

HIQ HELPS SWEDEN'S PREMIER FOOTBALL LEAGUE GO MOBILE

The kick-off for Sweden's Allsvenskan premier league football season is just around the corner. To coincide with the start of the new season, HiQ has helped develop the Matchmode Arena mobile app, which makes it easier for fans to follow their favourite teams before, during and after matches.

The quick transition to a mobile lifestyle is clear for all to see. HiQ has many years of experience with media, gaming and entertainment projects, and the development of the Matchmode Arena mobile app for the Allsvenskan league is just one of many recent assignments entrusted to HiQ by the Swedish sports world.

"HiQ is happy to be involved in helping Matchmode AB to develop this mobile app for the Allsvenskan football league. The app will make it easier for devoted football fans to follow their favourite teams from the grandstand," explains Jerker Lindstén, Managing Director of HiQ Göteborg.

Matchmode Arena tackles the challenge of making the time before, during and after matches more exciting, fun and interesting. Each supporter receives customised information and the app offers new and unique advertising space for sponsors, while also making it easy for supporters to take advantage of deals offered inside the stadium. Supporters will receive match stats in real time, as well as have access to a discussion forum and exclusive information direct from their team's bench. The app and the communication platform behind it, now ready for launch, is available to all teams and has been developed together with AIK and IFK Göteborg teams' supporters.

"Fans can also have their say during the match, as the app opens the way for fast, two-way communication with team management," adds Anders Frisk, Innovation Consultant at Matchmode.

The Allsvenskan season kicks off on 31 March and the app is already available for interested fans to explore: <http://itunes.apple.com/se/app/matchmode-arena/id455939604?mt=8>

"Teams, organisers, sponsors and athletes are discovering more and more advantages of having a mobile strategy that makes it possible to offer fans, the media and others mobile solutions. Amongst other successful releases, HiQ launched a unique mobile app to coincide with Rally Sweden (held at the beginning of February) that made it possible to follow motorsport superstar Richard Göransson using GPS and live images," says Peter L. Häggström, Marketing and Information Manager at HiQ International.

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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.