

DATA SHEET Loop21 Mountainment®

With Loop21, you have not to be afraid of heading the keywords „Internet on the mountain top or at the ski lift“. Loop21 Mountainment® can make ski and hiking regions to trend setters in their sector!

Touristic areas can improve their customer service by offering a new service to their guest – and this directly on the guest's smartphone. Location-based information about the region, top tours, upcoming events or gastronomy can be recalled promptly.



Overview

Input and Loop21 present a new, innovative, additional offer to improve the guest relationship: Loop21 WLAN Mountainment® (=Location-Based Content via the WI-FI localisation). This unique software package provides guests with current and location-dependant information via WLAN (Wireless LAN). The success of such a project can promptly be measured, because the guests' demand and needs do already exist and are fully met by the new system:

- » Trend: „Internet anywhere & anytime“, the guest is already equipped (Smartphones, etc.)
- » Rising usage of social networks (Facebook, Twitter & Co)
- » Information research, e-mails as „postcards“, daily reports for relatives and friends
- » NO roaming costs (abroad); thanks to WLAN (WI-FI), independant from mobile networks
- » WLAN provides high bandwidths as an alternative for overloaded mobile networks

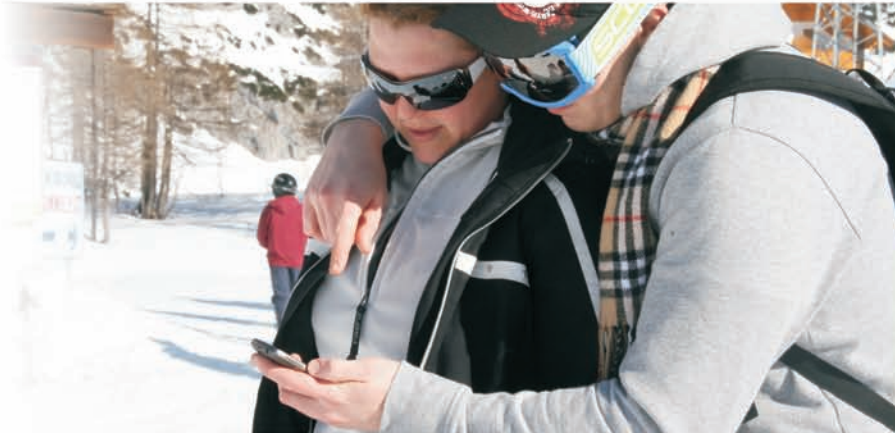
Possible use of Loop21 Mountainment®

The guest connects to the WI-FI » the guest gets to the Landing Page
 » Current news and events » weather on the mountain and in the valley
 » Location-based information and the next rest stops (different infos depending on the single location of the guest) » Facebook for free and optionally access to the Internet



Case study: Loop21 Mountainment® in Sölden (Austria)

The unique winter sports centre Sölden provides not less than 148 km of slopes for Ski & Snowboard and offers 34 state-of-the-art ski lifts and cable cars with a total capacity of 70,000 persons per hour. Desiring that their visitors have location-dependant information (LBS location-based services) and free Internet access via wi-fi, Sölden decided to start Loop21 Mountainment®.



Overview

In Sölden two gondolas have been chosen to become a Loop21 Hotspot: Gaislachkoglbahn and Giggijochbahn. On their valley, middle and mountain stations users now find wi-fi SSID "soelden free".

When a visitor connects to Loop21 on the mountain station of Gaislachkoglbahn, they will see the adapted Landing Page of this location. Now, the guest gets location-based information. For example, they see, where the next ski hut is, when the next party begins and which slopes they can take down to the valley.

If users need some help with the wi-fi Hotspot they can call Loop21 and get 1st second level support in German and English. The experienced support staff of Loop21 will help right away. Having a look at the statistics of the first weeks after the launch in Sölden, you see that more than 6,000 users (!) discovered the advantages of Loop21 Mountainment®.

