

The opportunities of Entertainment Tools and Software Applications

Position your Brand with unique Experience based solutions
as part of a digitalization strategy

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What does Skiline do?

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Fotocredit: Bergbahnen Sölden, Rudi Wyhlidal

Skiline allows guests to **experience various exciting attractions** on a safe but still challenging way. These users' experiences and **personal emotions** get automatically **videotaped, photographed and timed**. **Guest register** to obtain the digital memories and **share them in social networks**.

Furthermore the guests are involved into **gamification, marketing and activation** campaigns.



Skimovie

73 km/h


YOUR PHOTO:
bmw-mountains.com


YOUR PHOTO:
bmw-mountains.com



Speedcheck

skiline.cc



BMW iDRIVE PHOTO POINT
BRINGEN SIE IHREN BMW iDRIVE FUNKSTICKER MIT SICH
KORREKTE ANORDNUNG & RICHTIG ANWENDEN
PHOTO-KONTROLLE IM ALP
BMW-WEBSITE: WWW.BMW.COM/ALP
NO I-DRIVE ONLY
Please take care of the equipment for BMW


Fotocredit: Bergbahnen Sölden, Rudi Wyndal

Photopoint

Various disciplines



Slalom



Giant Slalom



Wakeboard

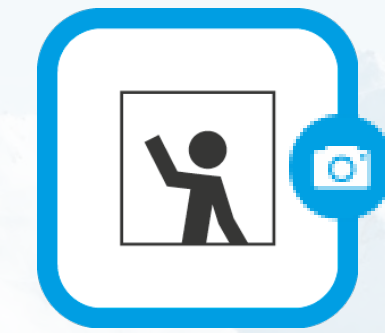


Photo Safari



Parallel Slalom



Carving



Freeride



Hiking



Muggle Slope



Flow Country Trail



Sledging



Altimeter



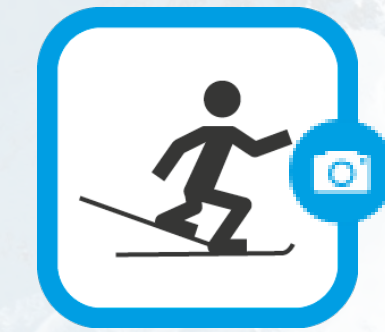
Skicross



Bag Jump



Mix Race



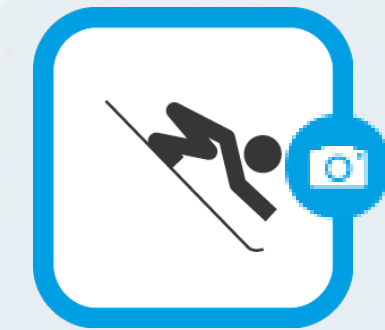
Cross Country



Jump



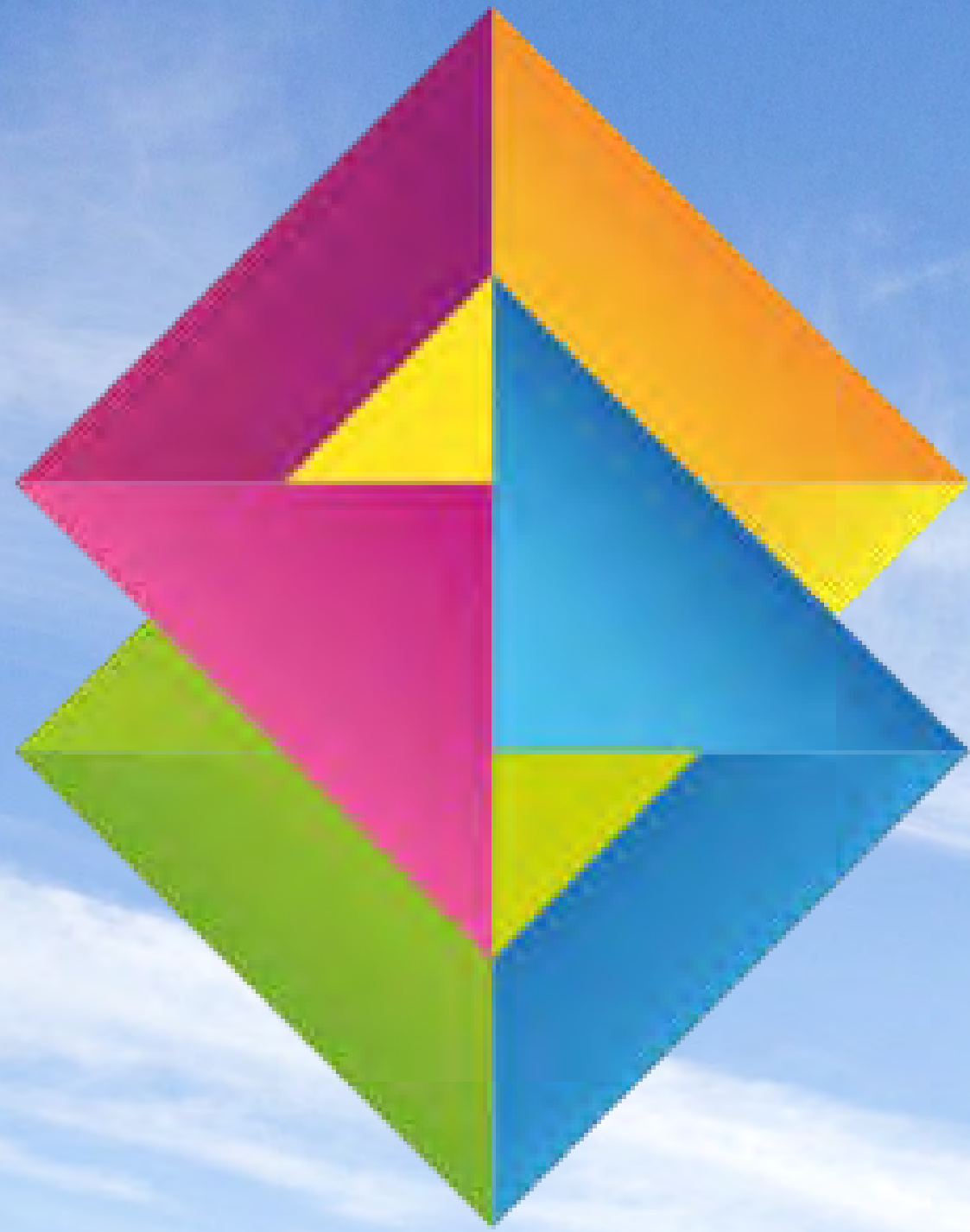
Downhill



Speedcheck



Timing Track



Adrenalin Cup



Multiple Disciplines
10+ permanent installations



for Everyone
automatic fun for every guest



Adrenalin Cup



and destination wide
involving hotels, rentals, ski schools,
etc.



emotionalized
mementos of thrilling experiences



EMOTIONAL
DIGITAL
VIRAL

OUR PASSION.
YOUR SUCCESS.

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230+

SKI RESORTS
CONNECTED WITH SKILINE

360 SKILINE
ATTRACTIONS

13 COUNTRIES
11 YEARS
EXPERIENCE

2.850.000

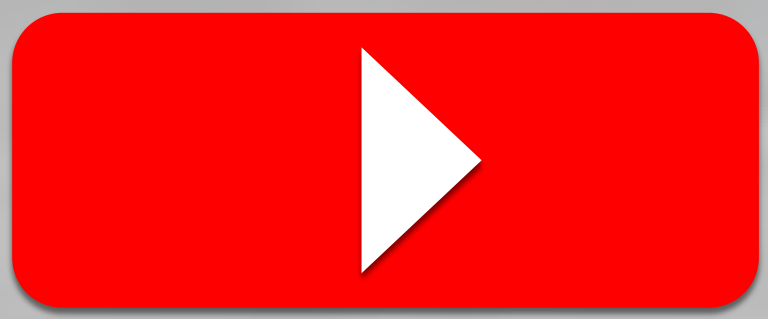
REGISTERED USER

2.900.000
MEDIEN
ASSIGNED

27.000.000
PERFORMANCE
SELFIES

7 CUPS
DESTINATIONS
ENTERTAINMENT

BMW xDrive Cup 



FREDRIKK23

28.03.2017

09:34

00:01:31

Position the brand as integral part of a user's experience

Exciting, unique attractions combining out-of-home activities with emotional experience

