



PRESENTS:



THE LATEST IN CROSS PLATFORM / MULTI DEVICE INTERACTIVE MAPPING!

NON-FLASH BASED / WEB & MOBILE MAPPING TOOL!

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ABOUT NORTH POLE DESIGN:

North Pole Design (NPD) has been a specialized Creative Services Provider for over 12 years. Our forte has always been Illustrated Mapping for resorts, amusement parks, waterparks, etc. We have been on the front lines of presenting our mapping assets in print & online through the use of Interactive Mapping Tools for years! We pride ourselves on offering our customers the latest in engaging, user interaction while informing YOUR audience about the key elements of what you have to offer.

Our **Next Level Mapping** (NLM) Platform is no exception! We would like to introduce you to the Next Level. Our mapping solution provides you an online AND Mobile marketing powerhouse that scales with your resort, your programs, your offerings and audience!

Read on to Learn More!

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THE PRODUCT:

- ✓ **Multiple Mapping Solution** - NPD is all about providing your customers with the visual information they need to properly experience your resort. With our multiple mapping solution - you can present one Main Overview Map (MOM) and then attach several additional maps that allow the user to drill down to further explore. The content of each individual map, can be managed from our Content Mapping System!
- ✓ **No Flash** - This means your Mapping Tool will be able to be viewed across all platforms & devices! Edit once in our Content Mapping System and it's viewable on all versions, everywhere!
- ✓ **Fully Hosted Mapping** - You won't have to worry about bandwidth or Storage. We handle everything including mapping assets & media files.
- ✓ **Embed Anywhere** - With an embed code, you can insert your maps anywhere!
- ✓ **Facebook Ready** - That's right - now you can post your maps directly into your Facebook page!
- ✓ **Mobile Optimized** - This is massive! Your desktop interactive map can be easily formatted for viewing and interaction on any mobile device / tablet!
- ✓ **Google Analytics** - You can see how your interactive maps are working! If you combine Special Offers with your Interactive Map - see how it performs through comprehensive GA integration!
- ✓ **Map CMS Backend** - EDITABILITY. Every aspect of your map can be updated at any time by logging in to our easy - to - use, intuitive backend Content Mapping System! Apply custom Map Markers and then apply a full set of information & media to that individual Marker. Description, Links, Photos & Video! Imagine the possibilities! Update your map and notify your Facebook followers! Tweet it out! Drive traffic to your map and realize the full ROI potential!
- ✓ **Customizable Options** - Is there something you're not seeing? We'll work with you to provide just the mapping solution you're looking for! Let us know what you need.

