

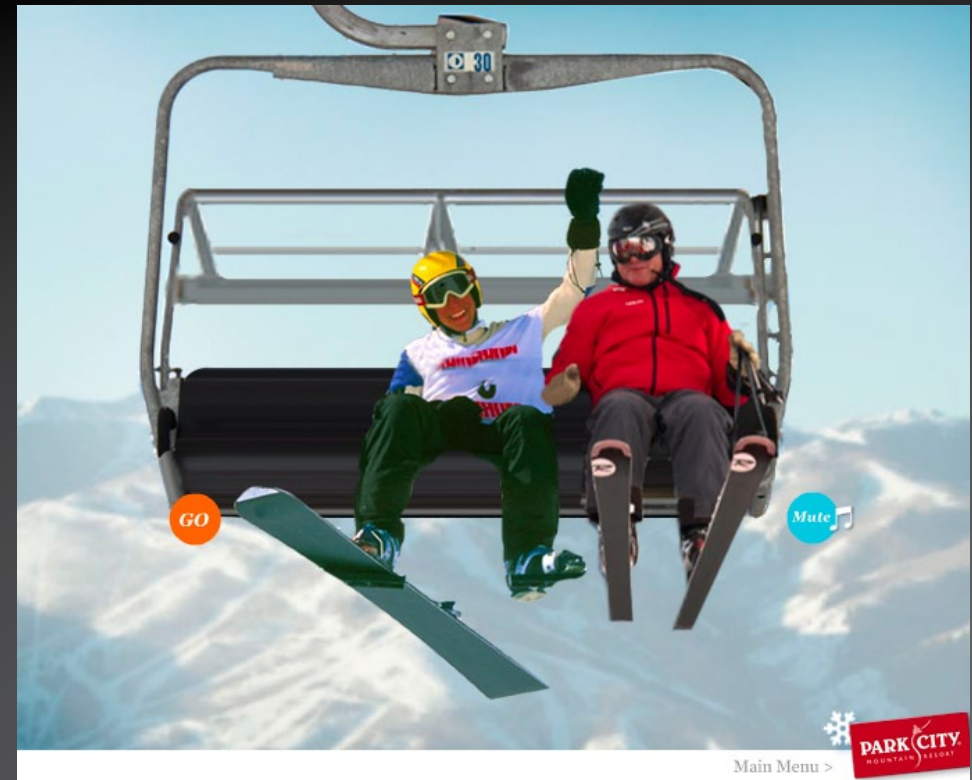


Adobe

Park City Mountain Resort and Ascentium

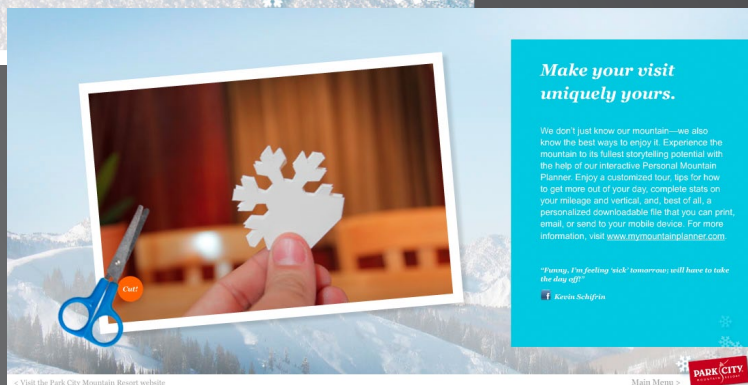
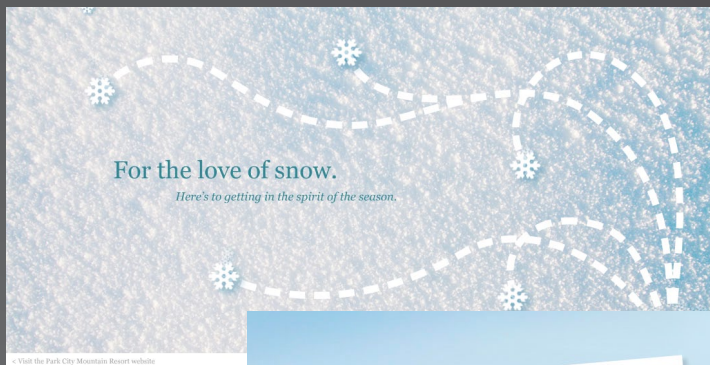
Conquering cross-media projects with Adobe® InDesign® CS5

There are great ski resorts—and then there are all-encompassing winter experiences. Nestled in a vintage silver-mining town and home to terrific Utah snow, Park City Mountain Resort (PCMR) is one of the world's most renowned ski resorts. To build on that reputation and success, the resort is always looking for new ways to enhance visitors' ski holidays from start to finish. To help accomplish this goal, PCMR joined up with experience agency Ascentium to create an interactive brochure that playfully educates visitors about the resort and helps them imagine all the possibilities.



"We wanted to find an engaging way to reach ski and snowboard enthusiasts with short, interactive vignettes that highlight the best PCMR has to offer," says Jennifer Shawver, program manager for Ascentium.





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Matt Glenovich, Motion Design Lead, Ascentium

Ascentium created an interactive brochure, "For the love of snow," that acquaints visitors to PCMR and provides miles of fun extras. It includes features such as a Personalized Mountain Planner with a customized tour, tips for how to get more out of a day, stats on mileage and verticals, and even a template that can be personalized and downloaded to share with family and friends. It also offers up optional adventures such as a trek to historic Main Street in Park City. The interactive adventure is presented on the web in a fun, clickable format guided by snowflakes—all created using the interactive design features of Adobe InDesign CS5 software.

Matt Glenovich, motion design lead for Ascentium, began creating the brochure as he would a traditional piece using his favorite print design tool, Adobe InDesign CS5. Then he added buttons, rollover states, and other interactive design

features within InDesign CS5—without any programming. "In the past, I would have had to completely recreate the piece in another application and then use programming to add the interactivity," he says. "The production time and cost of a piece like this prior to interactive design features in InDesign CS5 would have been significant."

Now, he says, he can build and design one piece and easily add interactivity for multiple media and channels—all without significant redesign or programming time and expense. "With the interactive features in InDesign CS5, we can skip entire production steps and eliminate developer time and hours. At the same time, we can differentiate our clients' brands through immersive digital experiences," says Glenovich. "In this case, the client, PCMR, was stoked, and we discovered a powerful new tool for publishing across platforms with ease and speed."



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5/11

