

HIQ WINS PRESTIGIOUS PRIZE FOR BEST ANIMATED FILM

HiQ has been awarded first prize for “Best Industry Animation” at the Animation Volda Festival held in Norway. Awarded last Thursday, the prize recognises four animated films that describe HiQ's values in a vivid way. The films were produced in collaboration with Stockholm-based communications agency The Study.

The jury's decision states: "Infectious humour, easy to follow, good rhythm. They succeed in 'selling' and conveying intangible values like creativity, competence and courage. Timing! The craftsmanship is superb! An 'infomercial' at its best!"

"The films form part of a large-scale initiative through which we have profiled ourselves both digitally and in print media in order to recruit additional talented employees. It feels great that we have won this coveted prize for animated films. The films have had significant impact both internally and externally, and they have helped us clarify how we improve and simplify our customers' operations," explains Peter Häggström, Marketing Manager at HiQ.

"Using this type of art and animation is unusual in the B2B and IT world. The films describe the company's values and are part of the 'Unthink' campaign that shows how HiQ dares to think and act differently than the rest of the industry. It was an exciting project to be able to put together with HiQ," adds Sasan Faghihi, Creative Director at The Study.

Watch the films here: www.hiq.se

Animation Volda Festival is a festival that combines education and entertainment within animated film and is held annually by the well-known animation and film school Volda University College (VUC). Now in its fifth year, this year the festival was held from 15 to 17 September. The theme for 2011 was music and sound in animation. Read more at: www.animationvolda.com

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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 has the Nordic region as its home market. HiQ employs nearly 1,300 staff and has offices in both the Nordic countries and Russia. HiQ is also listed on the NASDAQ OMX Stockholm Mid Cap List. For more information, please visit www.hiq.se.