Generate digital memories branded and communicatable

Become part of ones personal memories

Set up dialog communication

Utilize personal content as ticket to the customer

Digitalize and Reengage the user

User register to get their digital memories

Community Management

Set up campaigns on top
Analyze your communities

Turn the Customer into Ambassadors
Digital content gets shared with friends including the brand



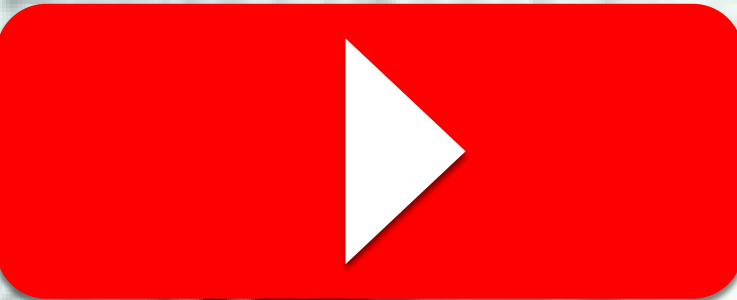
Showcase

Example BMW & Skiline

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- ▶ BMW xDrive Cup
- ▶ > 1 Mio medias with BMW branding in 16/17
- ▶ 30 installations (Skimovie/Speed)



28.03.2017

11:02

00:00:74

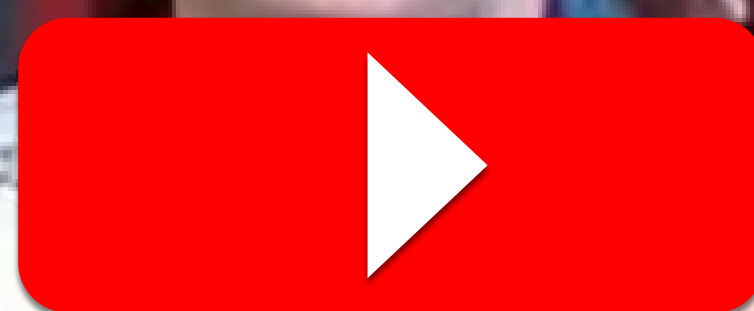
Showcase

Swisscom & Skiline

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- ▶ Swisscom Snowcup
- ▶ approx. 200k videos with Swisscom
- ▶ Brand Placement in 16/17
- ▶ 8 installations (Skimovie)

Jetzt *swissheart* App
runterladen



Marketing Output per season and installation

up to 224.000 online
views

up to 56.000
personal memories

up to 75.000 times part of a guests
experience

up to 1.000.000 sight contacts
on unique OoH installations

Gamification - Activate your attraction

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Skiline Competition

The product is adapted fully to your needs and marketing strategy

Activate user

Amplify the emotions with games

Gather users' data

Gamification - Amplify the entertainment

skiline.cc

The Skiline Competition is adapted fully to your needs and marketing strategy



Intensify your message



Generate added values



Maximize the demand



Tell a story



Gather additional user data

Gamification

the integration of game mechanics into a website, or application in order to drive engagement

Your Sport | Your Glory
Bring' das schönste Erlebnis zu einem neuen Höhepunkt


Video ansehen ▶

Die Rangliste wurde das letzte Mal am 19. Jan. 2016 05:48 aktualisiert.

1	ducati888MG	858.109 m
2	giuseppes33	848.772 m (-9.337 m)
3	Johann Mandl	649.263 m (-208.846 m)
4	PYLM	591.768 m (-266.341 m)
5	Marinella	566.066 m (-292.043 m)
6	A.I.St.	557.855 m (-300.254 m)
7	Lumir Černý	528.697 m (-329.412 m)
8	karlk196	522.886 m (-335.223 m)
9	peterm47	492.388 m (-365.721 m)
10	Erwin Tockner jun.	469.484 m (-388.625 m)
11	jonni	457.678 m (-400.431 m)
12	stefanh649	456.113 m (-401.996 m)
13	Hansjörg Lintner	439.122 m (-418.987 m)
14	stefanob46	431.380 m (-426.729 m)
15	GeRDaN	431.124 m (-426.985 m)
16	Josef Heindl	429.166 m (-428.943 m)
17	stphanec23	428.730 m (-429.379 m)
18	SiMe	421.268 m (-436.841 m)
19	m51.huber	414.188 m (-443.921 m)
20	johannesb245	405.368 m (-452.741 m)



BADGES UND ATTRAKTIVE PREISE WARTEN AUF SIE.




Badges sammeln macht nicht nur Spaß – es lohnt sich auch. Seien Sie mit am Start und sichern Sie sich beim BMW xDrive Cup Ihre Chance auf exklusive Gewinne.

Hauptpreis
Der perfekte Wintersportbegleiter: der BMW X1.

Saisonpreis
Ein viertägiges BMW Ice Perfection Training in Schweden.

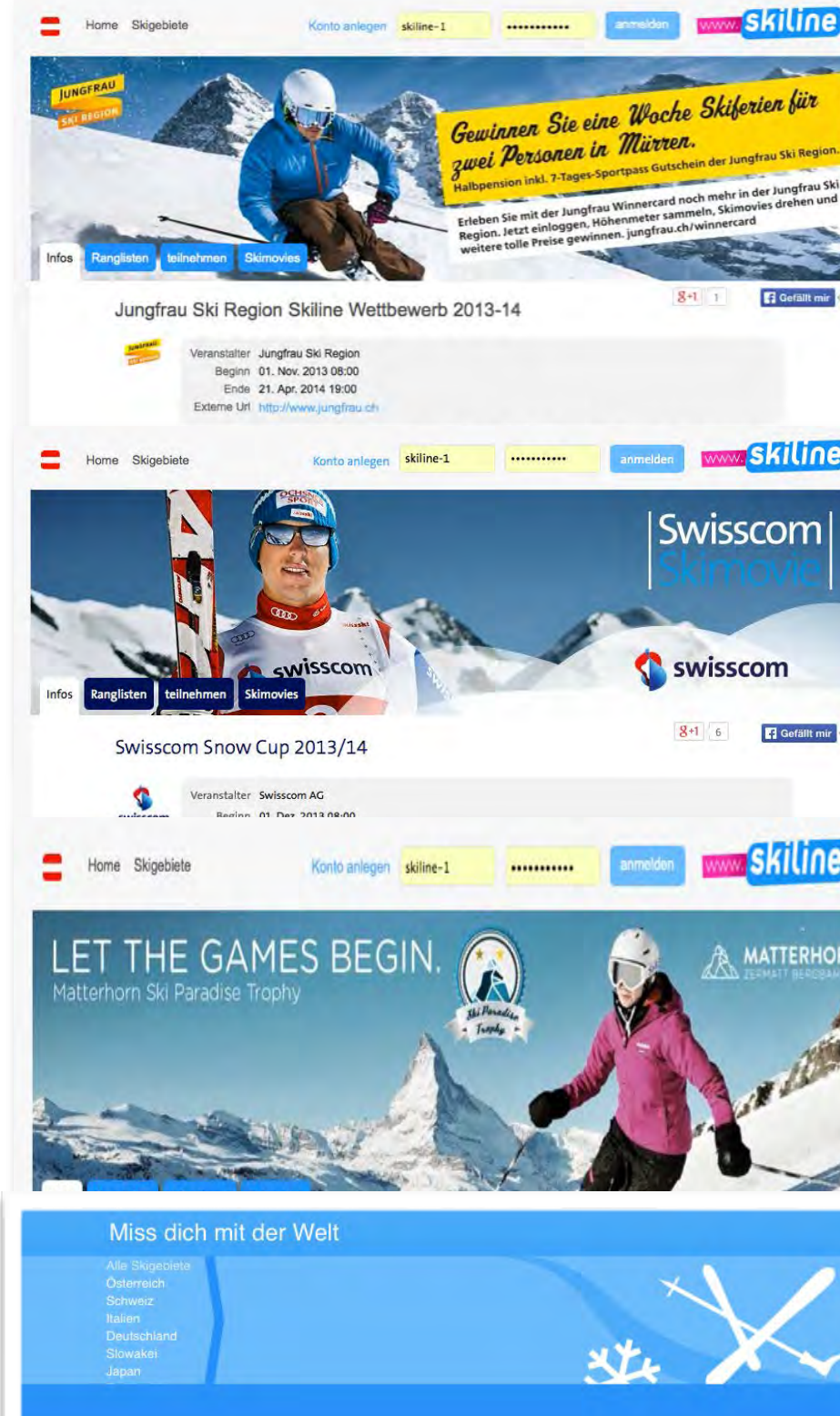
Monatsauslosung
Ein Paar limitierte Ski von BMW und K2.



