



-News Release-

FOR IMMEDIATE RELEASE

TECTERRA, CAC and MEC lead development of iPhone App Focused on Avalanche Risk Management

CALGARY, Alberta (August 15, 2013): TECTERRA, in partnership with the Canadian Avalanche Centre and Mountain Equipment Co-op, is pleased to announce the development of a geospatial based iPhone app focused on avalanche risk management.

“TECTERRA is excited to be leading this initiative,” stated Jon Neufeld, SAFE Lead and TECTERRA Director of Commercialization Programs. “Once the application is complete it will allow for the sharing and collecting of avalanche safety information, including real-time snow conditions and incidents. Our goal with this application is to allow people to make easier snow-safety decisions by giving them an updated mobile system with a user friendly interface.”

Commented [LH1]: What are we calling SAFE now?

The iPhone application will be based on the _____ avalanche forecasting method which is currently being re-designed by TECTERRA, the Canadian Avalanche Association, Canadian Avalanche Centre, Canadian Pacific, Canadian Mountain Holidays and Parks Canada. This new application will allow for the sharing of avalanche bulletin information, as well as allow for real-time information exchange between recreational users – allowing up-to-date weather and safety information to be distributed instantaneously to all App users.

Commented [LH2]: Include new name for SAFE here

“We are very excited to be launching this app,” said CAC Executive Director Gilles Valade. “With this new technology, more backcountry users than ever will have access to our daily avalanche bulletins and so much more. Thanks to our good partners at TECTERRA and MEC, avalanche safety will be in the hands of more users, more often.”

The iPhone app will launch in beta form _____ . The full iPhone app will be available for the winter season of 2013/2014.

Commented [LH3]: Is this a true statement? Or a false one?

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Media Contact:

Lindsay Hischebett

Marketing Communications Specialist

Direct: (403) 930-1373

Email: lhischebett@tecterra.com

www.tecterra.com