

Appello and HiQ together customise GPS navigation system for iPhone

Appello – which develops and sells advanced navigation equipment for telecoms, logistics and the automotive industry – asked HiQ to assist with customising and developing Wisepilot, Appello's navigation platform, for the iPhone. The new application has been available for download from Apple's App Store since February.

HiQ's job was to assist Appello with developing software for an iPhone version of Wisepilot. Appello's navigation platform Wisepilot is one of the leading products in the field and is available for more than 300 models of mobile phone. In order that its navigation system should benefit from all the possibilities provided by the iPhone, Appello asked HiQ to develop and customise the application right from the basics using iPhone-specific technologies such as Objective C, IUIKit and Open GL ES.

Appello produced its navigation system in close cooperation with some of its key clients, including TeliaSonera and T-Mobile, which offer their customers the application under their own brand names such as Telia Navigator. The application can be downloaded free from Apple's App Store and consumers can then choose from various subscription periods (day, week and year) which are simply purchased directly on their mobile.

"Our new application is unique in a number of ways. There are various navigation systems currently on the market, but none that offer the user a free initial trial period, great flexibility in terms of types of subscription and a unique new function in the form of an online search facility. The navigator is an online-based solution, so users are always guaranteed the latest maps, traffic information and speed camera warnings. In addition, it is integrated with Eniro's Yellow Pages, allowing the user to search for individuals and businesses," says Martin Svensson, Appello's CEO.

"Our development project with HiQ worked very well. HiQ was able to supply the right expertise and solid experience in iPhone development, with the result that a high quality solution was produced within the agreed timescale and budget. We are very pleased that we chose HiQ as our partner in this project," says Martin Svensson.

"Developing the specific iPhone applications for Telia and T-Mobile was an enjoyable and challenging project, mainly because we used so many different development frameworks in a single application. The design of the user interface was an interesting process because we were forced to take into account completely different aspects to those we traditionally consider when building iPhone applications," says Ph.D Johan Sanneblad of Business Development – Mobile Applications at HiQ Göteborg.

When building a vehicle navigation system consideration also has to be given to interaction aspects that differ radically from ordinary mobile applications.

"There is increasing demand for expertise in the development of mobile apps, both for the iPhone and for other platforms such as Android. The project for Appello was one of the major development projects for the iPhone in Sweden in the past year and we are naturally delighted to have been entrusted with this job. I see it as confirmation that HiQ has a very strong brand for this type of development task," says Jerker Lindstén, Managing Director of HiQ Göteborg.

"HiQ has been working with mobility and communications for a number of years and enjoys a very strong position in this field. New platforms are creating completely new ways for companies to reach their end customers via their mobiles, which is a very exciting trend. Having a clear strategy where

mobility is concerned is becoming increasingly important, and we help our clients get it right in this exciting market,” says Lars Stugemo, President and CEO of HiQ.

About Appello:

Appello is a leading provider of mobile GPS navigation systems and offers bespoke solutions to mobile operators, mobile handset manufacturers and other enterprises. Appello developed WISEPILOT™, a unique yet keenly priced navigation platform for mobile units that supplies applications to the automotive and telecoms industries. Appello’s client base covers some of Europe’s largest mobile operators, telecoms distributors, web portals, address registers, mobile handset manufacturers and telecoms integrators. Appello is headquartered in Gothenburg, Sweden.

For further information, please contact:

Lars Stugemo, President and CEO HiQ, tel.: +46 8-588 90 000

Jerker Lindsten, Managing Director HiQ Göteborg, tel.: +46 31-743 91 00

Martin Svensson, CEO Appello Gothenburg, tel.: +46 730 255 299

Annika Billberg, Head of Corporate Communications HiQ, tel. +46 8-588 90 015, +46 704-200 103

HiQ is an IT and management consultancy company focusing on high-tech solutions in the fields of communications and software development. The company is a leading player in these fields and the Nordic region is its domestic market. HiQ employs more than 1,000 people at offices in the Nordic region and in Eastern Europe. HiQ is listed on NASDAQ OMX Stockholm MidCap. For more information, please visit www.hiq.se.