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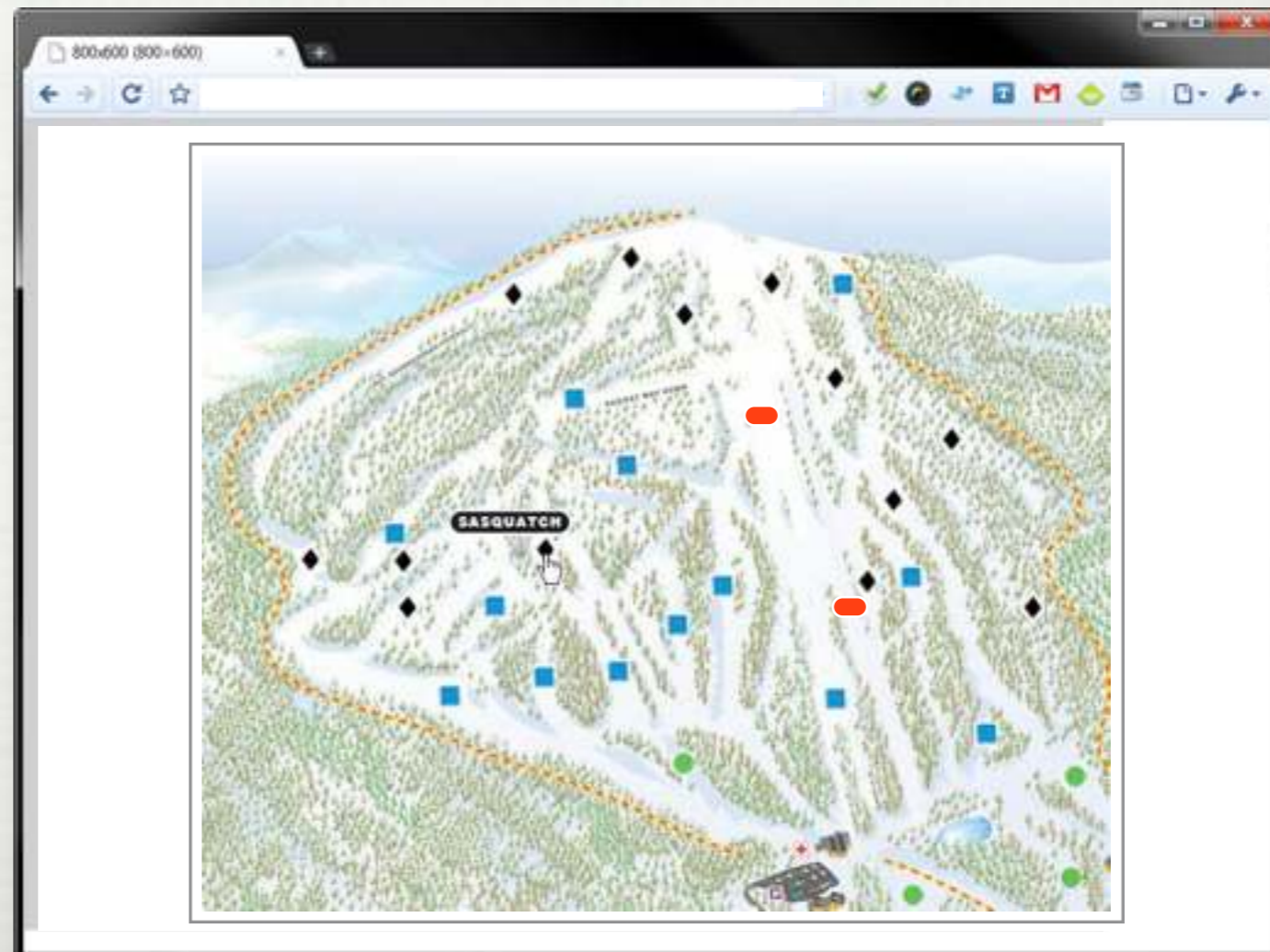


ONLINE MAP VERSION:

From embedding your Interactive Map on your site, to presenting it on a mobile device - North Pole Design's **Next Level Mapping** (NLM) solution will provide you with all the tools you need to promote your mountain on a variety of levels.

WHAT YOU CAN DO:

- > Easily update each trail with new photos & video anytime.
- > Add a Base Area icon and allow users to Learn More & even Purchase Tickets, Lessons, etc.
- > Nest your Terrain Park Maps directly into your Trail Map & update your park layouts ANYTIME!
- > So much more!



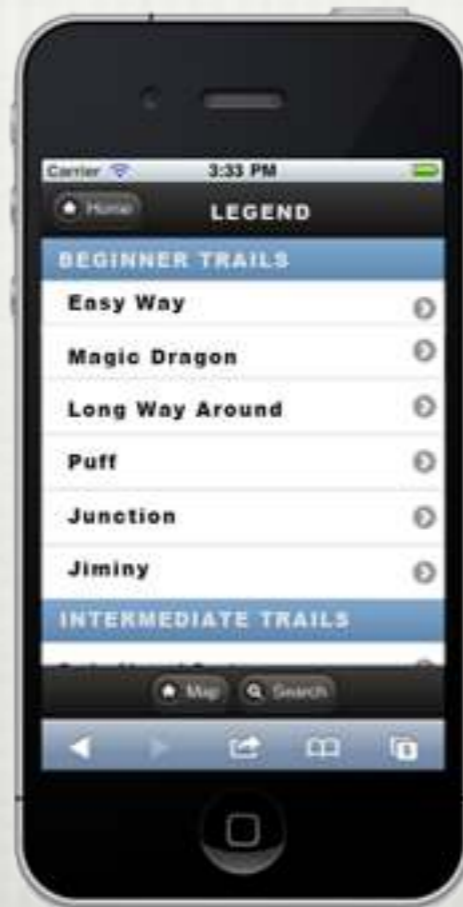
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MOBILE MAP VERSION:

Show off everything about your mountain through your guests' mobile devices! From your Main Map, users can access info about each trail, view the latest Park Layouts of your Freestyle Terrain, view an illustrated overview of your Base Area Map and learn more about Current Specials, Purchase Tickets, access info about Lessons, current conditions, and much more! All - easily edited/updated through our intuitive CMS!