65000 registered participants

BMW xDrive Cup

Rang	Name	Value
1.	Wakounig, Daniel	0:22.017
2.	14 Geisenfelder, Gunther	0:23.061
3.	56 Erhardt, Maximilian	0:32.753
51	Loskill, Sven	
55	Ranftl, Felix	
5	Makar	

Home Skigebiete Konto anlegen skiline-1 anmelden www.skiline.ch

Jungfrau Ski Region Skiline Wettbewerb 2013-14
Gewinnen Sie eine Woche Skiferien für zwei Personen in Mürren.
Halbpension inkl. 9-Tages-Sportpass Gutschein der Jungfrau Ski Region.
Erleben Sie mit der Jungfrau Winnercard noch mehr in der Jungfrau Ski Region. Jetzt einloggen, Höhenmeter sammeln, Skimovies drehen und weitere tolle Preise gewinnen. jungfrau.ch/winnercard

Infos Ranglisten teilnehmen Skimovies

Veranstalter Jungfrau Ski Region
Beginn 01. Nov. 2013 08:00
Ende 21. Apr. 2014 18:00
Externe URL http://www.jungfrau.ch

Home Skigebiete Konto anlegen skiline-1 anmelden www.skiline.ch

Swisscom Snow Cup 2013/14
Infos Ranglisten teilnehmen Skimovies

Veranstalter Swisscom AG
Beginn 01. Nov. 2013 08:00

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LET THE GAMES BEGIN.
Matterhorn Ski Paradise Trophy

Miss dich mit der Welt
Alpe d'Audoubert
Osterrich
Schweiz
Italien
Deutschland
Slowakei
Japan

- ▶ It's all about story telling
- ▶ **Activate** the target group to join
- ▶ Even more fun - **gather and hunt** badges, prizes
- ▶ **Engage and motivate** people to achieve their goals
- ▶ Participation **generate additional information** about target guests

F



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SABINE WINTER

✉ sabine.huber@mail.at

AT ÖSTERREICH, BREGENZ

♀ FEMALE, AGE:25

👉 TYPE: ADVANCED, RISKY

🚀 TOP-SPEED: 83 KM/H

🎞 27 SKIMOVIES

📷 15 PHOTOPOINT FOTOS

📅 57 SKIER DAYS

☑ 684.234 VERTICAL FEETS ON SLOPE

📅 AUFENTHALTSDAUER: 7 TAGE WINTER / 5 TAGE SOMMER



LIKES FAST CARS

PREFERS BMW

OWNS A BMW 3SERIES



IS ON TWITTER



IS ON FACEBOOK

BRAND CONTACT SIGHTS ON REMARKABLE
INSTALLATIONS

BECOME PART OF A CUSTOMERS
EXPERIENCE

GENERATE PERSONAL, DIGITAL CONTENT
WITH YOUR MESSAGE

REENGAGE THE CUSTOMER DIGITALLY

BENEFIT FROM SHARED PERSONAL AND
BRANDED MESSAGES

THE BENEFITS

ANALYZE AND PROCESS CUSTOMER
DATA

SETUP A DIRECT MARKETING CAMPAIGN

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OUR PASSION. YOUR SUCCESS.

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+43 463 249 445-800 | solutions.skiline.cc

Branding and communication options on premise

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Branding of the Start Hut

Shape, Design, Logo Placement

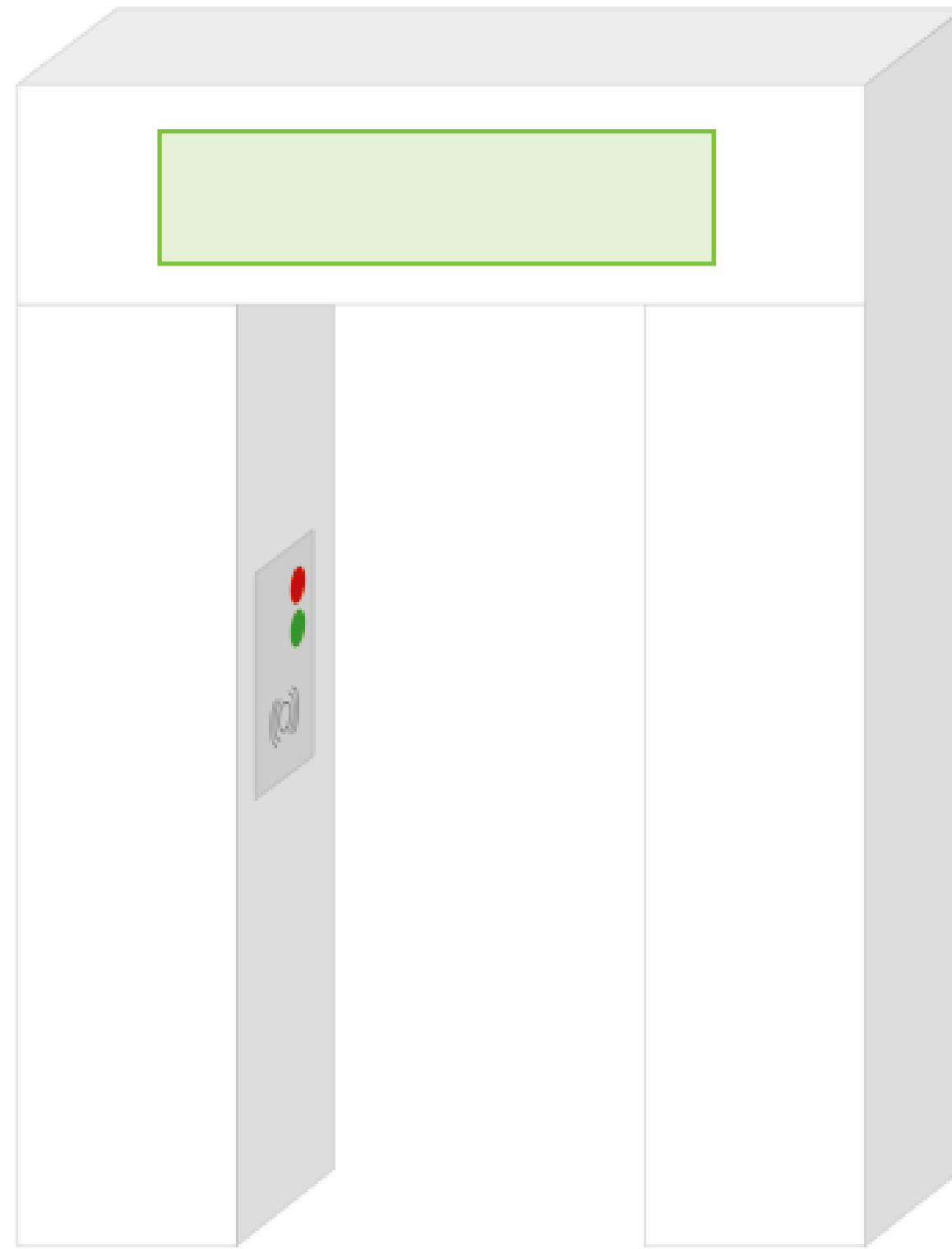
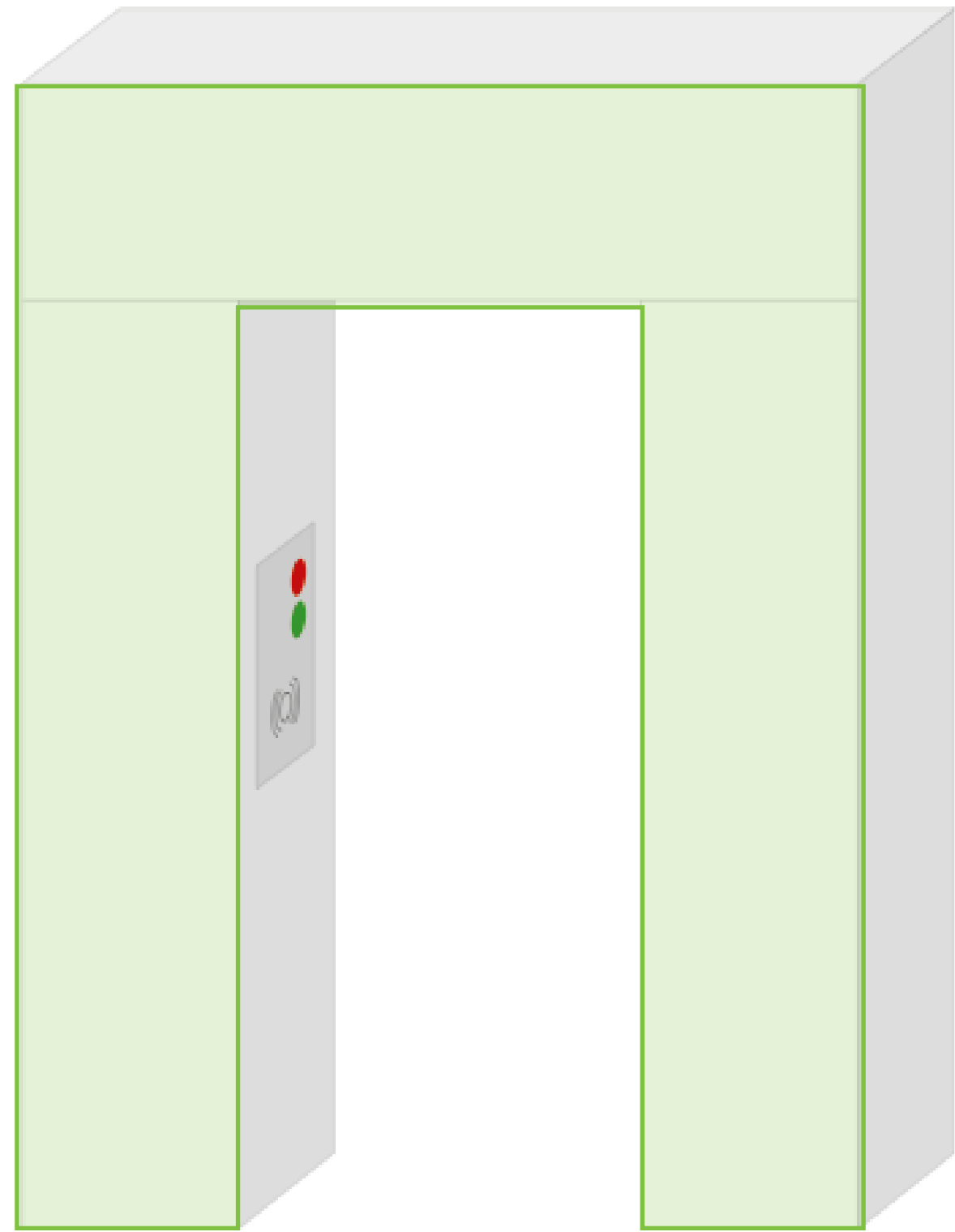


