

## HIQ RAISES THE BAR AT THE EUROPEAN ATHLETICS CHAMPIONSHIPS IN GOTHENBURG

Tomorrow sees the start of the World Indoor Championships in Athletics in Istanbul, and in just a year's time the athletes will be back competing on home soil at the European Athletics Indoor Championships in Gothenburg. HiQ is currently helping the organisers to make the championship experience complete. The ambassador of the games, Kajsa Bergqvist agree that digital innovation has an important part to play in developing sport.

During the period 1-3 March 2013 another major athletic championships will take place in Gothenburg. This time it is the Scandinavium indoor arena that will be hosting the event. HiQ has been commissioned by the organisers Göteborg & CO to enhance the experience of the championships by developing its digital communications platform. This includes developing the European Championships section of its athletics website and creating apps for mobile devices.

"We have been entrusted with a very exciting assignment by the European Championships organisation. Our specialist knowledge and our business acumen in the media, gaming and entertainment segment, and not least our experience on the sports and events side, mean that – together with the organisers – we will take the championships to a new level," says Peter L. Häggström, Head of Marketing and Corporate Communications at HiQ.

For the public, it means that they will be able to follow everything that is going on before and during the athletics championships more easily. Communications will become increasingly interactive and as spectators, people will get closer to the championships.

"The digital platform that HiQ will produce will take us closer to our goal of giving visitors an athletics show that exceeds all expectations," says Anders Albertsson, Secretary General of the European Athletics Indoor Championships.

A number of Swedish athletes will be participating and competing for medals on home ground. As usual, the high jump will be one of the hottest disciplines, with Ebba Ljungmark and Emma Green as strong medal hopes. Former high jumper Kajsa Bergqvist is an ambassador for the championships.

"I have worked with HiQ myself and I know they have the ability to find creative solutions that simplify things, which will further enhance the experience of athletics – the sport that I still love so much. I am really looking forward to experiencing this in person at the Scandinavium arena in a year's time," says Kajsa Bergqvist, the world indoor record-holder in the high jump.

The mobile lifestyle is really taking off right now in all the market segments in which HiQ operates. Media content is becoming accessible from mobile devices, for example, in order to meet popular demand.

"Our mobile lifestyle and the improved quality of mobile devices, with their new functionality, are creating great opportunities for sport. Our expertise in mobile solutions will be very useful as we take the European Championships to people's mobile phones and e-readers," says Jerker Lindsten, Managing Director of HiQ Göteborg.

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*HiQ is an IT and management consultancy company focusing on high-tech solutions in the fields of communications and software development. The company is a leading player in these fields and the Nordic region is its domestic market. HiQ employs close to 1,300 people at offices in the Nordic region and Russia. HiQ is listed on the NASDAQ OMX Stockholm Mid Cap. For more information, please visit [www.hiq.se](http://www.hiq.se).*