



# Aspen Skiing Co.

At a time when other resorts were scaling back on major improvements, Aspen Skiing Co., one of the world's premier ski resorts located in Aspen, Colorado, USA, took a major technological leap forward by selecting SKIDATA and RTP to implement award-winning RFID access control technology and integrating it with the RTP|ONE enterprise ticketing and point-of-sale software system.

Aspen implemented its first SKIDATA RFID gates in 2008 when only 12 of the more than 600 ski resorts in North America were using RFID gates. By the summer of 2009, ASC provided hands-free RFID access to all four of its world-class mountain resorts: Aspen, Snowmass, Aspen Highlands and Buttermilk. With this full-scale deployment, Aspen set the tone for operational efficiency for others to emulate. New RFID access dramatically improved the guest experience and reduced wait times at lift lines, allowing guests to spend more time on the slopes and enjoy the majestic terrain.

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## Solutions for People Access

Installation Date	Autumn 2008 and Summer 2009
Number of POS	225
Number of SKIDATA Coders	114* (109 Coder Unlimited 3S, 5 Coding Units 1S)
POS Software	RTP ONE
Access Software	RTP ONE
Access Gates	43 Freemotion (24 Freemotion.Gate 'Open'/19 Freemotion.Gate 'Full') Readers*
Data Carriers	KeyCard Basic, KeyCard Unlimited and TL 360

\*Two phases.

The RFID deployment is pervasive throughout ASC's operations. Access control is managed through the deployment of 43 SKIDATA Freemotion.Gate readers, 19 of which are Freemotion.Gate 'Full' to support high-traffic and volume locations. The RFID gates work seamlessly with RFID media produced by the more than 200 RTP|ONE point-of-sale terminals. Through standard interfaces and RTP|ONE Enterprise Architecture, scanning and sales across ASC's many lines of business are all managed in a single application. This integration with RTP's ticketing and POS software also enables ASC to use the RFID media as a single form of ID and payment in its retail and rental outlets, snowsports schools and other areas on the mountain. Tying the media to a single customer record makes it easy for guests to make purchases throughout the group of resorts without needing a credit card or cash.

## Special Features

- Improves guest management and profitability through the support of multiple channels and improved security protection; reduces fraud
- Provides cashless payment as RFID ticket and pass media are tied to a single customer record and can be used by guests throughout the resort for payments