SYSTEMS IN USE

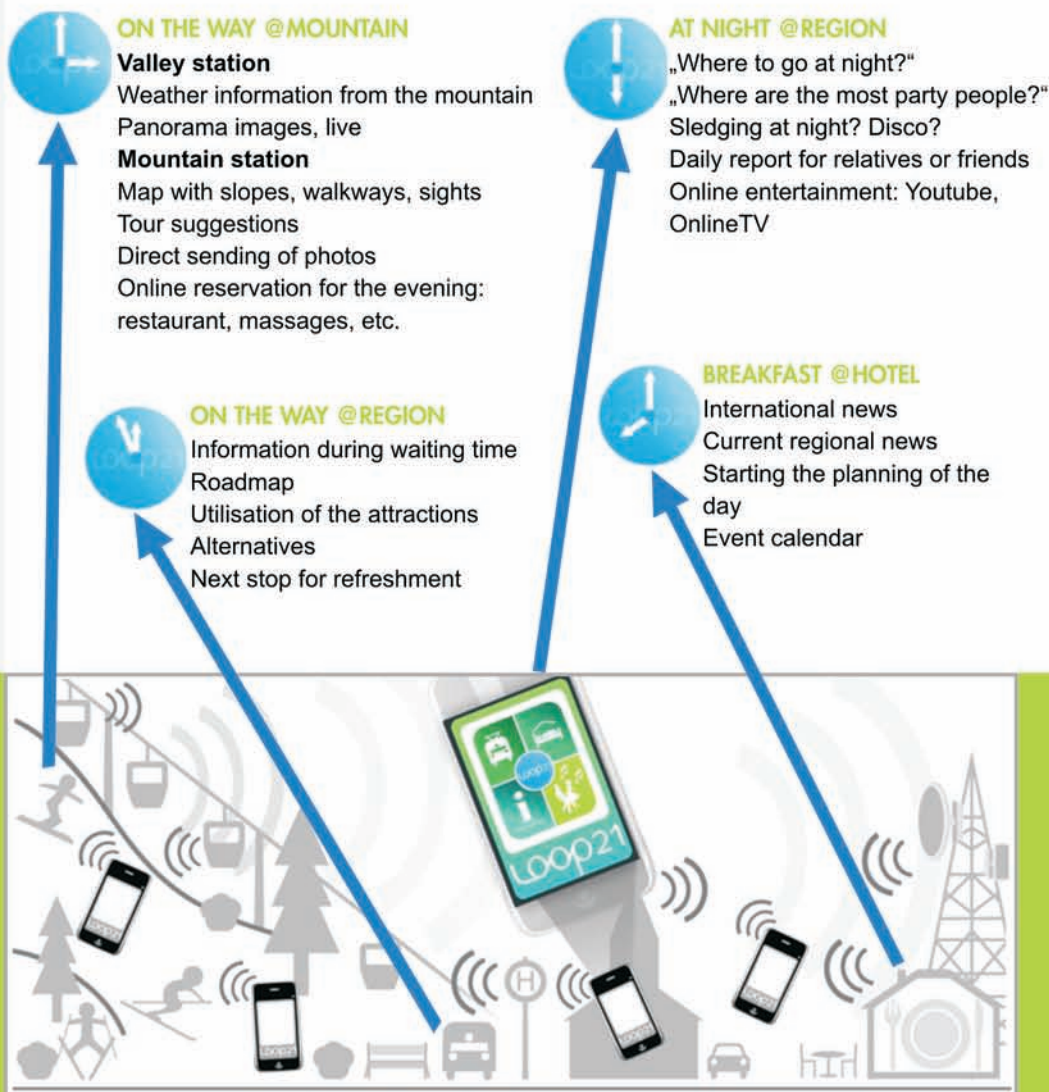
- » Loop21 hotspot system (server/client)
- » Loop21 Mountainment®
- » Internet Login and AAA-system
- » Statistics module
- » LBS (Location-based Service) / Landing Pages
- » Data retention / Storage of the traffic data
- » 1st & 2nd level support

Screenshots (Landing Page, Login/Registration, LBS)



Typical daily routine of the guests in a region with Loop21

Loop21 Mountainment® allows entertainment of the guests - and this controlled by the provider itself. Depending on the location, different information is sent directly to the smartphones or mobile devices of the guest. The following example of a daily routine shows, how a typical guest organises their day in a touristic region with Loop21:



Contact informationen

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About Loop21

The company Loop21 Mobile Net GmbH is situated in Austria (Europe) and is a full-owned subsidiary of www.funknetz.at GmbH, which services a range of Internet projects in Europe and abroad, being one of the largest Wireless Internet Service Providers (WISP). Being a mere garage start-up in 1999, the company has developed into a well-established company by now.

By using the fundamental network and infrastructure know-how efficiently, Loop21 is a developer, producer and provider of Wi-Fi hotspot systems. Offering well-developed WIFI hotspot software including location-based services that cover complete areas, the trend of "Wi-fi Internet" is combined with entertainment and infotainment, which is realised step by step in Europe and abroad.

The young and dynamic team services a large number of providers, companies, tourism associations, amusement parks, gastronomy, hotel industry, towns, municipalities and shopping centres worldwide. That shows the intersectoral demand for innovative tools, which improve the customer relationship and guidance.

Offering unique software, experiences in international activities were collected. Loop21 has realised various consulting projects by now. The company convinces with its transnational experiences. Projects in Germany, Italy, the Slovak Republic, Hungary, Kosovo, Greece and Nigeria stand out due to the precise project handling, competence and flexibility.