TRAIL MAPS

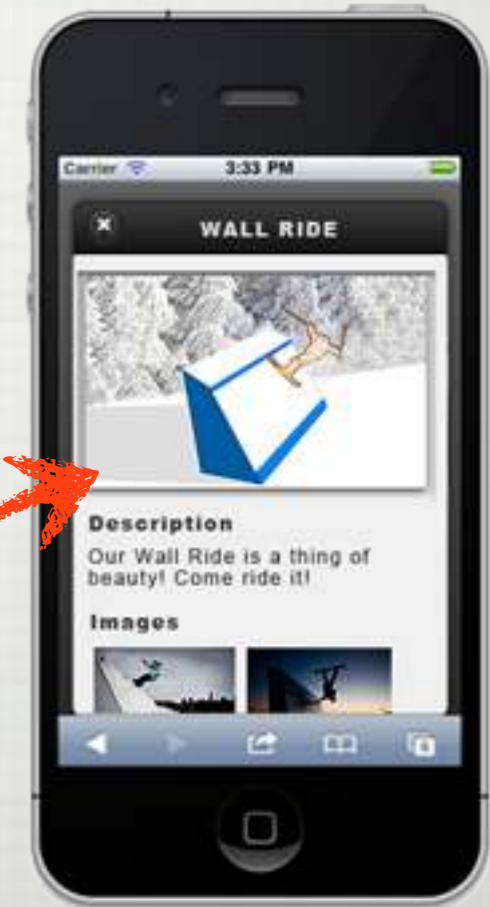
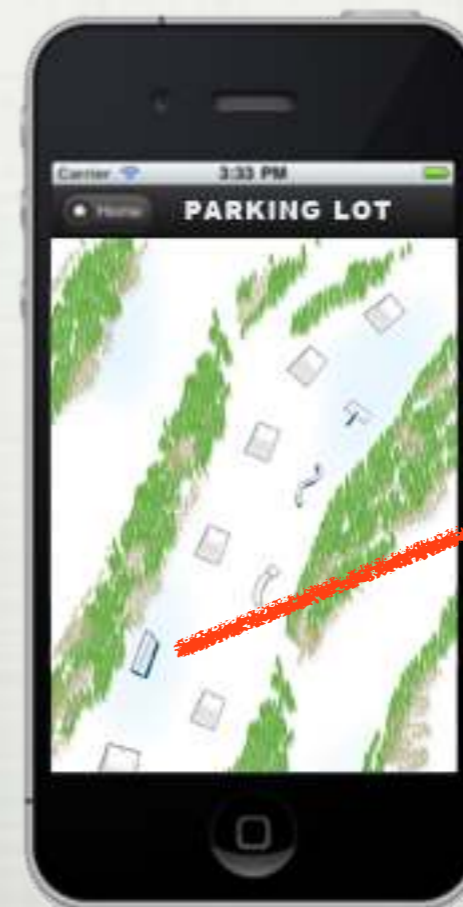


EDIT ONCE



**INSTANTLY
UPDATES
WHEREVER
YOU ARE
DISPLAYING
YOUR MAPS!**

FREESTYLE TERRAIN



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FACEBOOK INTEGRATION:

North Pole Design's **Next Level Mapping** Tool will allow you to easily embed your Interactive Map directly into your Facebook Page!

This is an incredibly effective way of increasing not only your Social Media traffic, but your engagement opportunities! Users will be able to interact with your:

- > Trail Map
- > Terrain Park Map/s
- > Base Area Maps
- > Lodging Maps
- > Kids' Trail Maps
- & more!

