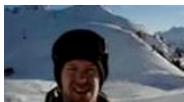


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Broader TV Ep.46 with Pat Vermeulen



Broader TV Ep.45 with Avoriaz



Broader TV Ep.44 with Anna Schönbauer



Broader TV Ep.43 with Ueli Klöti



Broader TV Ep.42 with Jeremy Wilton

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A simple but smart innovation that was awarded with a **BrandNewAward** is the [Myway map holder](#). Their product will not appeal to freeriders looking for virgin runs but it will to a lot of riders going around to discover new resorts. Don't look stupid anymore trying to find your way in the wind and snow, and get more rides in! You'll probably see a lot of those in the Alps this winter...

"Sometimes old ideas are best fit for solving modern problems. Thus Catharina Wikström looked back to antiquity in order to reinvent the ski resort map. Fed up with unhandy, delicate paper maps, which can hardly be handled with gloves, she invented a new version of the papyrus scroll. Her tear-resistant resort map is stored in two plastic poles (ca. 13.5 cm long) and can be rolled up and unrolled conveniently – even with gloves on. Inside the jacket, this device needs little space and is ready for action whenever you need orientation in the mountains. MyWay is a perfect adaptation of an age-old invention. No doubt, the old Egyptians would be thrilled."



BOOKMARK

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