

Press release

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First on 5G in LAAX: Get a video of that halfpipe run on your mobile, exclusively and superfast, thanks to Sunrise 5G

- **Sunrise is First on 5G and will be the first provider to introduce 5G finisher videos for riders at the world-class freestyle event LAAX OPEN (January 13-18, 2020).**
- **Snowboarders who complete a run on the small halfpipe will get a personal video of it on their mobile in real time, thanks to 5G, exclusively from Sunrise.**
- **Cameras are connected via 5G, meaning the halfpipe finisher video can be shared straight away. The service will be available until the end of the season and is set to expand next year.**

“Finisher videos are very popular in sports. Thanks to the Sunrise 5G network, halfpipe riders can get personalized videos immediately after the run. This 5G innovation by LAAX and Sunrise is offering guests an in demand, additional service,” says André Krause, CEO of Sunrise.

“The INSIDE LAAX app and 5G-based services are ideal for snowboarders’ freestyle lifestyle. For professional or amateur freestylers: Personalized finisher videos, which are now available instantly, can be analyzed straight after the halfpipe run and shared on social media, for example. Based on the footage, some of the riders are likely to receive valuable advice from the community on how to improve their performance. And next year, we will continue to expand 5G-based services like this one,” says Reto Gurtner, Chairman and CEO of Weisse Arena Group.

5G not only enables new applications for business and industry, but also for sports and lifestyle. Finisher videos for halfpipe riders in real time are an example of this. This is made possible by cameras connected to the Sunrise 5G network along the small halfpipe.

5G continues to enhance the digital guest experience. Various innovations are currently being developed that can be used by LAAX guests even before they arrive, such as a virtual walking tour of the Crap Sogn Gion via 360-degree live videos (8K), virtual hotel visits and test runs of the slopes, and augmented reality applications for mountain bike tours and drone livestreams. The saying goes: If guests can’t be on the mountain, the mountain will come to them. This promotes the location as an innovative holiday resort and builds customer loyalty. Everything revolves around the INSIDE LAAX app, which allows users to get to know LAAX in an interactive way. Having been given its biggest update so far, the latest version of the app was launched at the start of the season.

Leading 5G network by Sunrise

Sunrise is already providing more than 384 cities/towns with 5G. This figure only includes areas where 5G coverage reaches at least 80% of the local population. 5G coverage will gradually extend to many other areas, including parts of major cities such as Zurich, Bern, and Geneva.

Sunrise is currently expanding its 5G offer in the 3.5 GHz range with up to 2 Gbit/s. Smartphone customers will also benefit from this, as there are barely any compatible devices available for [two-class 5G](#) yet and connection speeds are not significantly different from 4G+.

As winner of the Innovation Prize 2019 in the "5G network expansion" category by "connect", Sunrise now ranks as the leading 5G provider in the DACH region (Germany, Austria, Switzerland). The [latest coverage map](#) with location and address information is available on the [Sunrise website](#).

- Video: https://youtu.be/IT2rWfmg_NO

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