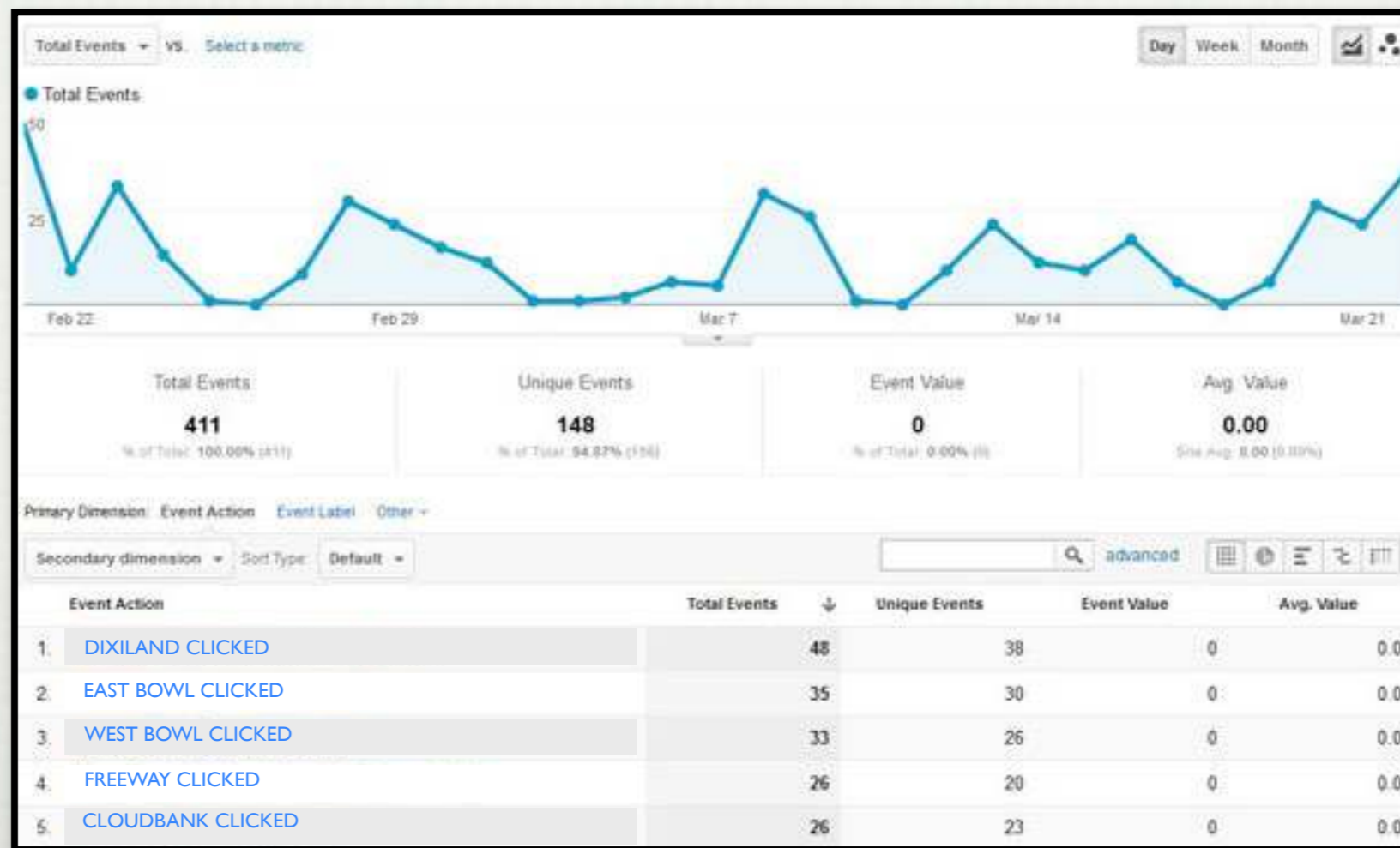


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GOOGLE ANALYTICS INTEGRATION:

Easily gauge your users' interaction with your map/s. You'll be able to drill down per Map Marker to see how often they're being clicked and adjust your efforts accordingly. No more shooting in the dark! Leverage the power of Google Analytics on your Interactive Map!



