



*Pressinformation from Svenska Skidspelen*

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The Svenska Skidspelen will have mobile TV-units to the audience

Before the final event in the Cross-Country World Cup in Falun in March, the Svenska Skidspelen present a new feature which makes the races more spectator friendly and at the same time raises the event to a new level.

The audience is invited to rent a mobile TV-unit which makes it possible to follow the broadcasting at all places alongside the tracks. It is the first time that this technique is used at ski events.

– We are very happy to be able to offer this service. It will now be possible to find your favourite spot alongside the track and at the same time follow the events in the best way possible, says Mrs Anki Kjellberg, Secretary General for the Svenska Skidspelen.

The new technique is called Mobile Fan TV, and is offered by a company in Austria. Previously the technique has been tested in connection with international cycling- and motor events. These are big events with a lot of spectators and which are not stadium sports. Now it will also enter the winter sports arena.

– The International Ski Federation (FIS) is well informed about this technical solution, and recommends it to be tested in connection with the FIS World Cup in Falun March 17 - 21. It feels creditable, says Anki Kjellberg.

Rent the receiver

The idea is that it will be possible to rent a mobile TV-unit at the Ski Stadium. After the turn of the year, it will be possible to make a pre-booking via the homepage of the Svenska Skidspelen and via e-mail. The rental fee for the unit is 100 SEK per day. It will of course also be possible to rent the unit for the full tournament. With the unit you can walk out into the forest alongside the tracks, switch on the unit and through it follow the skiers along the whole track. You can experience the feeling of knowing that your favourite skier soon will be coming your way. Now more people can be attracted to follow the races away from the Ski Stadium, not being afraid to miss anything which happens there.

This is also a concrete example of the spirit of the future which characterises Falun's World Championships campaign: Beyond Skiing 2015.

– Now we can show the world around that in Falun there is an ambition to raise skiing events to a higher level, says Anki Kjellberg.

Caption:

Anki Kjellberg, Secretary General for the Svenska Skidspelen, presents the TV receiver which will be hired out in connection with the Svenska Skidspelen, making it possible for the audience alongside the tracks to follow the live TV broadcasting.

Text and picture are free to publish. Mrs Anki Kjellberg, Secretary General for the Svenska Skidspelen, will answer you questions at +46 70 63 87 623.

