

APRIL  
2018

## A CONNECTION WE SHARE

» 2 INNOVATIONS  
IN THE SPOTLIGHT  
**New DirectDrive  
& Smart Board** P.8

**60" TO UNDERSTAND**  
COMFORT AND  
SILENCE WITH THE  
EVO10-PASSENGER  
GONDOLA LIFT  
P.11 »

**CONVERGING VIEWS**  
WELL PREPARED  
OPERATION AND  
MAINTENANCE  
TEAMS  
P.13 »





## EDITORIAL

Once again this year, we have worked **hand-in-hand** with mountain players to make sure resorts were ready for the season. And what a season it was, with **excellent snowfall** and an **ever-increasing number of visitors**!

With the inauguration of our **new industrial production site** in Gilly-sur-Isère, we are marking a further step in our **commitment** to the players in the French mountains. Always more **proximity**, **interactivity**, and **listening**. Even though POMA's history is also **international**, we have set our anchor locally, **in the heart of the Alps**. Our inspiration comes from all those talents that make what the mountain is today and shape the mountain of tomorrow. Our ambition is to accompany these talents in their projects, thanks to **innovative, sustainable, and demanding solutions**. Close to our partners and customers, we believe more than ever that it is important to **create a connection**: a philosophy that motivates us every day.

To connect you with our new spirit, you will find several testimonials throughout the pages of this POMALINK.

Happy reading, have a great summer season and see you next season!

*Jean Souchal, POMA chairman of the board*

# The pioneering SPIRIT

LA DAILLE GONDOLA LIFT  Val d'Isère

Once again, POMA meets Val d'Isère's expectations.

## IN OTHER WORDS



**POMA**  
A CONNECTION WE SHARE

## POMA's new brand platform

POMA is forging a new identity and is launching our brand territory with a new baseline: **A Connection we Share**. By highlighting our users and the landscapes we operate in, these visuals embody POMA's openness to the world and proximity to our customers.

**1966** ▶ The first SP3 POMA detachable gondola lift connected La Daille to the Val d'Isère ski area: it makes a mark with its **ovoid look** and its **high level of technicality**!



**2018** ▶ A new milestone has been reached! The **10-passenger Symphony** cabin will replace the mythical 4-seater SP3. Designed by **Pininfarina**, equipped with heated seats, with a transport capacity of **2,800 p/h**, it sets the tone for style and technique. The next winter season is going to be exciting!





# SIGNAL TELEMIX®, meeting expectations!

➤ A SYMBOL  
RENEWED: POMA  
CONTRIBUTED TO THE  
COMPLETE OVERHAUL  
OF THE SIGNAL SITE 80  
YEARS AFTER INSTALLING  
L'ALPE D'HUEZ' FIRST  
SURFACE LIFT

All these challenges were met with the installation in 2016 of the Signal Telemix®, equipped with 39 eight-seater chairs and eight 10-passenger cabins for a transport capacity of 3,300 passengers per hour.

*"We had to control the traffic and reconcile beginners with expert skiers, without forgetting comfort and safety, our priority," recalls Xavier Perrier Michon, ESF Alpe d'Huez Director.*

Two chairlifts and four surface lifts were dismantled, leaving only eight of the previous 35 towers leaving room for a **clear and reinvented landscape.**

*"How could we not choose the Telemix®, given the feedback the Telemix® got from the Olympic Games sector?" notes Yann Carrel, Technical & Operations Director at SATA. "Today, the Signal sector is finally fully and easily operated, even with*



*the very recent Marcel's Farm piste welcoming a new type of skier: beginners," he adds.*

The **Télémix®**—POMA's avant-garde flagship—already simplifies the lives of thousands of users around the world. For example, Télémix® has gained a foothold on the Asian continent by equipping the Chinese stations of Fulong and Cuiyunshan. It is also headed to Eastern Europe to **support the development** of the Velka Raca and Donovaly stations in Slovakia.

## TOUCH OF DESIGN

### A Cabin with A VIEW

The new **Ariondaz cabin** in Courchevel is lit both inside and outside thanks to **built-in solar-powered LEDs**. It's perfect to admire the pitch black darkness of the night landscape as well as the new **3 km Moriond Racing toboggan run**.