Ihre Möglichkeiten

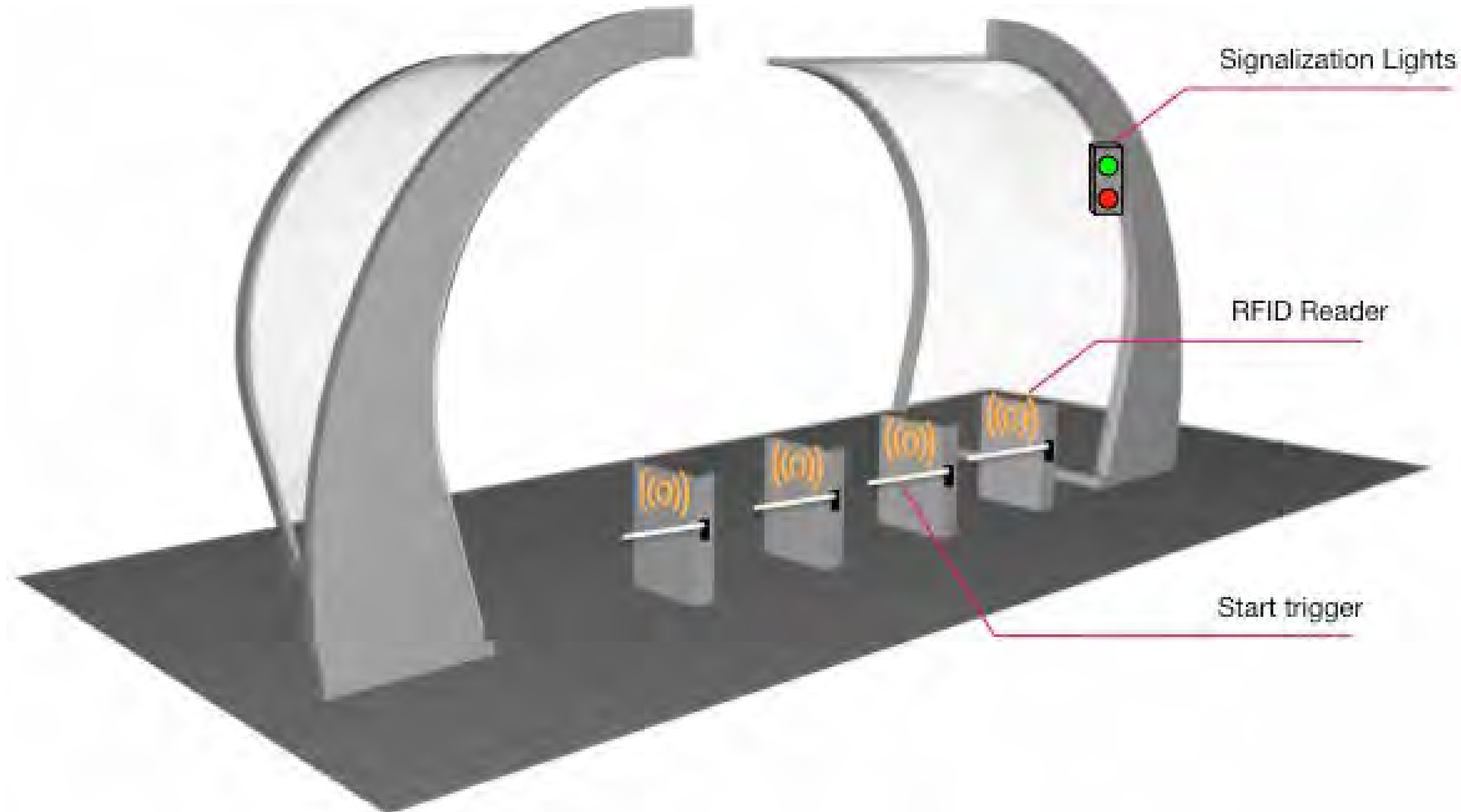
Logo



Startgate Branding



Skicross Tunnel



Communication

Communication board

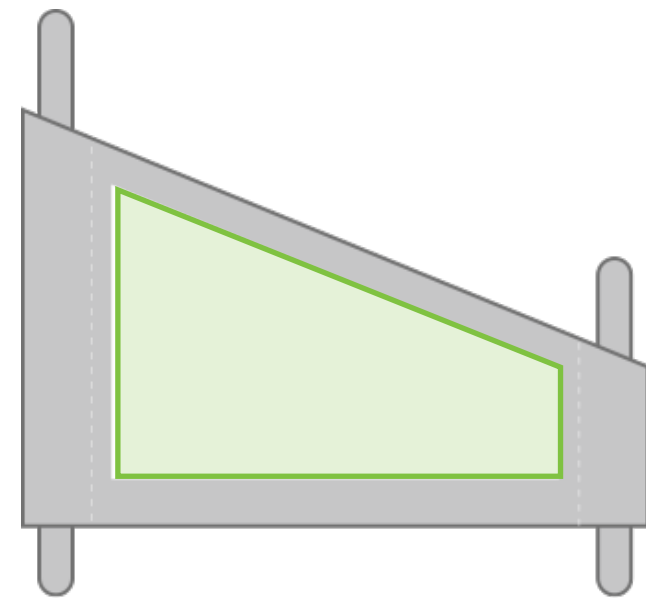


