

AIRFLARE – THE NEW WINTER SAFETY APP for SKIERS

BOULDER, CO — Every winter season, millions of individuals and families enjoy time out on the slopes. While most outings are enjoyed incident free, the nature of skiing and boarding does have inherent risks. Most common are the minor inconvenience and stress of a separated party member, to the more significant dangers posed by tree wells or becoming lost while chasing powder beyond resort boundaries.

To address these risks, a new tool is making its way onto the scene at several mountain resorts across the United States. AirFlare, an app downloaded to a mobile phone, enables friends, family and search teams to pinpoint the location of skiers and outdoor enthusiasts of all types if they become lost or injured and need help.

AirFlare began on the simple idea that the vast majority of people who adventure outside do so with a mobile phone. In the outdoors, mobile phones are used as a camera, trip planner, GPS device and backup flashlight. Why can't phones do more to help us if we ever become lost or missing and in need of assistance on an outdoor adventure?

According to Denis Lee, AirFlare's co-founder, the AirFlare journey began when a friend failed to return from a winter outing in the mountains of Washington State. He had a personal locator device with him, but had an accident that prevented him from activating it. As avid adventurers, the AirFlare team was already familiar with various beacon and satellite communication devices available and realized they served a niche market. Beyond the added cost and weight of these specialized devices, they often were not a practical fit for the way so many people recreate outside.

According to Lee, "I saw a lot of the already available rescue technologies out on extended backpacking trips and alpine expeditions, but noticed they often didn't make the gear list for a casual hike or a day out mountain biking. We

built AirFlare for the everyday adventurer," Lee said.

The idea was simple. Leverage the powerful technology you likely already have in your pocket to help friends, loved ones and search teams locate you if you need help. "Our vision was to build an app that could conceptually be downloaded to every outdoor adventurer's phone because of its low cost and simplicity," Lee said. "We designed it to be extremely power conscious, and most importantly, to require no user action. So many people go on outdoor adventures alone, and we wanted AirFlare to be able to help them if they ever got into a situation where they couldn't help themselves. That's what started all of this, really."

AirFlare provides powerful location sharing features to help keep families and groups safe. If you are out skiing for the day with friends, for example, within a few seconds you can connect all the phones in the group, and if someone gets separated, a simple push of a button will display their location on a map and provide the ability for you to navigate to them.

The real power of AirFlare though is in the event you become the subject of a rescue by a search team. AirFlare's search technology was adopted by several mountain resorts last year, providing ski patrol a suite of powerful search tools to add to their toolbox. At Jay Peak, Vermont, for example: "Ski Patrol concluded another successful search yesterday. Three young customers ventured beyond the resort boundary. AirFlare was used successfully to determine their location, and with some coaching by phone, the group was able to struggle back to the base area under their own power."

At Powder Mountain, Utah, a call came in coincidentally during AirFlare onboarding training. The injured skier, with a suspected broken jaw, was confused about their location. Dispatch sent a Location Request to the skier, and their coordinates were successfully returned. It was revealed that the

skier was a mile from their originally reported location. After receiving accurate coordinates using AirFlare, patrol was able to be deployed to the injured skier's exact location.

AirFlare's flagship feature, though, is the ability to discover an AirFlare enabled phone outside of cell service. "That's really important to us," Lee said. "While most emergencies happen inside cell service, there's a lot that happen where cell service isn't available. Our vision was to develop a well-rounded suite of tools that can locate lost adventurers in either environment."

So, what are the next steps for AirFlare? According to Lee, AirFlare was designed from the beginning to be broadly applicable to outdoor enthusiasts across multiple outdoor disciplines, but the immediate predominant focus is the mountain resort community. "It's just a really powerful set of tools that serve that community quite well. We're excited to be in partnership with Bern Helmets this year and excited to see early interest from several mountain resorts so far this winter. We're going to make inroads into the snowmobiling community this season, we're looking at opportunities in the mountain biking space in the spring, and we're even exploring possibilities to add value in the Alzheimer's, Dementia and Autism community. This winter our main focus is to get our technology out to the skier and boarder community and to ski patrol teams to help keep people safe and help get them found if they get into trouble."

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MAMMOTH LAKES, CALIFORNIA ADDS UNREAL to YOUR VACATION

Traveling to Mammoth Lakes from major U.S. cities is usually one very easy stop away

MAMMOTH LAKES, CA – Ski season is the best season and in Mammoth Lakes, you can expect the best of the best. A giant vertical drop with superior snow conditions provide a monster 400 inches of snow per year and prove that California's premier four-season alpine destination lives up to its larger-than-life name.

