



## **We-Inspire Announces National Business Expansion**

*Large screen digital collaboration solutions to be sold by leading audio visual systems integrators and interior design specialists*

**Los Angeles, CA – February 6, 2015** – We-Inspire Inc., a company specializing in full digital collaboration environments today announced that it has expanded its market reach to include a new business channel dedicated to the nation's top audio visual system integrators and interior design specialists.

This new channel brings We-Inspire solutions to the top audio visual integration and interior design specialists devoted to creating collaborative work environments to expedite ideation, creativity and productivity across organizations.

We-Inspire revolutionizes interactive collaboration processes and features a large surface work space of up to 24 feet in length. Up to seven (7) users can simultaneously create, collaborate and ideate using their preferred input device such as Anoto digital pen and paper, iPad®, iPhone®, tablets and PC.

Visual Magnetics, a specialist in creating dynamic interiors within offices, education, museums with the nation's top retailers and is now authorized to resell We-Inspire's collaboration solutions in North America. Visual Magnetics also supplies a patented state of the art surface material developed for large collaboration work spaces, which incorporates technology developed by Anoto. This durable surface ensures simple and secure We-Inspire installations and can be easily changed throughout the life of the collaboration solution.

We-Inspire is the only collaboration solution where users can participate simply by writing on regular paper and have their ideas streamed in real time to the interactive session from their favourite chair. Workgroups are able to collaborate and interact by drawing, writing, making notes and importing documents, pictures or movies and sketches. Every idea is automatically saved for efficient distribution throughout any organization.

The solution is used by companies including one of the world's largest and most creative toy manufacturer, LEGO Systems A/S, for designing new toys. In addition, SKANSKA, the world's leading project development and construction group, is using 70 systems in their new headquarters in Stockholm, Sweden, to further enhance collaborative meetings and enrich workspaces. Other key installations include two leading German car manufacturers for R&D and design purposes.

We-Inspire, Inc. is a wholly owned subsidiary within Anoto Group, world leader in digital writing technology. Anoto and We-Inspire will further develop truly full digital collaborative work environments for corporate and creative use that combines the strengths of the two companies.

"The expansion of our business plan to include the top national audio video system integrators and interior design specialists brings this creative solution to corporations and industries challenged by effective communication on a daily basis." says Einy Paulsen, Country Manager, We-Inspire, Inc. "We-Inspire automatically saves and nurtures intellectual property that is owned by companies but so often is lost to poorly documented collaboration sessions. Gone are the days that a picture of a white board will suffice and the last one to draw the straw documents and



distribute critical data from day long strategy sessions. We-Inspire provides a creative platform to create great ideas and ensures every great idea is saved and shared.”

“We are pleased at the reception of the We-Inspire solution in the US market and are excited to see its continue growth via unique partners like Visual Magnetics ” says Stein Revelsby, CEO of Anoto Group AB. “Together, we provide a truly unique collaboration tool that can be used across any corporate environment. We-Inspire’s technology is ideal to boost productivity and creativity for project management and product design teams, agile strategy teams, sales and production teams, and within the media industry. Every business can profit by being able to capture and share ideas more effectively.”

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**About We-Inspire**

We-Inspire is an innovative collaboration technology company that revolutionizes innovation environments worldwide to enable more effective teamwork. The system combines different hardware and software technologies to create a large, seamless display surface that is freely scalable. The solutions are based on over 8 years of research in interaction design and collaborative office environments and have been developed in close collaboration with some of the most innovative automotive, furniture and design companies, and research labs in the world. We-Inspire, Inc. has offices in Los Angeles, CA, and Boston, MA and is a wholly owned subsidiary of Anoto Group AB.

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### **About Visual Magnetix**

Visual Magnetix is a materials innovation company focused on transformative, magnetic surface design for walls. Their unique magnetic receptive wide-format materials can be used in a multitude of applications, each custom designed, printed, and easily adaptable. Visual Magnetix has been transforming walls and surfaces since introducing the world's first magnetic paint in 1992. In 2007, the company introduced MagnaMedia®, the world's first magnetic-receptive print media. MagnaMedia is a component of the award winning Visual Magnetix Graphic System®, which is used by over 300 leading retailers as an elegant and cost-effective solution for in-store graphics. Visual Magnetix' materials can be used in a multitude of different environments such as offices, museums and homes to create truly Dynamic Spaces® combining functionality and high design. With over 20 unique finishing options such as fabrics, veneers and dry-erase, all MagnaMedia is PVC-free, with an entire line dedicated to 100% post-consumer and natural, sustainable bases.

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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. healthcare, pharmaceutical, bank and financial services, transportation and logistics, government and education. The Anoto Group has over 100 employees and is headquartered in Lund (Sweden), with offices in Basingstoke, Guildford and Wetherby (UK), Amsterdam (NL), Boston (US) and Tokyo (Japan). The Anoto share is traded on the Small Cap list of NASDAQ OMX Stockholm under the ticker ANOT. For more information, please visit: [www.anoto.com](http://www.anoto.com). Follow Anoto on Twitter at: @Anoto