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**PRESS RELEASE
INTERALPIN 2015**

**AXESS launches innovative communication options and presents new CRM tools**

Axess has again expanded its portfolio. As a full-service partner for ski resorts and provider of smart ticketing and access control systems, the company is now offering a number of innovative communication solutions for the tourism sector. These new products will make sure that guests will not only experience unforgettable ski holidays but that resorts can stay in touch with their guests.

At the Interalpin 2015, Axess will show how it all works, using its recently revamped product range and the new modular system for communication that enables ski resorts to stay in touch with their guests – Axess CONNECT. - The social media ski resort toolkit.

Axess CONNECT. brings together ski resorts, their guests and partners in the region. It is the ideal tool for maintaining long-term customer relationships and efficient communication, particularly through social media. Axess CONNECT. covers everything from e-commerce to gamification and infotainment. Thanks to the unrivalled mobility and flexibility of the comprehensive Axess CONNECT. communication solution, ski resorts can interact with their guests through a number of channels. This does not only strengthen their relationships but also enhances the experience of guests and the image of the resort.

Like all Axess products, Axess CONNECT. can of course be customized to suit any ski resort.
In short: Axess - We customize solutions.

**AXESS AG**
St. Leonharder Str. 2 T: +43 6246 202
5081 Anif/Salzburg F: +43 6246 202 90
Austria info@teamaxess.com
Halle A Stand 26 [www.teamaxess.com](http://www.teamaxess.com/)

Media officers: Mag. (FH) Katharina Thumser, Adelheid Rainer, MA