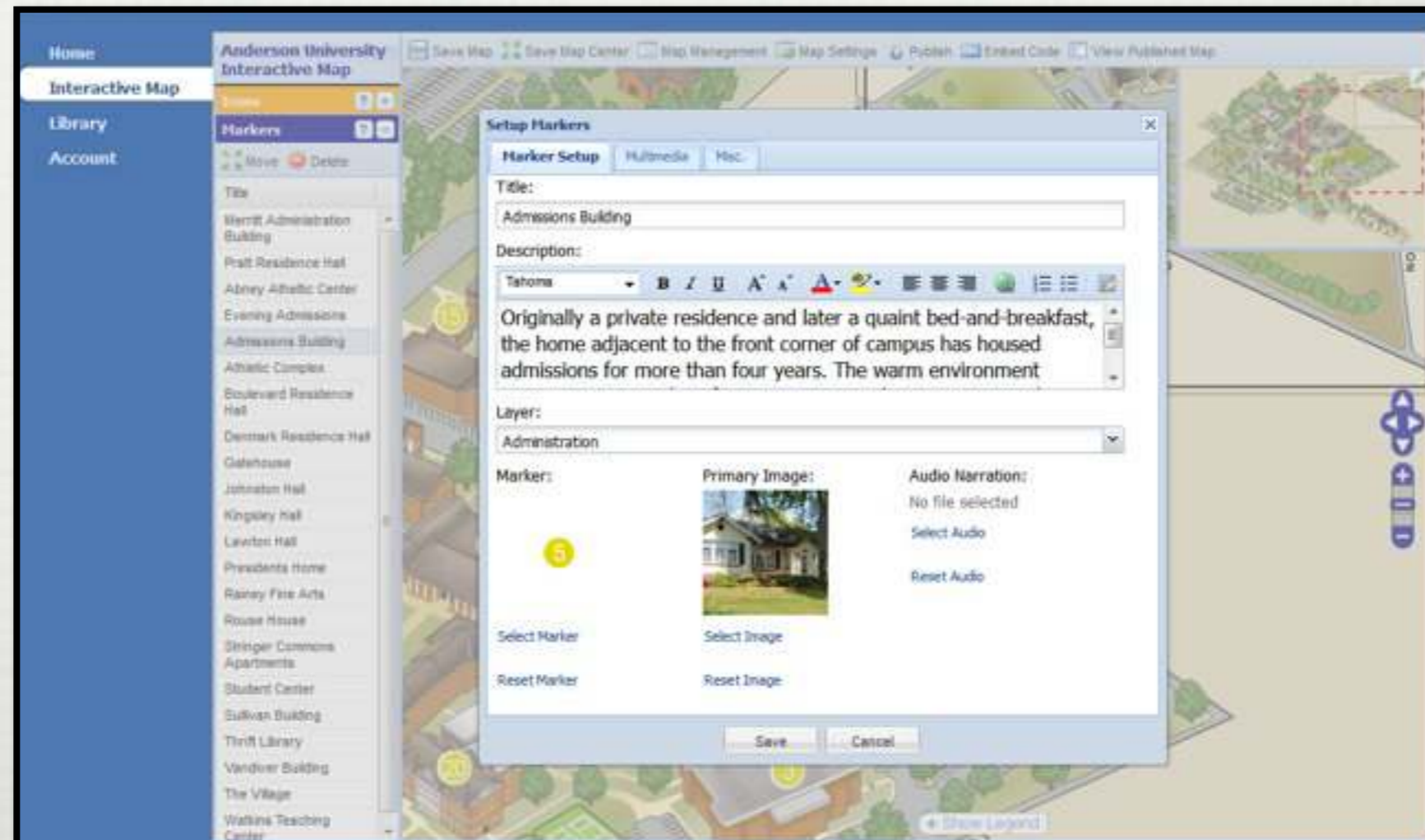
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CONTENT MAPPING SYSTEM:

Our intuitive backend CMS allows you to easily manage any element of your Interactive Map. This includes:

- Map Graphics
- Custom Icons & Map Markers
- Special Offers
- Safety Messaging
- Sponsor Messaging
- Media (photos & video) per Map Marker
- Access Embed Codes
- & More!