## IN YOUR WORDS

Between POMA and L'Alpe d'Huez, there is more talk of partnership than of the client-service provider relationship. And it makes a difference when, as the new Signal sector shows, we are aiming for excellence.

Christophe Monier,  
General Manager of SATA



# POMA STORY spotlight

On January 19, 2018, POMA unveiled our new Gilly-sur-Isère industrial site to more than 400 customers and partners.

## INAUGURATION OF THE GROUP'S LARGEST FACTORY, A SPRINGBOARD FOR MADE IN FRANCE

In the heart of the Alps, **Gilly-sur-Isère** reinforces the expertise of the company's three other French industrial sites. The **150 employees** join the large POMA family (1,026 employees), 2/3 of which is also based in France.

**70,000 m<sup>2</sup>** in the Terre Neuve industrial park: That's all that was necessary to bring together **SACMI** (manufacturing and assembling mechanically welded units), **CO-MAG** (dedicated to installing and maintaining ropeways), an assem-

bly unit for **POMA Leitwind** wind turbines, and a global logistics platform. A major project entrusted to the **Société d'Aménagement de la Savoie** and carried out 100% by **French companies**—based for the most part in the region—from the framework to the bridge cranes!

With this inauguration, POMA restates that **"Made in France"** is a pillar of our growth. The numbers speak for themselves: **8,000 installations** on all continents, operations currently in progress in **33 countries** simultaneously and generating **revenues of 343.15 million euros**. And, above all, more than **6.5 million people** transported per hour in the world!

Message received, as many of the brand's guests responded present. In the lead, **Prime Minister Édouard**

**Philippe**, accompanied by **Ministers Jean-Yves Le Drian** (Europe and Foreign Affairs), **Jean-Baptiste Lemoyne** (Secretary of State for Europe and Foreign Affairs), and **Sophie Cluzel** (Secretary of State for Disabled Persons).

This "Made in France" commitment clearly makes the difference: in December 2017, **Compagnie des Alpes**—the world's biggest ski area operator—signed an order worth **38 million euros** for **five ropeways** for the Val d'Isère, Tignes, Méribel, La Plagne and Serre Chevalier ski areas.



## NEWS

### A look back on the second CIT

January 19 was also the day of the **second Inter-Ministerial Council on Tourism**. During his inauguration speech in Gilly-sur-Isère, the Prime Minister took stock. He focused on

the **two axes** that the committee has reinforced in order to achieve 2020's ambitious objectives—**promotion** and **investment** to welcome **100 million tourists** and reach **50 billion euros** of tourist expenditures. To reach these objectives, he invited us to keep having fun and find "in Jean Pomaglaski, a touch of inspiration".



## Some FIGURES

Production start date:  
**February 2017**

Investment:  
**€20 million**

Surface: **70 000 m<sup>2</sup>**

Employees: **150**





# 2 INNOVATIONS IN THE SPOTLIGHT

To create a connection and bring value to our customers, POMA stands out for its innovations that are technological feats: innovative solutions that reinforce the advantages of ropeway transportation.

## 1 NEW DIRECTDRIVE, ALL THE ADVANTAGES OF A VIRTUOUS ENGINE

POMA innovates for user comfort, to develop territories, and preserve the environment.

The **DirectDrive** motorization is even quieter! Having worked on the ventilation of DirectDrive system, it is now possible to **reduce noise** even more and **offer even better comfort** to passengers, operators, and maintenance operators.

The result? **-8% in energy consumption and -15 decibels**. A major asset for resorts that are concerned about their ecological footprint!

**Philippe Mottier**, Courchevel's Operations Manager tells us, "Our new *Ariondaz gondola lift* features *DirectDrive* technology, a 800kW slow engine that **reduces noise and energy consumption**. An innovative

response to Courchevel's ambitions, **labelled a green resort!** In concrete terms, we gain **8 points** in electricity consumption due to better efficiency. What's more, the *DirectDrive* **allows us to heat** the G2 station, the public toilets, and the picnic room—used as a daycare centre by the ESF—thanks to its ingenious **calorie recovery** system."



