



Volkswagen is Anoto's digital pens user



Anoto partner aibis® supports the car maker to regular surveys of 3,000 employees and sales partners.

Instead of days, only in minutes: The Wolfsburg-based Volkswagen Group is reducing several times, during internal survey projects, the time duration of data analysis, counting on **digital pen Anoto's technology**. Digital pens are part of **CubelQ's®** and **aibis'® iiForms™** system which is a system that is digitally processing handwritten information even during the writing process.

In earlier market surveys, several weeks were needed in order Volkswagen to receive and evaluate the survey data. Now processed data are received immediately right after the data collection. This shows what a high efficiency gain can be achieved by using the Anoto pen and the underlying technology "Digital Pen & Paper" (DPP).

450 000 issues will be evaluated in a few minutes

Once a year, about 3000 sales staff and company employees of the Volkswagen Group are gathered together for a three-day "Open Day" event to Wolfsburg to get the latest news for the product range of the auto maker and give their feedback. For Volkswagen, this feedback is very important because it influences the further development and expansion of the model lines and technologies.

Since the participants come from all over the world especially for this event and they do not meet together in any other occasion, the results of product surveys and evaluations should be presented during the event in timely manner. A total of 3,000 questionnaires each contain 150 questions, in sum near half a million answers, are given and should be processed.

iiForms™ a system developed by CubelQ™ and aibis® has been proven to be the ideal solution for Volkswagen. The system implements the Digital Pen & Paper technology has (DPP) by Anoto, making it possible for Volkswagen to design its own questionnaires which will be filled in by the participants of the "Open Day" using the digital pens.

It is advantageous that the pens function as conventional pens, and no special training or instruction on using them is necessary. On closer inspection, one can see the real pen configuration. A camera intergraded in the pen recognizes from the grid point structure printed



in the background of the form the written information and converts it into digital data.

iiForms™ for questions and answers

Participants are in group of 300 people. Each participant receives a questionnaire and a digital pen with which he will answer to the 150 questions. When the form is filled out the data that have been read are stored in the pen and then by putting the pen in a USB docking station data are transferred for processing. After a few seconds the pen is ready to be used by the next group.

iiForms™ server processes the stored data and presents the data both in Microsoft™ Excel Sheets and in Microsoft™ PowerPoint Presentations. All data are immediately available in presentable format to Volkswagen decision makers. Evaluation and assessment of the results from participants is taking place same day. This is achieved by iiForms™ in the shortest possible time; while without DPP technology the same outcome should need a large number of personnel and longest time.

Benjamin Sass, employee in product marketing at Volkswagen, is convinced for the solution. "The annual Open Day is for our product and offer planning a major event. The participants come together for a few days from around the world, with so much know-how and experience and meet each other, Therefore we want to take this opportunity to have essential feedback and assessment of our new developments and ideas. The time is a decisive factor. The 3.000 participants, stay with us only a few days and still want to know even before their departure which are the prevailing opinions. With iiForms™ and Anoto pens opinion surveys results are generated almost real-time while previously several colleagues spent several days in order to analyse and evaluate the questionnaires and generate the final reports"

The standard for digital data processing

The DPP technology from Anoto has established itself as the de facto industry standard for digital processing handwritten forms. Experiments have shown that is the fastest, easiest, most cost-effective and accurate way of entering data from handwritten text. .

Anoto already has many partners in Germany and worldwide such as **aibis® GmbH (Gold Partner)** and **CubelQ Limited (Silver Partner)** which have developed DPP-based solutions for use in document management systems and many other industry-specific applications.

Anoto Digital Pen and Paper technology

A digital pen looks and feels like a normal ballpoint pen. However, it contains an integrated digital camera, an advanced image microprocessor and a Bluetooth® transmitter. Any paper can be used with a digital pen, if the Anoto dot pattern is added to the layout before printing the paper. The Anoto dot pattern consists of numerous black dots that can be read by the digital pen, but are almost invisible to the naked eye. The pen reads the pattern and registers what and where the user writes.

Anoto Group AB is the company behind and world leading in the unique technology for digital pen and paper, which enables fast and reliable conversion of handwritten text into 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. Anoto share is listed on the NASDAQ OMX Nordic Small Cap under the symbol "Anot".

aibis® GmbH

aibis® Informationssysteme GmbH is specialised in integration of mobile processes in corporate workflows. The company, which was founded in 1997, relies on expertise in the areas of business administration, engineering and organisation. As an independent system integrator, aibis® provides its customers with customised mobile solutions that can be integrated in the current system environments. aibis®'s scope of services ranges from implementation and consulting to application development and after-sales support. aibis® has offices in Hamburg and Potsdam (Germany).



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