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| Faculty | Real Project Digitization |
| Professor | Prof. Dr. Gudrun Socher |
| Challenge Sponsor | German Ski Federation |
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Press Release

**The German Ski Federation launches its first multi-usage app for ski enthusiasts all over Germany.**

*Since this winter season is returning, time and strength can be saved for the ski enthusiast who prefers to enjoy the snow with like-minded people instead of the queue with the help of Snow Activists.*

MUNICH, 20th December 2020 — While cooperating with GXC International Virtual Innovation Challenge, the German Ski Federation launches a ticket system application called *Snow Activists*. This App enables people to purchase any ticket related to snow activities - from making a reservation in a restaurant to ski rental reservations. *Snow Activists* helps make the overall experience excellent.

Today, the problem is that time is becoming scarce, even when planning our leisure time. While people in Bavaria have a high interest in skiing and snow-related activities, the pain in waiting in the queue, unclear tariff lists, and lack of community prevent people from having an overall wholesome experience while skiing.

The App *Snow Activists* gives the possibility to efficiently buy a ski pass and share your location and interests with others. Through the help of a QR-Code directly placed at the entry of ski resorts – ski enthusiasts can have a decent experience on the slopes without worrying about how early one has to get up to be first in line. With the sharing option integrated into the App, people can share their location, experiences, and interests to engage with like-minded people and forming a community among themselves. You can simplify the decision-making process for another snow enthusiast.

We are delighted to launch the first-ever ticket system in Germany with the GXC International Virtual Innovation Challenge for ski passes and event tickets. This cooperation turns out to be tackling the problem nearly every western person faces today: a scarcity of time. Furthermore, with the help of *Snow Activists*, ski enthusiasts can engage with each other after or before purchasing the ticket by sharing their experiences and buying - decisions on which ski destination to visit.

Customers will ask themselves where to spend their leisure time. While navigating on *Snow Activists*, one can find a suitable ticket and see where other people are enjoying themselves. If the entree was not yet bought, a QR-Code is available at the ski resort, simplifying purchasing a ticket. When you are on the slopes, you can share your location and experience while being on your trip – visually and written to connect with ski enthusiasts all over Germany.

Getting my skiing tickets was way more manageable this year. Instead of standing in line for the entire day, I opened *Snow Activists* and was able to get on the tracks immediately, as said by Hermann Maier, and now I know that saving time couldn't be easier.

Install *Snow Activists* and therefore put your time to perfect use with the possibility to buy your ticket efficiently. And to individually plan on where you will start your perfect winter season, including the help of like-minded people.