## 2 SMART BOARD, ALWAYS AN EYE ON MY CONTROL SCREEN

Ergonomics, finish, technicality: this new generation control station meets everyone's requirements.



Its **new design** enables integration under the bay window of the premises to easily visualize the areas that need monitoring while optimizing space. The **command-control system** is simplified as well as the circulation of information on the screen.

The **two touch screens** swivel 180° for use even from the outside. The first screen—dedicated to **ropeway operation**—supports the interface for the control station, operation modes, all parameter status and variables of the ropeway components (according to location or function). It offers, among other things, access to pre-recorded periodic tests, the **ZenIS load simulator** and **EcoDRIVE** mode.

The second screen is dedicated to **operation and maintenance support** functions. It allows, in particular, to use the advanced features of the **COPILOT** and **HyperView** software or **TimeLINE** mode.

### Main data:

- **New shape and new dimensions:** H. 1.25 x L. 2.33 x W. 0.55 m
- **Two 22" color touch screens**
- **Reduction** in the number of control buttons
- **Saves space** in the control room by eliminating the traditional control cabinet
- **New driver standing position** for dynamic sitting and good spinal support. Ergonomic stool supplied
- Integrated **"FreeMan"** and **"ProTEC"** equipment accessible through a shockproof glass door
- **Shelves with 230V sockets** to accommodate coffee machine and charging stations for walkie-talkies and telephones
- Latest generation in **SEMER** safety automation.

# INSIDE POMA



## Peak Partnerships

Proximity, reactivity, technicality: Three levers that POMA has operated since the beginning of our collaboration with JSC Northern Caucasus Resorts.

The results are far-reaching with the installation of **three high-performance ropeways** in the Arkhyz ski area (Karachay-Cherkess Republic) and **surface lifts and fixed grip chairlifts** the Chechnya-Veduchi ski area, supporting the tourist ambitions of the resort. And how can we not mention the Elbruz GD8, the **highest gondola lift in Europe**, which culminates at 3847 m?



From left to right:  
**Lev KUZNETSOV**, RF Minister of Caucasus Affairs (Russia) - **Dmitry MEDVEDEV**, RF Prime Minister (Russia) - **Jean SOUCHAL**, POMA Chairman of the Board - **Anton CHUDAIEV**, POMA Russia and CIS Director







MESTIA, GEORGIA



CUIYUNSHAN, CHINA



KEYSTONE, USA



YABULI, CHINA

## Visibly different

Every day, the company builds relationships with entrepreneurs and people around the world. POMA supports major modernisation programmes in Chinese ski resorts such as Yabuli and Cuiyunshan. The company renews ropeway transportation equipment for the most popular ski areas in the United States. Much further east, it perpetuates the economic models of the young resorts like Veduchi (Chechnya) and Mestia (Georgia). Being on the field to better understand and offer appropriate solutions is more than an industrial choice, it is a POMA state-of-mind.

## Innovation: Poma perks

One of POMA's spearheads is **excellence through innovation**. This is a genuinely collective business project! For example, the **new liner**, developed by the R&D team, was a major challenge. The figures can make your head spin—48% less vibrations at 6m/s—but the application itself is very simple: it is assembled in lieu of the existing compression liners, without changing tools or requiring assembly precautions! **It will become standard starting in January 2019.**



**TEN-PASSENGER Evo Diamond cabin**

What is a trip in an Evo 10-passenger cabin like? Let's head to Les Grangettes, in Courchevel. Located in the heart of the resort, the new detachable grip cabin connects the city center with Courchevel 1550 m in less than 3 minutes.

**6 m/s**  
in silence  
from 9AM to 11PM

**DirectDrive**  
in the center of Courchevel

**LEDs**  
integrated  
into the structure

**Maximum availability**

**Silence and comfort on board with the new suspension**

**High-traffic**  
sliding doors





### THE MOST ADVANCED OPERATION AND MANAGEMENT SYSTEM ON THE MARKET

Both web application and iPad, COPILOT makes it possible to find the right information at the right time, in an intuitive and instantaneous manner, in order to operate and maintain the devices safely while ensuring availability.

How? By providing all the existing **technical documentation**: instructions, drawings, but also electrical diagrams, spare parts lists.

