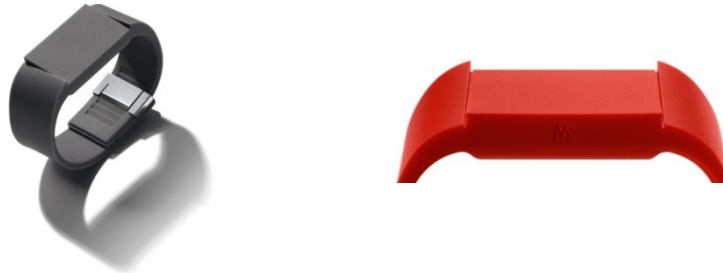


HIQ FOCUSES ON QUALITY WITH MUTEWATCH LAUNCH

HiQ is responsible for assuring the quality of Swedish company Mutewatch's innovative wrist watch. With its hidden touch-screen and vibrating alarm and timer, this intuitive watch is the clear leader in its class. Though Mutewatch is not set to be launched until July this year, over 10,000 units have already been pre-ordered.



"Mutewatch is a really exciting company to work with and HiQ shares its interest in making the everyday lives of ordinary people simpler. The product is cool and innovative, so it felt like a perfect match for HiQ to join in as a partner in the project," says Bo Ringdahl, Managing Director at HiQ Stockholm.

The idea originally came from Mai-Li Hammargren, founder of Mutewatch, who wanted to avoid waking her shift-working boyfriend each morning. The original idea of a quiet alarm that wakes its wearer using vibration has now developed into a philosophy about time management, efficiency and respect for other people's time.

"We work with the very best in all categories in order to create added value for the end-customer. There are no compromises when it comes to the quality of the product. It feels good that HiQ has tested the software, so that we can be sure that the product will work as it should once we start shipping it to customers. We almost exclusively use personal recommendations when it comes to finding new suppliers. That's how we came into contact with HiQ, too," explains Mai-Li Hammargren, founder of Mutewatch.

"The unrelenting march of technology is moving faster and faster. Today we are working with things we didn't even know were possible five years ago, and it's an adventure to be a part of progress and to influence and create this technology. HiQ has worked with quality assurance for more than 15 years now, giving us experience and cutting-edge expertise that we're proud of. To be able to contribute this expertise to this exciting project has been a joy," adds Lars Stugemo, President and CEO of HiQ.

About Mutewatch

Mutewatch is a young, Swedish company based in Stockholm. The company's aim is to develop products that give people the tools they need to manage their time in a sustainable and dynamic way. Mutewatch wants to give more people the opportunity to realise their ambitions and believes strongly in turning dreams into realities. www.mutewatch.com

Watch the video: <http://vimeo.com/23920863>

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HiQ is an IT and management consultancy firm specialising in hi-tech solutions within communications and software development. The company is a leader in these areas and services the Nordic region as its home market. HiQ employs over 1,200 staff and has offices both in the Nordic countries and in Russia. HiQ is also listed on the NASDAQ OMX Stockholm Mid Cap List. For more information, please visit www.hiq.se.