

Crystal clear announcements for safe skiing.

The Snow Space Salzburg ski resort relies on networked audio solutions in its COVID prevention concept.

**Organization:**

Snow Space Salzburg
(Ski Amadé)

Location:

Salzburg, Austria

Industry segment:

Tourism

Application:

Audio

Axis partner:

feratel media technologies
AG

Mission

Snow Space Salzburg is one of the largest and most diverse ski resorts in Austria. In response to the corona pandemic, a detailed prevention concept with comprehensive safety measures was needed for the 2020/2021 ski season. In order to also effectively inform visitors about distancing, mouth/nose protection requirements and the maximum number of people in enclosed areas via loudspeaker, those responsible were looking for audio solutions that were easy to integrate, networked and – above all – future-proof.

Solution

In order to educate guests about the current hygiene requirements throughout the ski resort, which includes the areas Flachau, Wagrain and St. Johann, Snow Space Salzburg installed eleven AXIS C1310-E Network Horn Speakers and five AXIS C8033 Network Audio Bridges in autumn 2020 in cooperation with its long-standing telecommunications and media partner feratel.

The ski resort's IT managers chose audio bridges to upgrade existing analog audio solutions that were previously used to play music and simple microphone announcements. Snow Space installed the speakers and audio bridges on buildings in the parking lot and ticket booth area to provide visitors with all the important information on the prevention concept right when they enter the ski resort.

Result

The three-week installation phase and commissioning of the audio solutions went off without a hitch. As an experienced provider of complete tourism solutions, feratel provided initial configuration assistance and gave brief training on the new functions, such as importing new audio files. After almost a year of operation, the feedback on the solutions is consistently positive: Snow Space Salzburg particularly appreciates the good audio quality of the speakers as well as the simple and mobile operation of the solutions.



Snow Space Salzburg is one of the largest ski resorts in Austria, connecting the three areas of Flachau, Wagrain and St. Johann since 2018. The ski resort, which is part of the Ski Amadé brand, has a rich variety of slopes that span 145 kilometers. In the winter months, around 450 employees work for the mountain railways in Flachau, Wagrain and St. Johann and ensure an unforgettable winter sport experience every day. Snow Space Salzburg has around 2.5 million visitors per year.

IP audio solutions as part of the COVID prevention concept

Snow Space Salzburg not only emphasizes sustainable ski tourism, but also digital solutions to further enhance the visitor experience. For example, the ski resort has been relying on digital visitor flow management, online ticketing and a central panorama system for the slopes for years. For the latter, the ski area has been working successfully with its telecommunications and media partner feratel for over 25 years. feratel media technologies AG, headquartered in Innsbruck, is a tourism total solution provider that, in addition to classic panorama television broadcast on TV stations throughout Europe, provides e.g. the worldwide distribution of HD panorama live streaming from around 400 locations.

As part of the COVID prevention concept for the 2020/21 winter season, Snow Space Salzburg therefore considered it obvious to also rely on digital solutions in this dynamic and unprecedented situation.

"The current situation surrounding COVID-19 poses new challenges for the entire winter tourism industry," explains Wolfgang Hettegger, CEO of Snow Space Salzburg. "To ensure that skiing can take place with the greatest possible safety in this special situation, Snow Space Salzburg is continually taking meticulous precautions. Among other things, we rely on proactive communication of all measures."

In order to inform visitors about distancing, mouth/nose protection requirements and the maximum number of people in enclosed areas – in both German and English – those responsible were looking for audio solutions that were easy to integrate, centrally networked and – above all – future-proof. The idea of using audio solutions was as simple as it was obvious: audio messages are more difficult to ignore or hide than written warnings and safety instructions on signs.

Speakers and audio bridges in the parking lot and ticket booth area

Roland Bliem, IT officer at Snow Space Salzburg, found what he was looking for with long-time partner feratel, who had already implemented a central, camera-based people counting system in other ski resorts. An audio notification function was already integrated in the system to alert when the maximum number of people for a set space had been reached.

Offering a pure audio solution for a ski resort therefore only required a small development step. Helmuth Felber, technical sales and audio solutions manager at feratel, remembers: "With Snow Space Salzburg, it was a matter of setting automatic start and stop times for the notifications. The messages were also to be played at fixed ten-minute intervals. Last but not least, the system also had to have capabilities for operation via smartphone while on the move. All in all, a very nice and exciting project for us."

Since the ski resort already had some older, analog intercom systems that had been used in the past mainly for playing music and simple live microphone announcements, upgrading the existing technology was also an important factor in the project. Snow Space Salzburg and feratel therefore opted for eleven new AXIS C1310-E Network Horn Speakers and five AXIS C8033 Network Audio Bridges to upgrade the analog speakers and network them with the rest of the system.

The speakers and audio bridges were installed in the parking lot and ticket booth area at the buildings and ticket booths to make visitors aware of all important information about the prevention concept directly upon entering the ski resort.



"The three-week installation phase and commissioning of the audio solutions went off without a hitch. The Axis speakers certainly played their part in this."

Roland Bliem, IT officer at Snow Space Salzburg.

Three-week installation period made it possible to start by winter season 2020/21

The idea of an audio solution for safety announcements first came up in early autumn 2020. Implementation had to proceed quickly so that visitors would be able to benefit from the solution in the 2020/21 winter season. The easy-to-implement network integration of the Axis speakers was therefore an absolute plus. Because a network was already in place throughout the ski resort, the speakers could be installed in just three weeks.

In addition, the Axis speakers were impressive, with their centralized control, interval function and excellent audio quality that can be heard across the terrain – while still being pleasant for guests in the vicinity of the speakers. The mobile remote operation via smartphone, which the Snow Space Salzburg staff can use to conveniently activate or deactivate the system or adjust the interval times, was another reason for choosing the Axis solutions. Integration into an existing system was important to Snow Space Salzburg, since the staff were already very familiar with feratel's user interface and the solution was therefore easy for them to operate.

Storm warnings and safety announcements planned for the long term

"The three-week installation phase and commissioning of the audio solutions went off without a hitch," says Roland Bliem. "Our reliable partner, feratel, supported us with the initial configuration and gave us brief training in the new functions, such as importing new audio files. From then on, we were able to run the system on our own." Snow Space Salzburg is generally very satisfied with the guests' compliance with the requirements and measures. "The Axis speakers played their part in this," says Roland Bliem.

The speakers will by no means become obsolete after the pandemic comes to an end. Beneficial subsequent use is already being considered. In the longer term, they will be used for general weather information, storm warnings and various safety announcements. In the short and medium term, the ski resort will use the audio solutions for advertising messages – this application has already been successfully implemented in the 2021 summer season. In addition, feratel and Space Salzburg are working on additional projects, including the replacement of webcams. The horn speakers and audio bridges are thus an investment in the future and the progressive digitalization of (ski) tourism.



About Axis Communications

Axis enables a smarter and safer world by creating network solutions that provide insights for improving security and new ways of doing business. As the industry leader in network video, Axis offers products and services for video surveillance and analytics, access control, intercom and audio systems. Axis has more than 3,800 dedicated employees in over 50 countries and collaborates with partners worldwide to deliver customer solutions. Axis was founded in 1984 and has its headquarters in Lund, Sweden.

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