



Stubai Glacier INTERSPORT relies on digiCOM and Paroli

The second Comfort Center also lives up to its name

Stubai Gletscherbahnen is known amongst other things for its high service culture – and that includes ski service & rental. The most recent example is the INTERSPORT Comfort Center II in the valley station of the new Eisgrat TGD ropeway. It provides an attractive sales area plus ski depot for 800 units in a friendly atmosphere and spacious 400-m² space. The intelligent and energy-efficient solution comes from digiCOM IT-Solutions (Sonthofen/D) and locker manufacturer PAROLI (Fügen).

Stubai Gletscherbahnen is expecting increased visitor numbers with the construction of the new Eisgrat TGD ropeway, which also means a higher demand for self-service depot spaces for winter sports equipment.

CEO Mag. Reinhard Klier is meeting this need with an additional Comfort Center – the first from 2007 was a trendsetter in the industry at the time!

Visitors have three storage options to choose from at the back of the new INTERSPORT “Eisgrat” shop: open racks just for skis, boxes for skis plus drying and classic ski lockers by PAROLI for complete equipment sets. The latter are known here as COMFORT BOXES.

They provide:

- ▶ Space for 2 pairs of skis or snowboards
- ▶ Space for 2 pairs of gloves with water drain
- ▶ Space for 2 helmets
- ▶ Space for 2 pairs of gloves
- ▶ Drying with hot air
- ▶ Disinfectant and fragrance

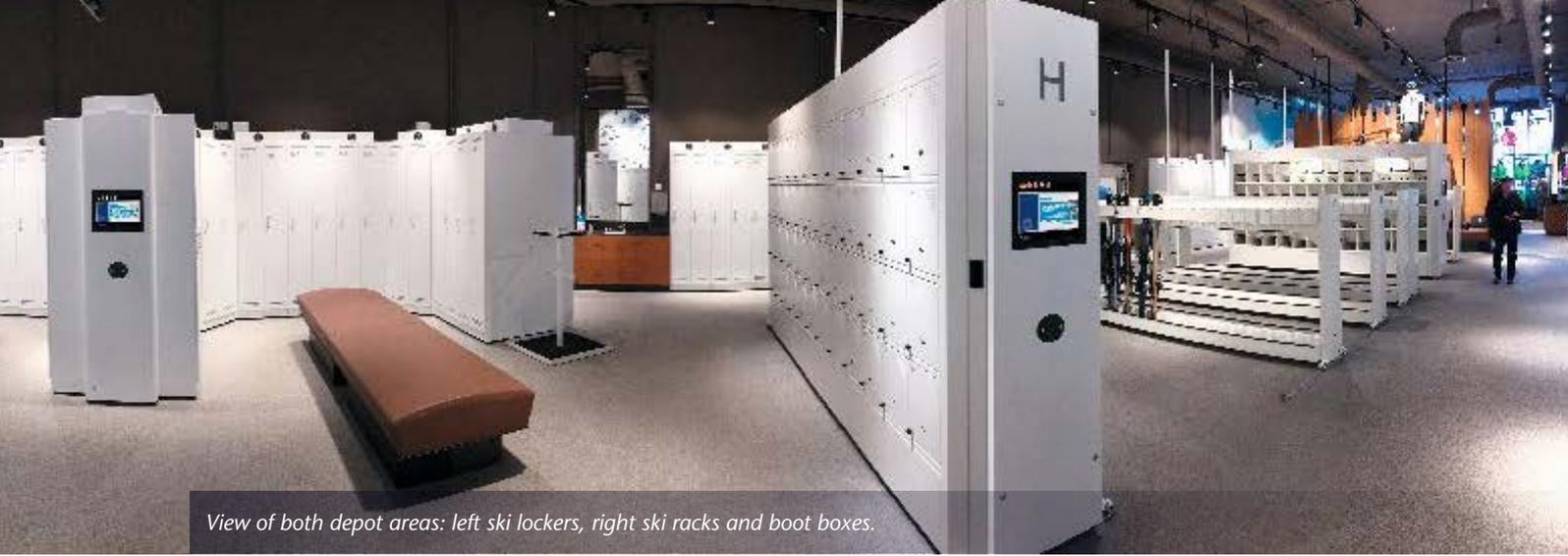
Impress and astound visitors

Seppi Repetschnig, Manager of the INTERSPORT Shops at Stubai Gletscherbahnen, explains that the storage service is conveniently recorded on your ski pass. If you then hold this over the main reader under

