

Safety and Information Services for
Ski Resorts in Emerging Markets

Nové hory / Nowe Góry



A Marketing Concept supporting your business with **SPACE TECHNOLOGIES**

VI Ogólnopolska konferencja Polskich stacji
Narciarskich i turystycznych
Białka Tatrzańska, Hotel Bania, 3.6.2014

With passion for mountains, top brands and modern technologies

Thanks to European Space Agency and its Integrated Application Promotion programme

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**We come to be your
Marketing partner
specialized on outdoor
resorts whose aim is to
maximise the income
potential from
advertisements in resorts
and who provides you
with technical solutions
based on exploitation of
space technologies like
GNSS and satellite
communication.**

**Elevator
Pitch**

**The technical solutions
are**

- **Geo referenced Web**
- **Mobile applications**
- **Satellite television**

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Some not up-to date statistics

Season 2011-12

Central European players

Country	Bulgaria	Czech Republic	Poland	Serbia	Slovakia	Slovenia
Number of ski areas	32	176	182	31	91	44
Number of major resorts (>1 mio SV)	0	0	0	0	0	0
Number of lifts	110	816	832	64	547	217
Skier visits (million)	1	9	5	1	5	1
Population (million)	7	10	38	7	5	2
Ranking in world tourism	39	36	19	#N/A	#N/A	#N/A
Arrivals of international tourists (million)	6	6	12	1	1	2
Proportion of foreign skiers	25%	35%	10%	20%	25%	17%
SV / inhabitant	0,1	0,6	0,1	0,1	0,7	0,6
SV / foreign visitor	0,1	0,5	0,0	0,2	1,0	0,1

Laurent Vanat, 2013 International Report on Snow & Mountain Tourism

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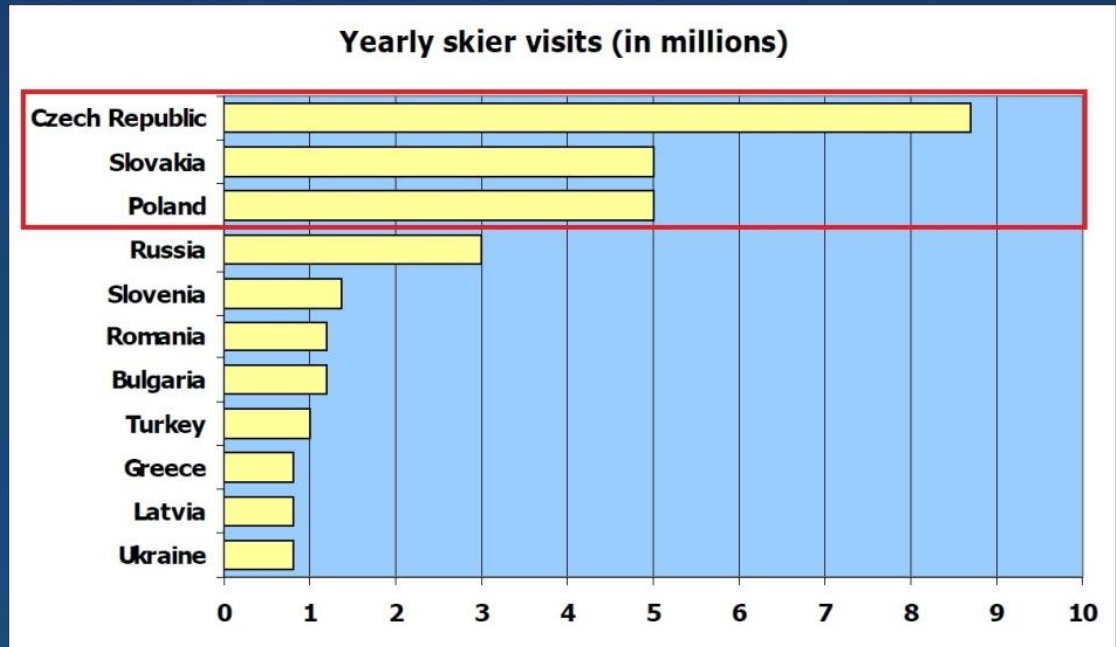


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**Some not
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Season 2011-12



