

Press release

Less waiting time for more skiing

Buying your ski pass from your iPhone thanks to “iSkiPass” from SKIDATA

Grödig/Salzburg, Austria, 10th March 2010 – SKIDATA is pleased to announce the launch of the iSkiPass application allowing users to quickly and securely buy a ski pass from their iPhone. This solution is the first ski pass reservation application for iPhones. It is immediately available on the App Store – under “iSkiPass” – and will soon be accessible on other mobile platforms.

Thanks to the very latest online reservation technologies from SKIDATA, skiers can now buy their ski pass from their iPhone, load it onto an RFID card – a Keycard or a Swatch Snowpass – and use this card to directly access all ski lifts. This process – which is highly convenient when on the go – helps avoid waiting in line at ticketing offices and is the perfect complement to online reservations.

First phase in the Swiss Alps

During this first phase and until the end of the season, several leading ski resorts in the Swiss Alps are selling ski passes (valid up to 3 days) on the new iSkiPass selling application. To take advantage of this, skiers simply need to download the iSkiPass application and enter their personal data along with the number of cards needed. Buying one or several ski passes takes only a few seconds. As soon as the application delivers the confirmation number, access to the ski resort lifts is authorized.

“As of today, in addition to the web services which have been available for several years now, ski resort operators can benefit from this highly innovative sales channel which is permanently available to their clients”, stated Charles Egli, SKIDATA CEO.

This solution will be available worldwide starting with the 2010-2011 winter season.

About SKIDATA

SKIDATA Group (www.skidata.com) is a global leader in access solutions and ticketing management systems designed to control access to buildings and sites for people and vehicles. Among its customers are leading ski resorts, international airports, sports stadiums and amusement parks. SKIDATA has currently deployed more than 6,000 applications worldwide. SKIDATA is a member of the publicly traded Swiss Kudelski Group (SIX:KUD.VX, www.nagra.com), a global leader in digital security solutions.

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