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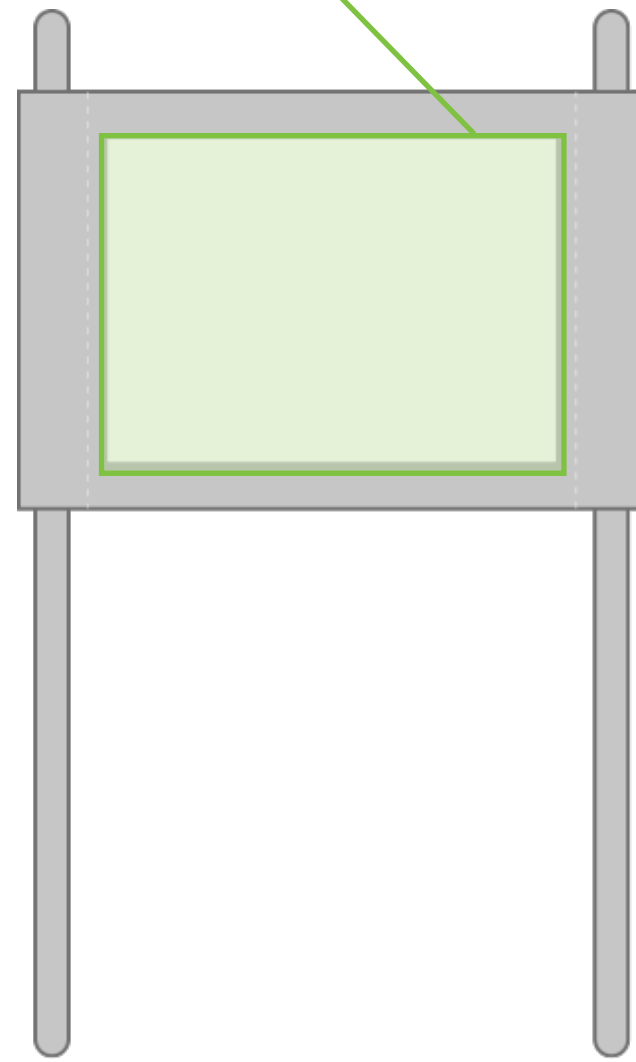


On the track

On gates



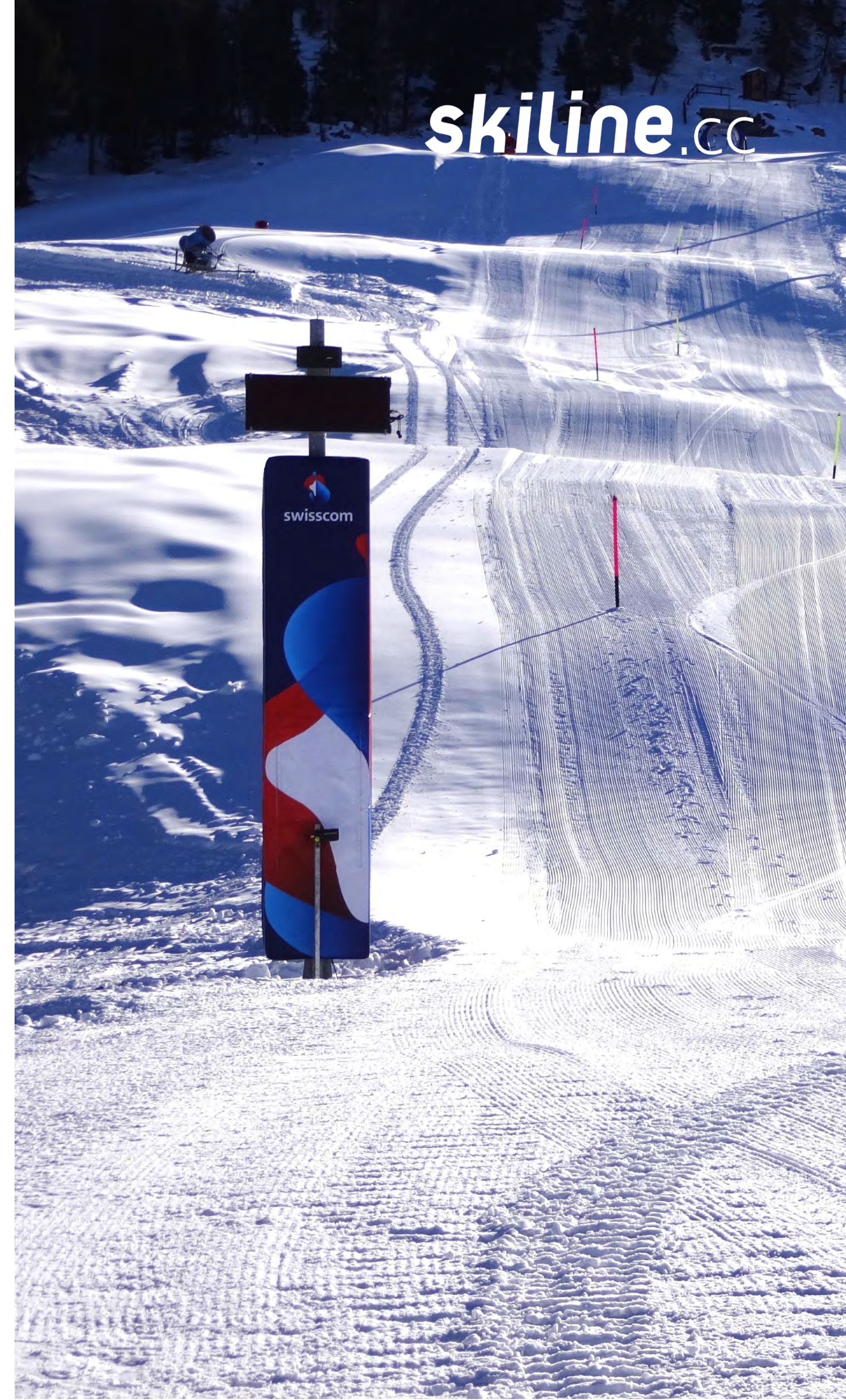
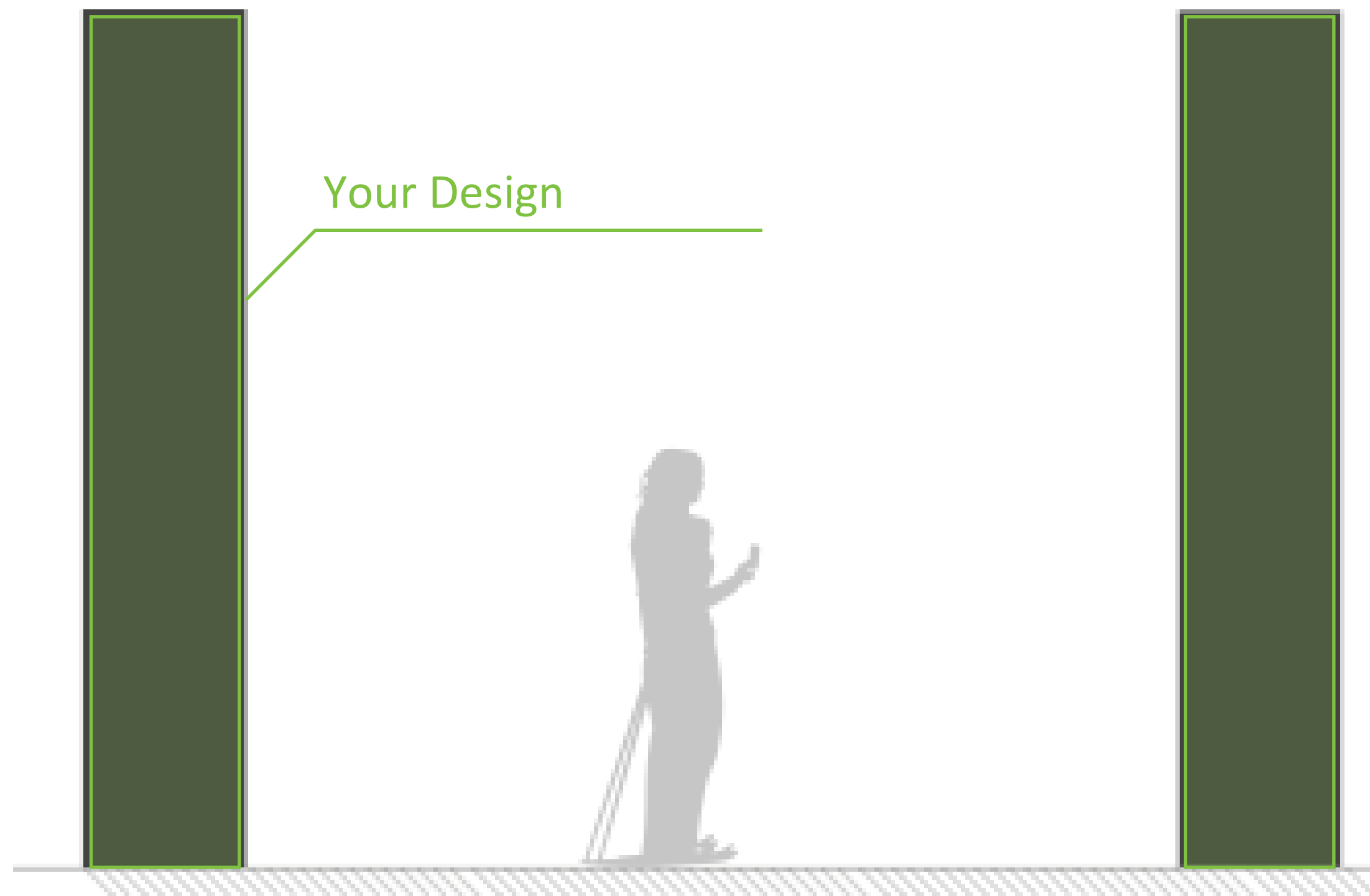
On flags



