

RFID WHAT?

We are excited about stepping into the world of RFID.

RFID = radiofrequency identification.

The new season pass card will look similar to previous season pass cards. However, embedded inside of the card is a small flat wire, called an RFID chip.

The RFID chip has many benefits.

- Your card will no longer need to be visible while skiing. It can be placed in a pocket and left there.
- The lift attendants will have handheld scanners that will detect the RFID card from up to 2 feet away.
- Even though your season pass will not have your picture printed on it, once scanned, the lift attendant will be able to view your picture, name, and age on the scanner's screen and will be able to determine the match of the pass to the skier.
- You will be able to track your ski days from your online account.
- Replacement passes will be cheaper and easier to obtain. Lost or damaged cards can be replaced for just \$5. The old card will immediately be voided when the new card is activated.
- The RFID chip will allow you to use the same card for multiple seasons. Each year as you purchase your pass all you will have to do is update your picture online or in the office.
- There are many other uses and benefits of the card which we look forward to utilizing in the future.