Surrounded by 2.2 million acres of breathtaking national forest, encompassing one of the biggest skiing and snowboarding resorts in California, Mammoth Lakes is truly a West Coast winter wonderland. Its unique placement in the Sierra Nevada makes it a snowy vessel for big storms rolling in from the Pacific. This results in the seasonal formation of the Legendary Sierra Snowpack and transforms Mammoth Lakes into a perfect winter playground for sports and outdoor activities.

The exquisite snow conditions alone put Mammoth in a league of its own, but a host of additional benefits are what truly make it a bucket-list destination. At an elevation of 11,053 feet and sporting the highest lifts in California, it literally rises above the competition. Combined with 28 lifts, 151 trails, 3,500 skiable acres and an impressive 3,100-foot vertical drop from the summit to the base lodge, you are guaranteed thrills and excitement at every turn.

The fun does not stop at the slopes. Mammoth Lakes has over 3 million acres of wide-open wilderness to explore. Embark on a guided snowmobile adventure. Slip on snowshoes and trek up to Minaret Vista for unreal views of the Mammoth Lakes signature skyline. Glide across more than 140 miles of cross-country trails. Or just hold on tight for family-friendly tubing and sledding escapades. Whatever you are into, a multitude of winter activities ensures there is enough fun for everyone.

Countless thrilling and exciting activities are rivaled only by the serene tranquility of Mammoth Lakes. On a clear day, panoramic mountain views make the place feel unreal. Surround yourself with restorative calm and inspiring natural beauty. With an average of 275 days of sunshine per year, it is easy to find moments where you feel like you have left reality and entered somewhere truly magical.



MAMMOTH LAKES, CA - You will find steep trails, great cruisers and everything in between at Mammoth Mountain in California. With a direct flight via United Airlines from Denver (DEN) to Bishop, Calif., (BIH), which is a short distance to Mammoth Lakes, you can get to this Unreal ski destination from major U.S. hub airports. Photo courtesy of Mammoth Lakes Tourism

When you are ready to come back down to reality, head to The Village at Mammoth, where relaxation and après-ski vibes are at their best. Sip a glass of wine at a local restaurant. Grab a hot toddy and settle in by the fire. Search for the perfect souvenir at one of the shops or enjoy live music with friends. There is so much to love in this mountain town and thanks to the free shuttle service, it is super easy to take it all in. Just hop on the trolley and head to one of the local breweries or distilleries. Stop in at a cafe or coffee shop. Soak in the warm hues of a California sunset. A trip around town is definitely worth leaving the comfort of your hot tub, if only temporarily.

Mammoth Lakes has a lot to offer any day of the week, but on a weekday, everything is a little sweeter. Consider booking your trip for more than Friday to Sunday and discover a whole other side of Mammoth Lakes. Weekday getaways mean you practically have the place to yourself. We are talking multiple runs and little or no wait times. Take laps on your favorite lift. Cover the whole mountain in record time. However you slice it, shorter lines mean more

time for skiing and riding. Better yet, you will be paying less for lift tickets with demand-based pricing. The perks do not stop there. Midweek ski days come with midweek après-ski specials, on and off the mountain. Expect to get in on some good food and drink discounts at some of your favorite local hangouts.

With the exception of holidays, accommodations are also more affordable midweek. From comfy chalets with mountain views to boutique hotel rooms in the heart of town, you have the best options available at the best rates.

When it comes to massive snowfalls coupled with magical bluebird skies, California's premier alpine destination really does serve up the best of both worlds. In addition, the High Sierra climate gives Mammoth Mountain one of the longest seasons in the country. Some years you can ski and ride from early November all the way into the summer. So, make this ski season your best ski season yet. Discover the unreal wonders at Mammoth Lakes.

And getting there is easier than ever. Book on United Airlines and fly into Bishop, Calif., from all over the country, with nonstop service from San Francisco and Denver. Moreover, Advanced Air offers another option for regional travelers. Grab a nonstop flight and arrive in less than an hour from Carlsbad and Los Angeles.

Learn more about flying to the area, and get all kinds of insider info about the best sights to see, places to eat and things to do. Please log on to: visitmammoth.com or visit [#KeepMammothUnreal](https://twitter.com/KeepMammothUnreal)

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For much more details and flight info, please log on to: www.visitmammoth.com

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