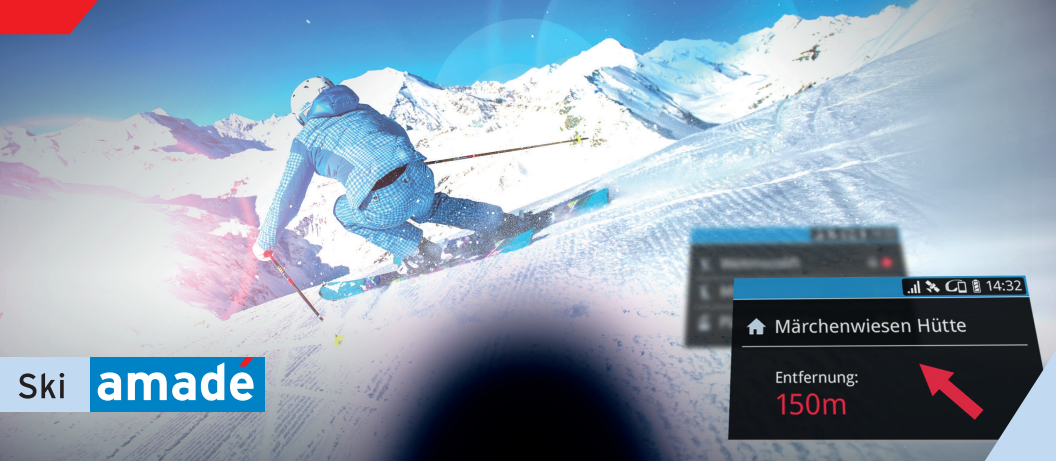


WINTER 2015/16

Ski amadé Futurzone



Ski amadé looks to the Future. Virtual enhancements for the perfect day's skiing.

Ski amadé remains the leader for digital experiences on the piste. The practical "Ski amadé Guide" app has been free for four years, both for iPhones and Android telephones. In the coming winter the Austrian Ski amadé Ski Association will be driving another massive data technology project forward: Smart Ski Goggles. Five regions belong to Ski amadé.

Smart Ski Goggles for greater clarity

Region-specific ski area information actually in front of your eyes. No more opening up and looking at a tiresome piste map - the new smart ski goggles make this possible. "We want constantly to offer our guests new, outstanding experiences. With Smart Ski Goggles we have a real coup this time," says Ski amadé Managing Director Dr. Christoph Eisinger. The concept in regard to technical realisation, user acceptance and the future economic usability of the smart goggles software is being developed by Evolaris in close cooperation with its project partners Schladming 2030, Schladming-Dachstein, Ski amadé and others. Ski amadé took the project to market readiness, basing it on the existing "Ski amadé Guide" mobile app. This special app for smart ski goggles was developed with Evolaris, to bring region-specific ski area information direct to ski goggles for the first time.

The smart goggles are provided via the app with information like POIs, weather data, piste and lift status and safety advice. This information is then shown to the user in the lower right field of vision of the goggles. Via the safety adjustments one can configure the smart goggles in such a way that, for example, they switch off above a pre-determined speed so as not to distract the skier. For the ski season 2015/16 the information for the smart goggles has been extended further. Thus the attention of skiers is now actively drawn to attractions which they are passing, so they can no longer miss them. If there is a lovely mountain lodge 50 metres further on, the goggles will point it out. If there is a particularly good photo point on the edge of the piste, the goggles indicate it. Other details: piste regulations, Webcams with live freeze frames in real time. One can also insert an individual threshold value into the speed function.

Ski amadé guests can rent the new, already pre-installed Smart Ski Goggles at all the 25 Intersport Rent premises for 19 euros per day. They can also be purchased there.

The mini-computer with the integrated WLAN connection and GPS developed by Recon can be integrated into specific models of various makes of ski goggles. The data from the "Ski amadé Guide" app is displayed on the goggles via the USB connection. The Smart

Ski Goggles are operated by a small remote control device on the wrist, showing the direction and distance to the next mountain lodge or the next lift – this is even possible in the offline mode. As soon as the goggles have access again to the WLAN, the current weather data as well as lift and piste status are also shown.

Service App enhanced after sensational success

The popular free “Ski amadé Guide“ app for iPhone and Android has been an outstanding success since its introduction. With 280,000 downloads since the introduction of the app and 880,000 hits in the 2014/2015 season alone, it has established itself firmly in the day’s skiing for Ski amadé guests. With the ski diary every user has even more options from now on. In addition to the chronological record of the data from the day’s skiing, one’s own pictures and text can be added and shared directly in the social networks. Besides the altitude differences overcome, the speed and the kilometres of piste covered, the revised app now also offers a new personal calorie counter. This calculates the individual calories burnt off using the kilometres of piste, the steepness of the piste, the skiing style and personal ability of the user. So our guests will know in the future precisely how long they have still got to ski before they have worked off that delicious Kaiserschmarrn or can risk the next brief stop. The calorie counter was developed in cooperation with Salzburg University (Department of Sports and Exercise Science).

Mobile Ticketing: Buy your ski pass via your mobile

Queueing for a ski ticket is a thing of the past with the Ski-Ticketing Service via a mobile. The ticketing is completed directly via a mobile web service and can be directly called up by every internet connected smartphone (iOS, Android, Blackberry or Windows 8). In addition, the “Mobile Ticketing“ can also be called up using the Ski amadé Guide app. The available KeyCard can be loaded at any time onto one’s mobile phone; the ticket is active in a few seconds and can be used immediately. Payment is made easily and safely via a credit card. The package covers the most varied Ski amadé ski tickets, from the one-day ski pass to the 7-day ski pass for adults, children and teens. Trouble free operation is ensured with the free Ski amadé WLAN, which currently has almost blanket coverage. Surfing the Web, sending emails or posting social media reports can be done quite easily with it. An option which has been very well received, as shown by up to 250,000 user sessions on peak days, 700,000 unique users and over 27 million online sessions in the 2014/2015 season.

Information for Ski amadé guests:

Ski amadé | Prehauserplatz 3, 5550 Radstadt, **T.** +43/6452/4033360

E. urlaub@skiamade.com, www.skiamade.com

Information for media:

Ski amadé

Dr. Christoph Eisinger
Prehauserplatz 3, 5550 Radstadt

T. +43/6452/20202-0

E. presse@skiamade.com

www.skiamade.com