

For Immediate Release

Ski Resort Visitors Set To Become Instant Experts.

Skiers & snowboarders travelling to France & Andorra this winter have discovered a new way to impress their friends & family, as well as the locals, thanks to an innovative free widget for their mobile phones.

Brighton (ViiPR) 20 November 2008 – Visitors to the Espace Killy (Val d'Isère - Tignes), Grandvalira (Soldeu - El Tarter - Pas de la Casa) & Vallnord (Pal - Arinsal - Arcalís) ski areas will be some of the best-informed skiers & snowboarders on the slopes this season: with in-depth information about every major ski lift, every piste & snowpark, plus every mountain restaurant, together with masses of resort & regional facts & figures, instantly accessible at their fingertips.

Thousands of savvy snowsports enthusiasts have already downloaded the free resort-specific guides, which are published in a specially-developed electronic format which allows them to be saved/read on mobile phones; meaning they are effectively weightless, and accessible anywhere, anytime, with no need for a network signal.

Published by Ski-Ride Productions, the full library of titles is available free-of-charge from a dedicated snowsports-specialist travel website: ski-ride.co.uk (<http://ski-ride.co.uk/>). The guides can also be freely shared with friends via email and/or Bluetooth; prompting a phenomenal buzz amongst wintersports enthusiasts & resort workers gearing up for the season ahead.

The text-only publications (branded as TXTguides™) are updated every month during the winter season. For those readers who prefer a more traditional reading experience, there are also fully-illustrated premium online editions which have been optimised for printing-out at home, and which include a ski holiday search engine provided by leading specialist online travel agent ifyouski.com (<http://skiride.ifyouski.com/>).

Francis Johnston (director & executive author of publisher Ski-Ride Productions) commented [that] "there aren't very many travel guidebooks available that are focused on specific ski areas, and any that are available in bookshops are out-of-date almost as soon as they're printed. I'm delighted that our digital publishing solution has been so well received: skiers & snowboarders now don't need to lug the extra weight of a soggy paper guidebook around, yet they can still have masses of up-to-date information at their fingertips wherever & whenever they need it".

"Booksellers & electronics manufacturers are busy developing pricey proprietary e-book readers, but snowsports travellers already have the future of digital publishing in the palm of their hand, for free!"

For additional information (and images), please contact Francis Johnston at Ski-Ride Productions; or visit <http://ski-ride.co.uk/txtguides/> to download any or all of the mobile edition titles.

Ski-Ride Travel Guides and TXTguides are trademarks and trading names of Ski-Ride Productions, England.

About Ski-Ride Productions:

Ski-Ride is a Sussex-based online content provider and specialist travel guides publisher (established in 2002), focused on European alpine sports destinations. It's mission is to compile the world's most comprehensive range of authoritative in-depth travel guides covering the world's most popular ski resorts.

About Francis Johnston:

Francis Johnston is the founder/owner of Ski-Ride Productions; his background is in overseas resort operations + travel sales & marketing at senior management level with some of the UK's leading Ski, Lakes & Mountains tour operators. Previously resident in Andorra, he has also worked in or visited most of the leading French, Austrian, Italian & Eastern European ski resorts; where he personally guided well over four thousand holiday-makers & travel industry professionals during that time. He created the *SkiSpots* travel guidebook series, published by Thomas Cook, and is a contributing author to the *Ski Atlas of the World*, published by New Holland.

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