Laurent Vanat, 2013 International Report on Snow & Mountain Tourism

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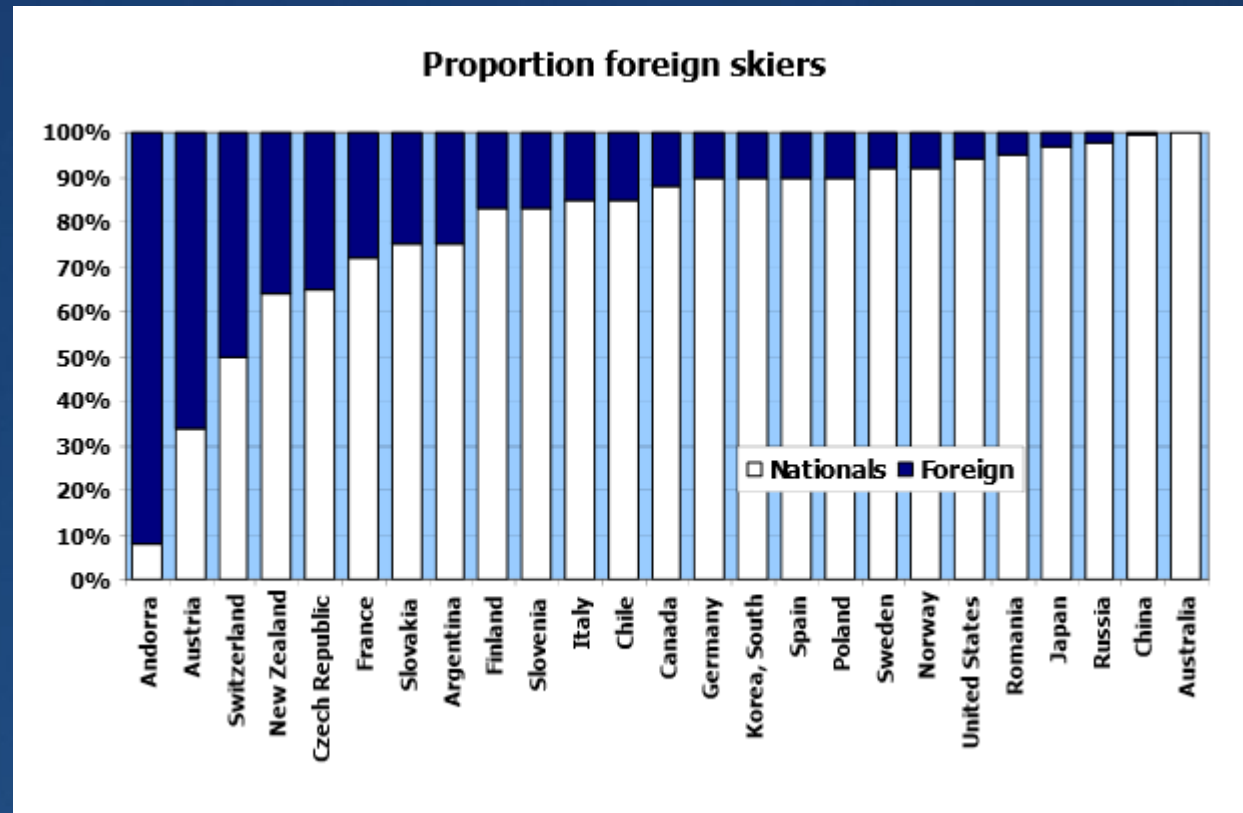
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Some statistics

Season 2012-13



Laurent Vanat, 2014 International Report on Snow & Mountain Tourism

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Resorts offer an interesting and broad platform with several touch points and opportunities to advertise brands and to build relationships with consumers

During holidays in tourism areas, the relaxed atmosphere creates a higher impact compared to urban zones

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Classic marketing in Mountain resorts – outdoor resorts

- Owning ski lifts
- Barriers or Moving Billboards
- LED Lite Indoor Media Billboards
- Mega Billboards
- Branding of Gondolas, Ski Racks, Service Racks, Seating corners,
- Info Tools
- Exhibition places

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And on top of this we offer GNSS enabled information services and SAT TV:

- Web portal fit for mobile use with geo-referenced services covering CZ/PL/SK as „One ski destination – Central Europe“;
- Mobile solutions for skiers – information and help on the slope;
- Tracking of kids, tracking of training course members or your own staff;
- Actual weather information;
- Gamification functions supporting location based marketing;
- Satellite TV channel covering central part of Europe incl. Alps;

- Rescue Team management system for Mountain Rescue squads.

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SAT TV Channel

- Live HD streams from outdoor resorts
- HbbTV Channel
- Advertisement on 12% of the broadcasting time

ASTRA 3B - Key Data

Orbital location: 23.5°E

Total transponders: Ka-band: 4
(250 MHz)

Ku-band: up
to 56 out of 40 BSS (33 MHz), 24 FSS (36 MHz)

Coverage: Middle East and North Africa, Europe, Russia and the CIS, Middle East



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And the Rescue Team Management?? Its Made by GINA SYSTEM Ltd.

WHEN EMERGENCY OCCURS

A firefighter in full gear, including a helmet, oxygen tank, and reflective stripes, stands with their back to the camera, holding a pike pole and a hand saw. They are positioned in front of a large, intense fire.

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See you soon on the slope

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www.nowegory.pl – coming soon**

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