

## **The Most Beautiful Images of Swiss Mountains are Available Online by futureLAB**

futureLAB press release, June 2006

The Swiss Alpine Club SAC brings together people interested in the mountains - regardless of their age, gender, religion, language or background.

Founded in 1863, the SAC has been a dynamic force in developing the Alpine region and climbing. Based on this tradition, the organization is an advocate for responsible mountain sports and extensive access to mountain areas.

The group experience of enjoying nature and sport often includes capturing digital images along the way. futureLAB's online photo manager allows everyone in the organization to share these moments in an easy way and to provide friends with web albums showing best shots. All this is intuitive; just a few mouse clicks are needed.

Images can also be sent as e-cards and e-mails and published in personal "diaries" (weblogs). Printed products are offered as well: For example, the best images of "mountain panoramas" can be used in an easy way for creating photo books, photo mugs or photo-t-shirts.

### **About the Swiss Alpine Club SAC**

The Swiss Alpine Club SAC offers various activities in the mountains both for amateurs and professionals sports. It promotes the responsible practice of mountaineering by appropriate training and is involved in various sports by offering courses and tours.

The central association of the Swiss Alpine Club SAC unites more than 110,000 members in 111 sections. Its headquarters are located in Bern, where 30 persons share 22 jobs. It functions as an information center to the public and as a service center for the SAC, where members, sections and officials meet.

<http://www.sac-cas.ch>

**About futureLAB**

futureLAB is a software development company founded in May 2000 by its employees. The engineering team consists of very experienced Internet software and network specialists. All members of the management team have a track record of successfully building new products, lines of business and entirely new businesses that have generated millions in revenue in telecommunications and Internet industries. futureLAB specializes in the design and implementation of innovative software solutions. The "mediaX" online photo management platform is the latest achievement in that area. "Best of Swissweb" assigned it two awards in the categories of "innovation" and "creativity" and it is being used worldwide as a managed service by more than thirty partner companies like cablecom, Swisscom, NZZ, Blick, Hotelplan, Interdiscount and others which are offering services to end-users.

<http://www.futurelab.ch>

For further information please contact:

futureLAB AG, Schwalmenackerstrasse 4, 8400 Winterthur, phone +41 52 260 22 22,  
Karola Walberer, Marketing Communications Manager, e-mail [marketing@futurelab.ch](mailto:marketing@futurelab.ch)