

INTERNATIONAL SKI FEDERATION

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FOR IMMEDIATE RELEASE

FIS MEDIA INFO**FIS Launches Official Mobile Application: the FIS App**

The International Ski Federation is pleased to announce the launch of its new official mobile application. Available on [Android](#) and [iOS](#) devices, the FIS App will offer the skiing and snowboarding family an entirely new experience to follow FIS competitions and related content and news.

Created in conjunction with international sports marketing company Infront Sports and Media and its subsidiary OMNIGON – one of the world's leading digital services firms in sports - the new FIS App provides a comprehensive and engaging experience for skiing and snowboarding fans.

The FIS App brings together the FIS official results, data and live timing to complement the rich editorial coverage on the FIS' [website](#). Additionally, it will have a major focus on video material, including near-live clips and highlights for World Cup competitions. The FIS App will also include the Behind the Scenes video series for Cross Country Skiing, Nordic Combined, Alpine and Freestyle Skiing and Snowboarding to give fans an inside look at the FIS World Cup series and the athletes who participate in them.

The platform also provides users with a completely tailored experience featuring the ability to select favourite athletes and favourite nations to receive custom content and push notifications for selected World Cup series.

All data and live timing from the previous mobile site is incorporated in a richer format to allow fans to use it both as a second screen during live telecasts or as a standalone source of information. Some of the key features users can look forward to include:

- All six disciplines, including information for all FIS competition levels, under one roof
- Exclusive video content, including near live video clips 5 minutes after World Cup races
- Easy to use filtering and selection features for athletes, events and key data.
- Ability to favourite athletes and nations and customise the user experience
- All historic data in an user friendly find and filter for all FIS competition levels
- Push notifications to receive important information about World Cup competitions
- Full editorial and social media content including detailed athlete information
- Clear navigation and user friendly layout and design

“The launch of a new FIS App has been on our radar for a while now. This is an important step forward to present and promote the sport of skiing even better, while enhancing the services to fans of the sport, as well as the FIS membership, our partners and the global media,” said FIS President Gian Franco Kasper.

Claude Ruibal, Infront’s Executive Director Digital, Production & Sport Solutions: “The new FIS App offers fans more video content than ever before with some of the material produced exclusively for the platform. It is a win-win situation for all parties - the FIS, Infront and Omnigon as well as the skiing and snowboarding fans. Everyone is able to benefit from the synergies of our partnership across the board – delivering unprecedented real time global coverage of the FIS World Cup competitions.”

“OMNIGON is thrilled to have collaborated with FIS on the design and development of their new mobile app,” said David Nugent, Chief Commercial Officer, OMNIGON. “We worked in close collaboration with FIS’ digital team to create an experience that would resonate with fans across the globe. With the heart of the FIS season approaching, we are excited these millions of fans will be able to engage with this new, compelling product to follow all the action.”

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About FIS

FIS is the governing body for international skiing and snowboarding, [founded in 1924](#) during the first Olympic Games in Chamonix, France. Recognized by the International Olympic Committee (IOC), FIS manages the Olympic disciplines of [Alpine Skiing](#), [Cross-Country Skiing](#), [Ski Jumping](#), [Nordic Combined](#), [Freestyle Skiing](#) and [Snowboarding](#), including setting the international competition rules. Through its 128 member nations, more than 500 FIS ski and snowboard competitions are staged annually. Specific initiatives are undertaken by FIS to promote snow activities as a healthy leisure recreation, [notably for the young](#). For more information, please visit www.fis-ski.com.

About OMNIGON

OMNIGON is a team of digital strategists, artists and technologists working exclusively in digital content delivery in the sports, media and entertainment industries. Since its founding in 2008, Omnigon has established itself as a market leader, focused on helping clients achieve returns on the strategic, creative and technical investments they’ve made. OMNIGON, headquartered in New York and with offices in Los Angeles, London, Toronto, Kiev and St. Petersburg, works with celebrated, global brands including PGA Tour, FC Bayern Munich, AS Roma, Ironman, the German Football Association (DFB), NASCAR, World Rugby, the United States Golf Association (USGA), FOX Sports, Miami Heat and countless others.

About Infront Sports and Media

Infront Sports & Media, a Wanda Sports company, is one of the most respected sports marketing companies in the world, managing a comprehensive portfolio of top properties. Infront covers all aspects of successful sporting events – including distribution of media rights, sponsorship, media production, event operation and digital solutions – and has won a reputation for its high standards of delivery. As the number one player in winter sport, Infront enjoys long-lasting partnerships with 170 rights-holders and hundreds of sponsors and media companies. Headquartered in Zug (SUI), Infront has a team of more than 900 experienced staff working from over 35 offices across more than 15 countries, delivering 4,100 event days of top class sport around the world every year.