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Finish columns



Branding of Content

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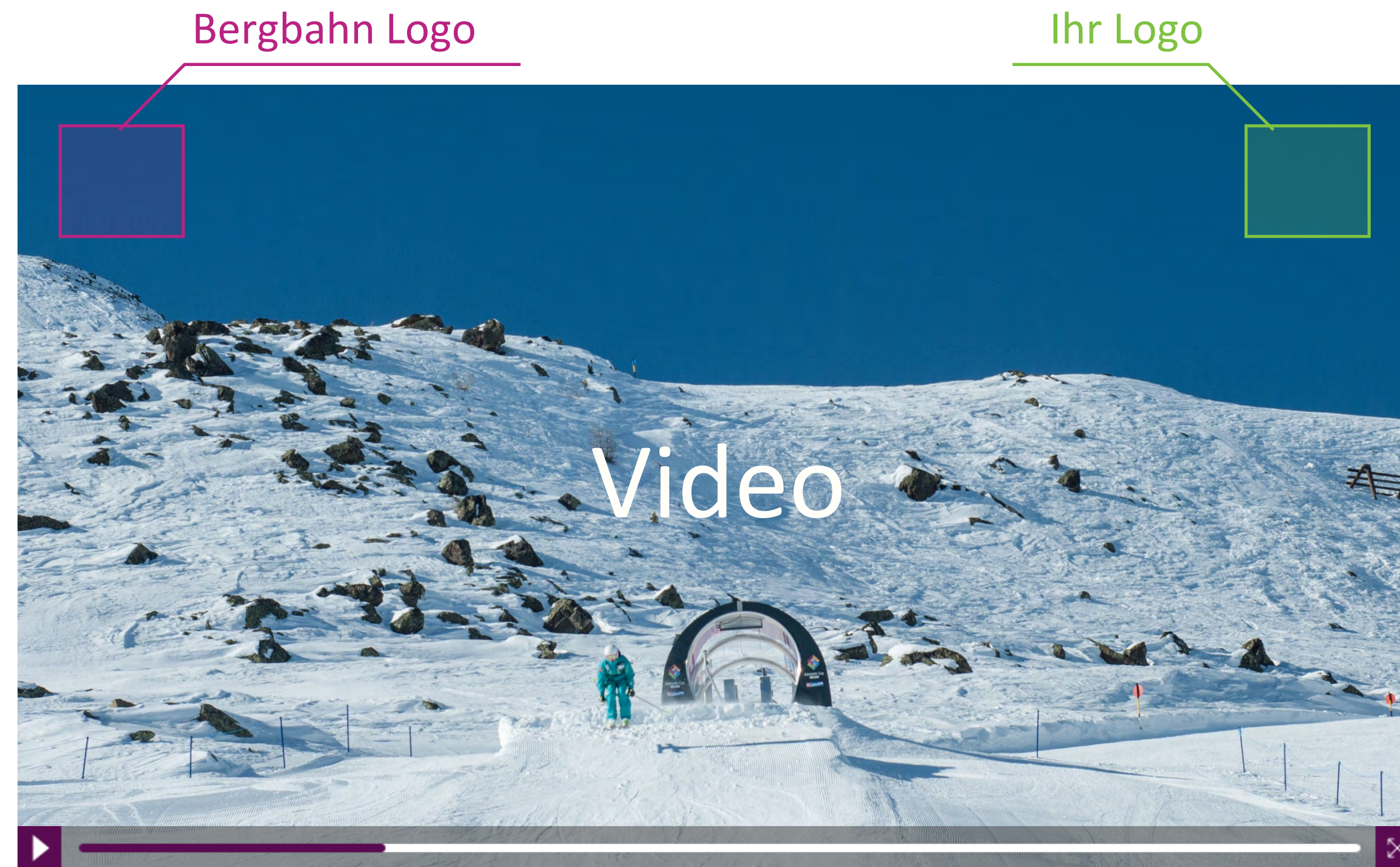


- ▶ Message in the video
- ▶ Additional video sequences

Branding im Content

Logos in Videos oder auf Fotos

max. Logogröße 120x120 px
Dateiformat: Vektorgrafik oder png



Branding im Content

Abspann Werbung

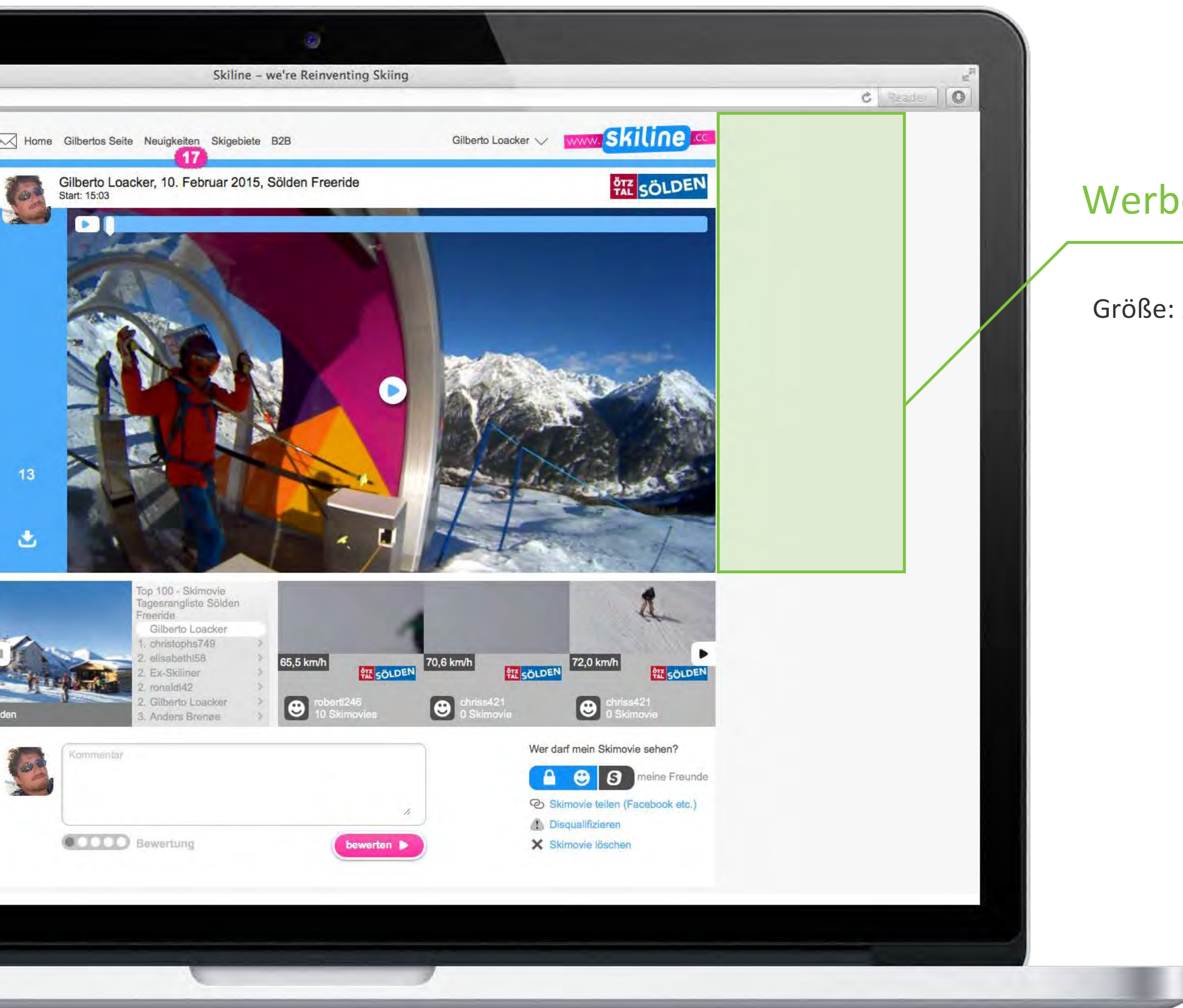
Dateigröße: 1280 x 720 px
max. Dauer: 3 Sekunden

