

ORTOVOX TEAMS UP WITH THE VDDBS

Contributed by The Editors
Wednesday, 05 August 2009

Hopkinton, New Hampshire - ORTOVOX GmbH, the Munich-based parent company of Ortovox USA, is pleased to announce a new partnership with the Association of German Mountain and Ski Guides (VDDBS). Effective immediately, ORTOVOX will supply the association's federal coaching team with snow-safety equipment for the next three years. The VDDBS, founded in 1968, serves as the professional association for approximately 500 certified mountain and ski guides and, like all major guiding organizations, is a member of the International Association of Mountain Guides (UIAGM).

With regard to avalanche-safety equipment specifics, as of season 09/10, ORTOVOX will equip all members of the federal coaching team with the S1 Sensor avalanche transceiver, the Professional Alu II avalanche shovel, and the 240 Carbon pfa lightweight avalanche probe. Consequently, Germany's best mountain guides will go to work in the morning outfitted with the best equipment currently available.

Much of the association's decision to go with Ortovox centers around the S1 Sensor's unsurpassed performance. This includes the LCD screen's capability of showing the relative position and distance of victims, the unit's sophisticated signal analysis and marking software, and the availability of downloadable software-updates.

Professional alliances are important to ORTOVOX for many reasons, including the fact that they represent a key stamp of approval for ORTOVOX's thoughtful design and durable products, as well as for the company's overall direction and commitment to state-of-the-art, yet utilitarian, technology. Simply put, no one knows the value of an easy-to-use transceiver, as well as the critical importance of each second during an avalanche search and rescue quite like a pro does.

Professional guides, patrollers, and search-and-rescue team members also represent an important source of feedback on improving existing product designs and developing new ones, which helps ORTOVOX maintain its long-standing competitive edge.

Last year ORTOVOX and the Association of Austrian Mountain and Ski Guides inked a similar cooperative deal. ORTOVOX also works with other high-profile professional partners in Europe and the United States. The former includes the Deutscher Alpenverein (DAV) Summit Club, Hauser Exkursionen, the Bergschule Oberallgau, the Oase Alpin, the Bergschule Chiemgau, and the search-and-rescue team of Tirol; the latter includes the Professional Ski Instructors of America, the National Ski Patrol, the Aspen Highlands ski patrol, Chicago Ridge Backcountry Snowcat Tours, Vail Powder Cats, Ruby Mountain Helicopter Skiing, Dean Cummings/H2O Guides heli skiing, and many more.

For more information on ORTOVOX's new alliance with the Association of German Mountain and Ski Guides, or on ORTOVOX's line-up of snow-safety equipment, please contact Marcus Peterson at 603-746-3176 or at ortovoxusa@aol.com.

ORTOVOX USA, Inc

Hopkinton, NH. 03229

603-746-3146 (phone)

603-746-6360 (fax)

ortovoxusa@aol.com

www.ortovox.com