

## HiQ BRINGS THE FIS ALPINE SKI WORLD CUP TO YOUR MOBILE

HiQ is developing an application that allows users to follow the FIS Alpine Ski World Cup slalom opening on a mobile device. The application, employing the latest mobile technologies, enables access to race results, event calendar and communicates the atmosphere of the event.

HiQ is responsible for the concept design, user experience design, and application development and testing of the World Cup Levi mobile application. The new application allows the Levi team to communicate real-time information on the latest standings and results of the competition as well as other activities included in the event calendar. In addition, the application provides access maps of the event locations, information on dining and leisure services, event news and community functions.

"We at Levi constantly want to improve the World Cup Levi event both as a competition as well as an experience. HiQ fully grasped the essence of the event and created a concept that allows us to enhance the famous *Levi Experience* even further. A mobile service is a natural and easy way to bring the excitement of the event closer to both the Levi's visitors and the alpine ski enthusiasts who are following the competition from far and near," says Mikko Saarinen, World Cup Levi general secretary.

World Cup Levi has grown rapidly and established itself as one of the major organizers of alpine ski events. Levi is known as a trailblazer in employing new technology, for example.

"State-of-the-art, user-friendly mobile solutions are one of HiQ's areas of expertise, and we are very happy to be able to contribute to the development of World Cup Levi, a major event in its field. Both HiQ and Levi want to be positioned as innovators, and a common goal was easy to find: we are creating a service that combines the best technological solutions, actual benefits for the user and the joy of participation," says Jukka Rautio, CEO of HiQ Finland.

The World Cup Levi mobile application will be introduced to the users in mid-October 2011 and available for downloads via App Store.

*The Alpine Ski FIS World Cup slalom opening will take place in Levi from November 11 to November 13, 2011. Alpine Ski World Cup Levi is one of the major yearly sport and media events in Finland.*

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*HiQ is an IT and management consultancy company focusing on high-tech solutions in the fields of communications, software development and simulation technology. The company is a leading player in these fields and the Nordic region is its domestic market. HiQ employs more over 1,200 people at offices in the Nordic region and Eastern Europe. HiQ is listed on the NASDAQ OMX Stockholm Mid Cap. For more information, please visit [www.hiq.se](http://www.hiq.se)*