

Alterra Mountain Company goes Digital in partnership with Alpine Media Technology

DENVER, CO, January 8, 2019 - Alterra Mountain Company, owners of 14 year-round mountain destinations and creators of the Ikon Pass, has partnered with Alpine Media Technology (Alpine) to offer a first of its kind communication system to resort guests.

The All Mountain Platform (AMP) is headlined by LiftDigital, the world's first and only digital content display system for chairlifts & gondolas. With skiers and riders spending as much as 75 minutes on the chair-lift each day, they can now have access to real time relevant content allowing them to maximize their day. LiftDigital provides digital trail maps, lift open/closed status reports, trail status & grooming reports, weather information, resort events info, emergency messaging, and even provides live camera feeds to show traffic & road conditions. AMP rounds out it's information system by providing this same content to large indoor and outdoor displays across resorts and a mobile app.

"We are excited to better inform our guests no matter where they are on the mountain, and we believe this new platform will help our guests have a much more efficient day," said C.A. Lane, General Manager of Winter Park Resort in Colorado. "And when the need arises to put out any emergency messaging, we can now get it out immediately with extensive coverage."

"We have enjoyed our collaborative partnership with Alpine Media Technology, a company that supports our mission to drive innovation, service and value to our resort guests," said Ryan Blanchard, Director of Brand Partnerships for Alterra Mountain Company. "We are excited to leverage this cutting-edge technology and welcome feedback from our guests as their input will assist in driving ongoing, useful and desirable content to help them maximize their time at our destinations."

"Alpine Media is thrilled to be working with Alterra Mountain Company," said Jeff Connors, Alpine Media Co-Founder and Chief Engineer. "As avid skiers ourselves, our mission from the beginning has been to provide resort guests with as much useful, real time information as possible to help them navigate their day and be able to keep their phones in their pockets while doing so. It was very rewarding to see several years of research and development come to life at Winter Park last year, with guests embracing our platform. We look forward to growing our footprint across the Alterra Mountain Company family of destinations".

Connors also adds that the Alpine team was very sensitive to the total guest experience when designing their platform. “Our system has no sound, and the LiftDigital screens lay in low profile on the lift bar out of the direct line of site-making useful and relative content just a glance away without disrupting the views of some of the world’s most beautiful resorts.”

For the 18/19 season, Alpine Media Technology will be featured at Alterra Mountain Company destinations Winter Park Resort and Steamboat in Colorado.

About Alterra Mountain Company

Alterra Mountain Company is a family of 14 iconic year-round destinations, including the world’s largest heli-ski operation, offering the Ikon Pass, the new standard in season passes. The company owns and operates a range of recreation, hospitality, real-estate development, food and beverage and retail businesses. Headquartered in Denver, Colorado with destinations across the continent, Alterra Mountain Company is rooted in the spirit of the mountains and united by a passion for outdoor adventure. Alterra Mountain Company’s family of diverse playgrounds spans six U.S. states and three Canadian provinces: Steamboat and Winter Park Resort in Colorado; Squaw Valley Alpine Meadows, Mammoth Mountain, June Mountain and Big Bear Mountain Resort in California; Stratton in Vermont; Snowshoe in West Virginia; Crystal Mountain in Washington; Tremblant in Quebec, Blue Mountain in Ontario; Deer Valley Resort and Solitude Mountain Resort in Utah; and CMH Heli-Skiing & Summer Adventures in British Columbia. Alterra Mountain Company honors each destination’s unique character and authenticity and celebrates the legendary adventures and enduring memories they bring to everyone. For more information visit www.alterramtnco.com.

About Alpine Media Technology

Alpine Media Technology is a digital content delivery company with a revolutionary & patent pending information system, LiftDigital, that delivers skiers and snowboarders valuable content to help them maximize their day on the mountain. The company’s All Mountain Platform is currently present at resorts in 3 states, with expansion plans that will increase their presence to all major ski markets over the next few years. Alpine Media Technology took first place in the 2018 Colorado Capital Conference and was named a 2018 Top 20 Colorado Startup Power Ranked company by Tie Rockies. For more information please visit <https://alpinemediatech.com>.