Ihr eigene Werbung als Video Vorspann

Ihr eigene Werbung als Video Abspann

Bannerwerbung

auf Seite des Videos



Werbefbanner

Größe: 240 x 600 px

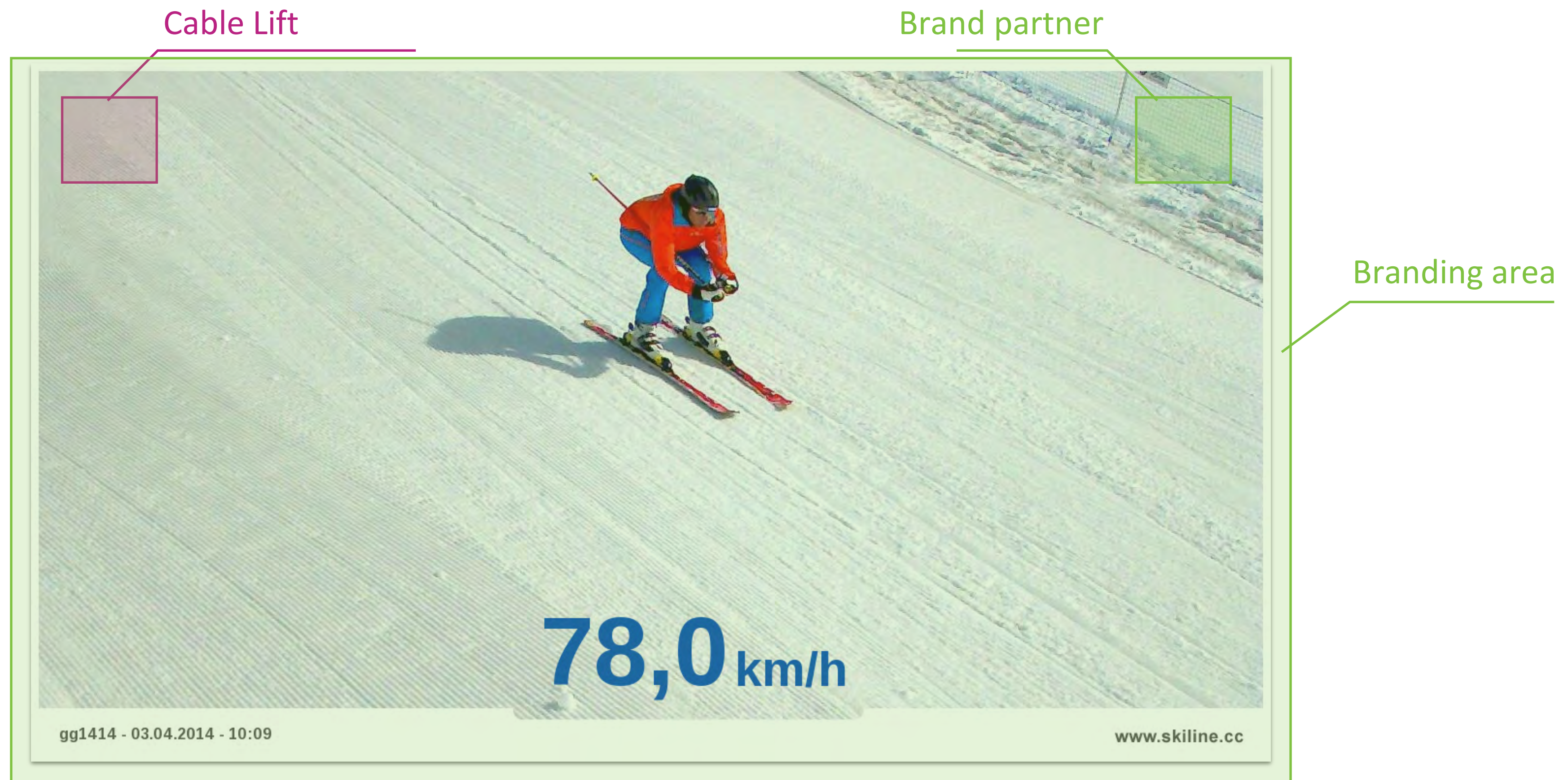


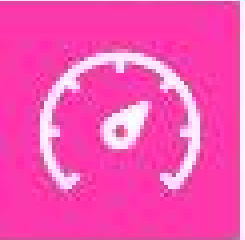
Branding im Content

Logo auf Speed Foto

max. Logogröße 150x150 px

Dateiformat: Vektorgrafik (ai, eps, svg)





45 km/h

Alta Badia Speedcheck
01/05/2017 | 11:26

Photopoint

Sponsoren Package

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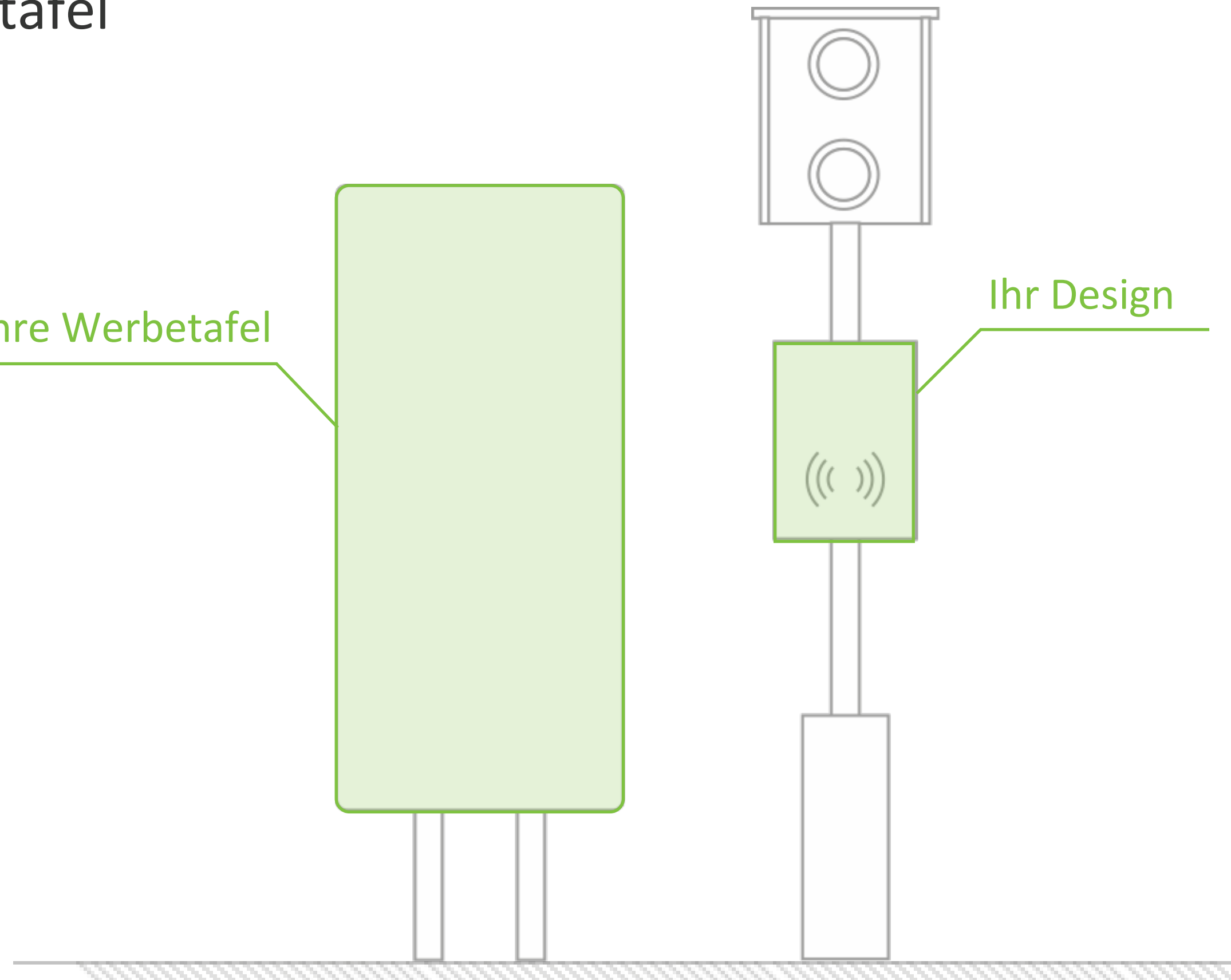
Branding der Anlage

