

## **HiQ to stream European Athletics Championships in Barcelona**

**- Peter Häggström will provide exclusive reports at hiq.se on Channel Q**

**HiQ is launching its online TV channel – Channel Q – just in time for the European Athletics Championships. Peter Häggström, expert commentator with SVT and former long jumper, will report daily from the events in Barcelona. There will be interviews with competitors and discussion before and after events etc. Everything will be streamed at [www.hiq.se](http://www.hiq.se). Peter will also be reporting via Twitter.**

The online TV campaign starts on 26 July and continues at [www.hiq.se](http://www.hiq.se) until 1 August.

See a teaser here: <http://www.youtube.com/watch?v=NhZ3J1NEzSk>

Follow the Twitter flow at: @hiqinternat or search #channelq

Follow the campaign at: [www.hiq.se](http://www.hiq.se)

### **About Peter Häggström**

Peter Häggström has a background as a long jumper and sprinter and was a member of the IK Ymer sports club. He was on the Swedish national athletics team for seven years. Peter has six gold medals for long jump from the Swedish Championships and has competed in several European Championships and other competitions, including the Sydney Olympics. His personal records are 8.07metres for long jump and 10.30 seconds for the 100 metre sprint. Today Peter "Hägge" Häggström runs the company "Häggström & Möller."

### **For more information please contact:**

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*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 Nordic Exchange Stockholm MidCap. For more information, please visit [www.hiq.se](http://www.hiq.se).*