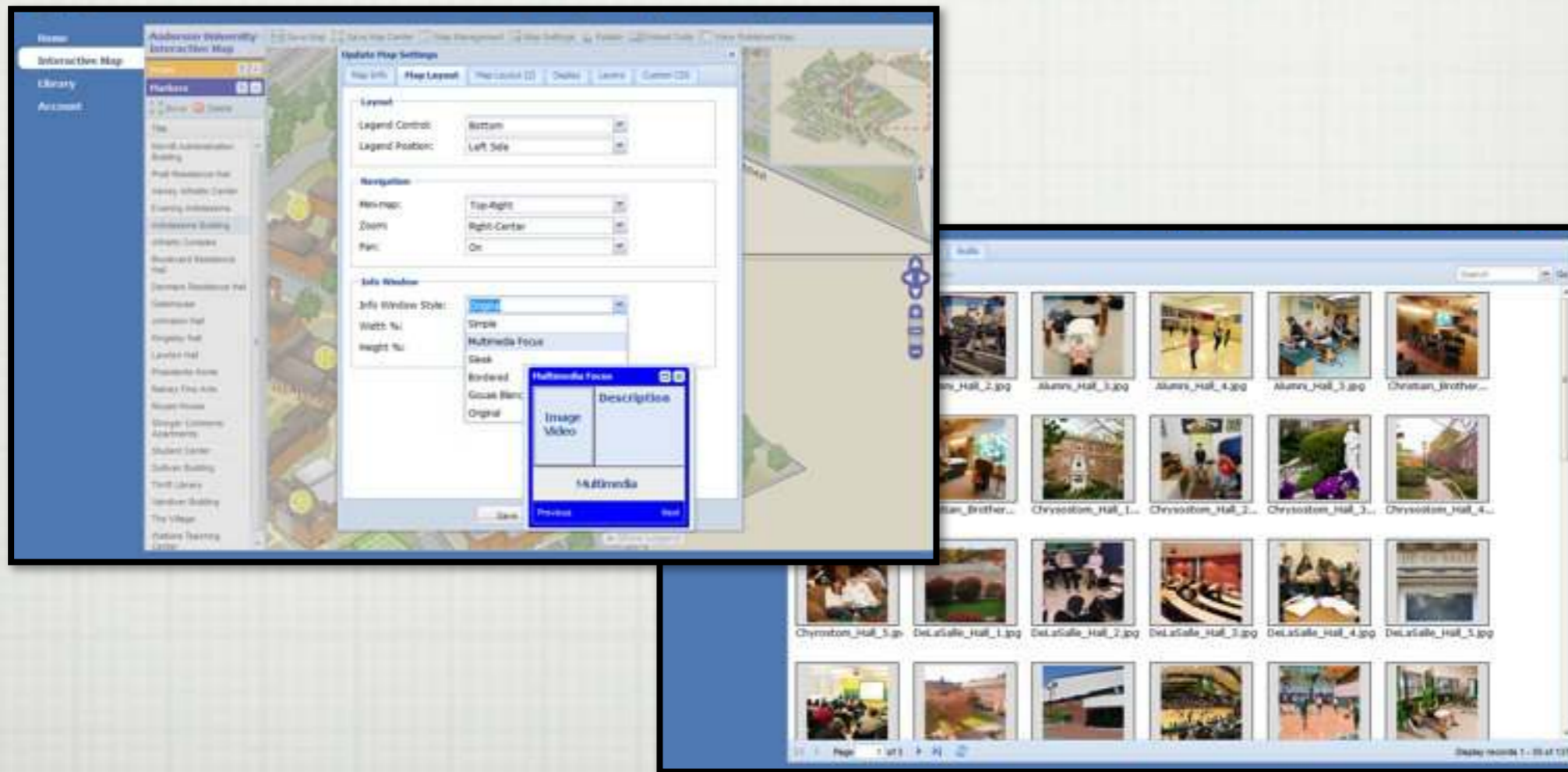


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CONTENT MAPPING SYSTEM:

Access and edit any part of your Interactive Map through our backend CMS.



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SOFTWARE AS A SERVICE (SaaS) MODEL:

Definition: SaaS is a software delivery method that provides access to software and its functions remotely as a Web-based service. Software as a Service allows organizations to access business functionality at a cost typically less than paying for licensed applications since SaaS pricing is based on a monthly fee.

This model represents an ideal scenario for our customers as they receive the absolute latest mapping technology without the need to worry about a complete redesign based on the platform being used. For example, for years, Flash was the way to present your Interactive Maps, today however; with Flash's inability to be viewed on a mobile device, it presents a wide array of limitations. Flash is no longer relevant in today's online & mobile experience and by working with NPD's Next Level Mapping Tool - you won't ever have to be concerned about a total redesign - as we'll have already been watching and adapting to the Next Big Thing! This is all part of your Subscription. As technology changes, so will we - and so will you! Be on the forefront of technology as your customers would expect.

- ✓ Annual Subscription
- ✓ No web server needed
- ✓ Hosting Included
- ✓ Upgrades Included
- ✓ Support Included
- ✓ Training Included
- ✓ 99.95% Uptime Guarantee

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12+ YEARS OF MAP ILLUSTRATION EXPERIENCE TO 'DRAW' FROM:

North Pole Design has been creating engaging, accurate Resort Maps for the Snowsports Industry for over 12 years. We can design a map asset that will scale with your resort AND your budgets! We have worked with clients of all sizes and budgets and can provide you with the mapping tools that will effectively communicate what you have to offer your customers through all seasons!