the big display in the depot room, the assigned locker – or ski rack or box – opens automatically, you leave your stuff and head off unencumbered to après-ski, bus or car. In line with the motto of Wintersport Tirol AG “We want to impress and astound visitors and make them as happy as possible”. It’s a big plus for the leading firms that winter sport visitors can collect their things

The partners at the MM on-site inspection (from left): Paul Strickner (CEO Paroli), Thomas Brutscher (CEO digiCOM), René Ortner (Manager Comfort Center II) and Seppi Repetschnig (Manager INTERSPORT Shops Stubai Glacier) in front of the touch-screen display.





View of both depot areas: left ski lockers, right ski racks and boot boxes.

from their locker on a morning dried, disinfected and heated.

Intelligent management was crucial

Visitors should perceive something special – aside from friendly service from the staff – in many little details. The ambience should be friendly and spacious, the light bright but not dazzling, the air dry and well-ventilated without unpleasant odours. You get all that in the Comfort Center II. The ski lockers also play a part: they have water drains that channel dripping water into a gully, ensuring that the air is always dry and well-ventilated. Ski boots are sprayed with a fragrance and disinfectant and dried quickly in the eve-

ning. Intelligent software from digiCOM delivers energy efficiency. Drying, for example, is only switched on in occupied lockers, which saves a huge amount of energy. “That was really crucial for us”, says Repetschnig. “The depot should pay for itself quickly – aside from the environmental aspect. It is also highly user-friendly for visitors thanks to large touch displays in several languages.” And René Ortner, INTERSPORT Comfort Center Manager, adds: “For us as the operator, the lockers can also be managed via smartphone app thanks to “depotmaxx” from digiCOM. If you enter, e.g. the cleaning function, the lockers identified by the system open automatically for the staff. The occupied and cleaned lockers remain

closed. Of course, we can also manage the depot directly via the display. If visitors cannot get into their lockers because they've lost their ticket, for example, the operator can open them at any time via mobile app.

Last but not least, the lockers can also be opened manually with a key in the event of a power failure.

Lockers produced to customer specifications

The new control for the lockers has incidentally been adapted by digiCOM at all stations: Eisgrat, Gamsgarten, Comfort Center I and II. Additionally, old 2007 stock (ski racks, ski boot boxes) from Comfort Center I has been upgraded electronically by digiCOM and Paroli and integrated in the new ski depot. Good experiences with the two firms and the right price-performance ratio convinced Repetschnig to give the contract to them out of a total choice of 4 suppliers. Paroli has built the double ski lockers precisely in line with customer specifications – with optimised helmet brackets that deliver perfect hold and air drying, and mirrors on the inside of the locker doors. "This and the drying with heating and disinfection are typical for us", explains PAROLI CEO Paul Strickner. "Heating and air-dried lockers are actually rare at larger depots. Most work with circulating air here – but the Comfort Center does things differently; they want to provide a



The changing areas are very spacious.

special service." The heating times can be programmed individually. Brutscher: "We use a lot of circulating air for drying before midnight, then the pure heating comes in during the morning hours." Disinfection can also be configured and is automatically regulated by occupancy. This means that drying and disinfection run automatically when the lockers are occupied."

Intensive 3D planning

The last element in terms of comfort comes in the form of a beauty corner with wash basins, soap dispensers, mirrors, hair dryers etc. plus some leather benches for comfortable changing. Now complete, the Comfort Center II has a uniform and harmonious feel, which is ultimately due to copious and intensive 3D planning by digiCOM and PAROLI.

Stubai Gletscherbahnen is now able to offer a total of approx. 4,000 spaces, which means that on peak days of up to 12,000 visitors, at least a third can store their equipment!

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