

TERVEYSTALO ENTERS THE WORLD OF WINDOWS PHONE WITH HIQ

Finland's largest health service provider, Terveystalo, launches a mobile appointment booking service on Windows Phone. Designed and implemented by HiQ, the application is the first health service of its kind available on the Windows Phone platform in Finland.

The new appointment booking application allows Terveystalo's customers to manage their appointments safely and effortlessly on their Windows Phone anytime, anywhere. In addition to appointment booking services, users can access the latest news of Terveystalo via the application. Terveystalo and HiQ were among the first in Finland to take up Windows Phone application development.

"Mobile applications are part of our electronic service development. As a trailblazer in the field of health services, we want to be part of the market that is growing as Windows Phone expands. Our development partner HiQ provided outstanding expertise at every stage of the project, and the application was ready for testing in a record time", said Tuomas Otala, CIO, Terveystalo.

"The guiding principles of application development are user orientation and overall user experience. The applications implemented by HiQ embody these principles perfectly. As the developer ecosystem grows and diversifies, high-quality applications strengthen Windows Phone's position in the market", says Jukka Wallasvaara, Windows Phone DE at Microsoft Oy.

Windows Phone applications are built by integrating the services important to the user into the phone's basic functions. Application development uses Microsoft technologies familiar from desktop and network solutions and their synergy benefits. Analysts predict that in 2015 Windows Phone will be number two in the market with a market share of 20 %.

"We see the expansion of the world's most popular operating system into the mobile world as a great opportunity. In this project we wanted to use the new possibilities of the Windows Phone platform in a versatile manner and create a stylish and fresh mobile service. The project allowed us to utilize our mobile expertise in all areas from design to testing. As smartphones are becoming more and more common, we need to respond to an entirely new set of user needs", says Jukka Rautio, Managing Director of HiQ Finland.

Terveystalo's appointment booking application can be downloaded free of charge from the Windows Marketplace application store at <http://www.windowsphone.com/fi-FI/marketplace>.

For further information, please contact:

Jukka Rautio, CEO, HiQ Finland Oy, +358 40 827 1142

Tuomas Otala, Chief Information Officer, Terveystalo Oy, +358 40 567 3774

Jukka Wallasvaara, Windows Phone DE, Microsoft Oy, +358 50 499 952

Peter Haggström, Head of Corporate Communications, HiQ, tel. +46 8 588 90 000

HiQ is a leading Nordic IT and management consultancy firm specialising in high technology solutions within communications and software development. The group's daughter companies currently employ nearly 1,300 top IT and business experts in Sweden, Finland, Denmark and Russia. HiQ is listed on the NASDAQ OMX Stockholm Mid Cap List. For more information, please visit www.hiq.fi.