



FOR IMMEDIATE RELEASE

## **Rover Technology Fusions™ Adds to Management Team**

**Tampa, FL – March 31, 2011** – Rover Technology Fusions (“RTF”), a leader in forms driven workflow solutions, RoverINK™, has appointed Gregory E. Matton to the management team as Chief Executive Officer.

“As a leader in mobile data capture solutions, with proven success in Government accounts, Energy, Healthcare and Field Services, Rover is poised for tremendous growth as we continue to expand our senior management team,” said Bryan G. Kearney, Founder, and Chairman. “Greg’s leadership skills, extensive experience advising software companies and his knowledge and experience with RTF will be a stabilizing influence as the company continues to grow organically and through strategic acquisitions. Greg is well equipped to manage the complexities of our existing and targeted markets, allowing me to focus on strategic initiatives, communication and relationships with stakeholders, and supporting our channel partners” Kearney said.

Mr. Matton has been a key advisor to RTF for several years, joining the organization after serving as a senior corporate partner with a national law firm. Mr. Matton has represented public and private corporations, domestic and international, in both transactional and general corporate matters, in a broad range of industries including health care, information technology, software, financial services, defense, power generation, and wireless communications. Mr. Matton also has significant experience in the political arena. During his six years on Capitol Hill, Matton served as a senior advisor to Members of Congress and was appointed to the President's White House Health Care Reform Task Force. In addition, Mr. Matton served at The Pentagon as a Senior Policy advisor in the Office of the Secretary of Defense. At the Pentagon he advised on the transition of the Defense Department’s health care delivery system into managed care. Mr. Matton is a graduate of Emory University and Loyola Law School.

“I welcome the opportunity to join the dynamic management team at Rover. Having watched the company’s RoverINK solution evolve over the past several years, including leveraging the **Anoto™** functionality, it is clear the RTF software applications are having a transformative impact in many verticals, including healthcare. With the demand among new partners growing rapidly, the time for this disruptive technology is now. As RTF increases resources for the healthcare market, key metrics which RoverINK addresses are the usability and interoperability challenges plaguing the current generation of EHRs. Our solutions embrace a fundamental philosophy in addressing these issues, we don’t change the way clinicians practice medicine,” said Matton.

RoverINK incorporates clinicians’ existing work processes and supports Stage One Meaningful Use of EHRs, without impeding care provided. The data collected from any input device is converted to exportable XML, coded to standards (SNOMED, ICD, RxNorm and CPT) and transmitted to update one or more backend targets such as Practice Management, EHRs or even Natural Language Processors. All input, including free form or dictated notes, produces interoperable formats such as CDA and Federal C32.

### **More About Rover Technology Fusions**

Rover Technology Fusions (“RTF”) is a form driven work flow solutions provider offering a robust portfolio of products and services to business. RTF develops and integrates, through RoverINK™, Export Templates, affordable mobile data technologies that connect patients to their care providers, and businesses with their customers. Rover is focused on improving operational efficiency, safety, patient care and compliance through the use of digital writing technologies including the **Anoto™ Digital Pen**, and supporting Smart Phones, Ipad, PDA’s, Tablets and Laptops. RoverINK™ includes a robust electronic content management workflow engine which delivers data fully coded to standards producing a tight integration to EHRs and Natural Language Processing for Semantic Interoperability and Search. RTF is an **Anoto, Inc.** Gold Partner. For more information, please visit [www.roverink.com](http://www.roverink.com).

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HIMSS application demonstration: <http://roverink.com/videos/himss.asp#ehr>

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