mobile phone to a computer. The launching is carried out in collaboration with four *Anoto* partners: MilCom offering mobile services with Anoto functionality; Sony Ericsson introducing the first digital pen – Chatpen, and 3M and Esselte delivering paper products with Anoto functionality.

MilCom, one of the largest distributors of mobile phones and accessories in Denmark, is the first company to launch Anoto's so-called "hosting solution", whereby MilCom offers digital pen and paper-based services with Anoto functionality to mobile phone users on the Danish market and Anoto operates the infrastructure. Initially a number of basic services such as sending email from a digital paper and storing handwritten notes digitally are being offered, as well as new customised services like digital paper with predefined email addresses. MilCom will also undertake to sell and distribute Anoto's Application Development Kit (ADK) and develop customised paper-based solutions for the enterprise market.

" Those partners launching Anoto functionality in Denmark have accomplished this in record time and it is highly satisfying to be able to present a "hosting solution" so quickly. To gether with MilCom we will now continue to develop the Anoto concept and gradually introduce both customised solutions and services for private users," says Christer Fåhræus, President, Anoto AB.

" It is very gratifying that we are now in a position, after intensive co-operation, to launch Anoto functionality in Denmark. We are aiming to penetrate broad consumer groups among enterprises as well as private consumers and will therefore, in addition to offering the functionality on the Danish market, also develop and sell customised solutions to enterprises in different industrial segments," says Svend J. Christensen, VD, MilCom AS.

Being able to send handwritten notes requires a Chatpen, Sony Ericsson's digital pen with Anoto functionality, digital paper with Anoto functionality, a mobile phone with Bluetooth™ communication from Sony Ericsson and a MilCom subscription. Services and products will be provided by Milcom through its own sellers and a number of mobile operators' stores. A starter pack will cost approx. DKR 3.000 DKR including VAT. There will be an additional fixed monthly fee of DKR 150 excluding VAT. Sony Ericsson's mobile phone model T68i costs around DKR 3.000 – 3.500.

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**MilCom AS**

MilCom AS is a 100% Danish owned Company founded in 1991. The company has activities in different industries such as distribution and logistic of mobile phones, wired phones, accessories and related IT products, developing and hosting integrated websites including e-business, developing standard and customized SMS services for B2B markets. Further more MilCom offers services such as bundling of products, merchandisers, hotline services etc. The MilCom Group includes MilCom Communication, MilCom Trading and MilCom M-Commerce. The companies have more than 55 competent and motivated employees and are placed in Farum just north of Copenhagen. For more information: [www.milcom.dk](http://www.milcom.dk).

**ANOTO GROUP AB**

is a Swedish hi-tech company with unique solutions for transmission of handwritten text from paper to digital media, scanning of printed text and intelligent camera surveillance. All products are based on digital camera technology and image processing in real time. The Anoto Group today has three 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, C-Pen® – a scanning pen that can store, interpret and transfer printed text, and WeSpot™ – a hardware and software platform for intelligent camera surveillance. The Anoto Group has around 300 employees, offices in Lund (head office), Stockholm, Boston, Tokyo and Hong Kong. Major shareholders are Ericsson, Capital Group and the founder Christer Fähræus. The Anoto share is traded on the O-list, Attract 40 of Stockholmsbörsen (Stockholm Stock Exchange) under the ticker ANOT. For more information: [www.anotogroup.com](http://www.anotogroup.com)