Photopoint Reader

Werbetafel

Ihre Werbetafel

Ihr Design



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Branding der Anlage

Bühnendekoration

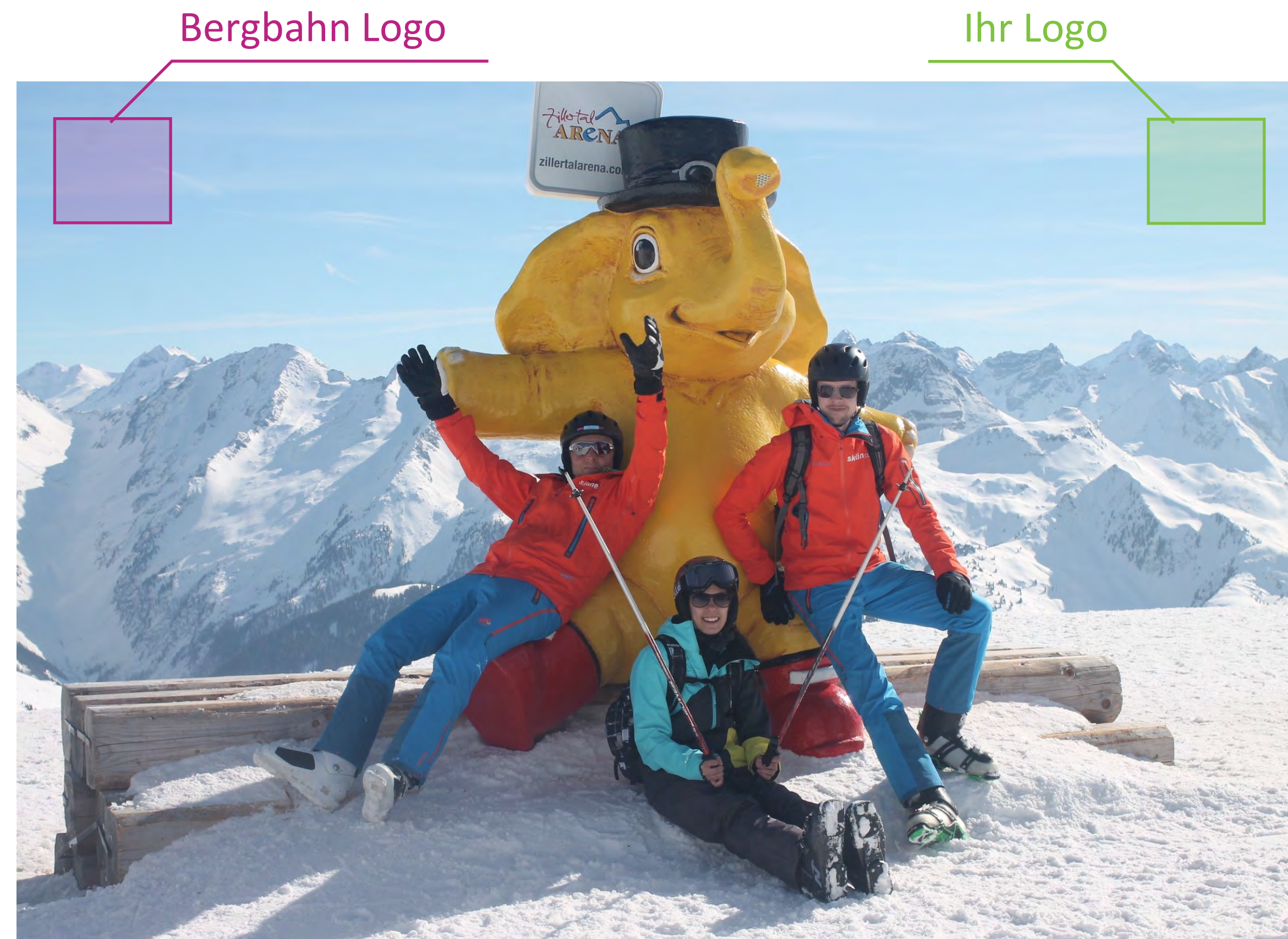


Branding im Content

Logo auf Photopoint Foto

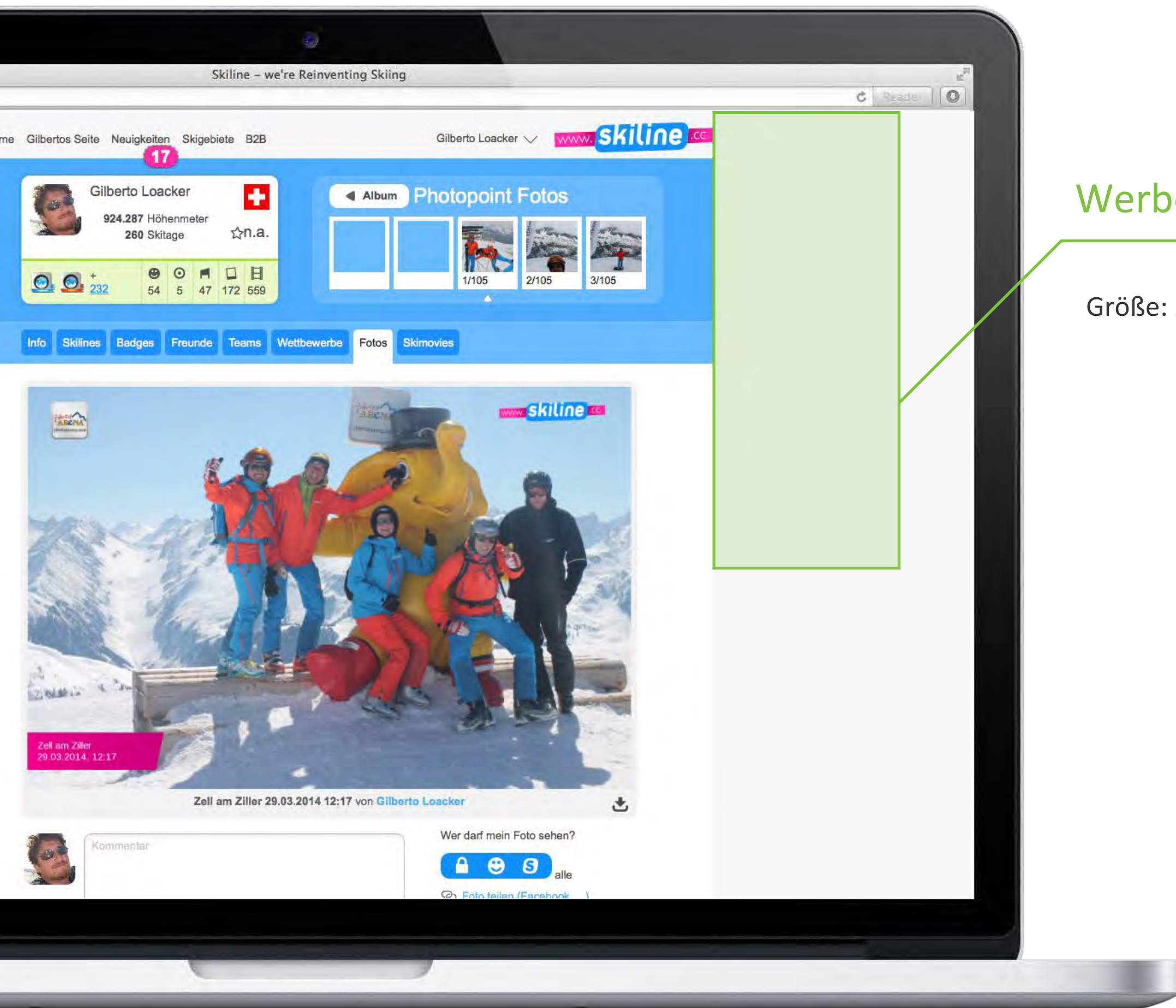
max. Logogröße 150x150 px

Dateiformat: Vektorgrafik (ai, eps, svg)



Bannerwerbung

auf Seite des Fotos



Werbefbanner

Größe: 240 x 600 px



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