**Real-time synchronisation** with the internal POMA management system to guarantee the most up-to-date information is consulted.

**Updates** taking into account operator feedback will also be regularly added.

A **multilingual database** that can be consulted on or offline. COPILOT is very **easy to use**. Each individual user chooses their navigation mode: in map mode, according to geographic location, function, or by text search.

**"Favorites"** provide **immediate access** to regularly accessed content. For some equipment, it is even possible to **select spare parts** to place in a shopping cart for an instant quote!



### UPILOT®, THE 3D SIMULATOR TO TRAIN YOUR COMPANY'S PRIME ASSET: YOUR TEAMS

POMA has developed UPILOT®: a digital operation and maintenance training tool. A unique concept in cable transportation!

The patented UPILOT® system is based on **three years of research** and is a **3D gondola lift simulator** and an online **digital training platform**, that provides a multitude of interactive e-learning modules and assessment tools, making it an essential teaching aid.

Why is it important? **To make it easier to understand** the systems, even before they are installed, anywhere in the world, and whatever the employee's skills level. Knowledge is **faster and easier** since learning takes place without risk. At the same time, the operator has **better control over costs** and training time. UPILOT® also offers **traceability** over the duration of the lessons and evaluations.

This system can be implemented **autonomously** by in-house company trainers, via a **specific educational journey**. This means more flexibility and cost-efficiency for ski lift operators.



Watch the UPILOT® and COPILOT videos

Hear from ...



## Dominique Pluche

AFPA DIRECTOR FOR THE SAVOIE REGION - ANNECY AND CHAMBÉRY, FRANCE

### How did the collaboration between AFPA and POMA begin?

We have a common ambition to go further in HR, to develop innovative tools, to professionalize the transmission of skills and knowledge. In fact, we assisted POMA on site to prepare the individual placement of the 500 employees working for ETAC, the Algerian Ropeway Transportation Company and the world's leading urban ropeway transportation operator. This step made it possible to determine an individualized training plan, with regard to the various jobs and skills expected for each individual.

### What benefits does UPILOT® bring to its users?

Real added value, both professional and personal! UPILOT® offers a precise mapping of an individual's skills. Moreover, it takes into account the professional interests and motivations of each person. Finally, UPILOT® also guarantees continuous evaluation and continuous professional training.

### Can you tell us about the simulator that completes the UPILOT® digital device?

With its training simulator, POMA has offered operations and maintenance teams a new training method in the sector. The learner has a global view of the system, with the possibility to see what happens inside the machines. They also get a better idea of their work environment. As soon as they set foot in the reality of a full-scale installation, they will be able to find their bearings, use the appropriate vocabulary, and apply the acquired reflexes. This approach encourages the acquisition of skills and the reflexes that are needed, particularly in terms of safety.

Hear from ...



## Christine Chamel

HUMAN RESOURCES MANAGER AT COMPAGNIE DU MONT-BLANC

### What issues would you like to solve by using UPILOT®?

We pay close attention to maintaining and increasing the skills of our teams. UPILOT® gave us the opportunity to evaluate their skills before the season started, giving us a skills map for the team. We rapidly analyzed the results and created a roadmap for each trade and each employee.

### How did you use the platform?

We have been using UPILOT® since November 2017. At the beginning of December 2017, we tested the first level on the platform, meaning the evaluation using a multiple-choice questionnaire. The results acted as levers to reinforce and develop the individual skills acquired by our teams. In November 2017, we tested the UPILOT® app to personnel at Grands Montets and presented the interactive UPILOT® module. Feedback is very positive. Everyone really appreciated being able to operate the machines safely and securely.

### What do you expect of UPILOT® today?

With POMA, we are currently working on rolling out a nomad solution: an e-learning platform. In addition, we have initiated training for a dozen people to start off—mainly managers and installation operators—to create an in-house training team who will be able to lead UPILOT® sessions for our teams.

## IN YOUR WORDS

UPILOT® gave me the flexibility I needed for my training programs and my teams were operational before the ropeway was commissioned.

León Jairo Alvarez Mejía  
Project Manager, O&M - Santo Domingo





## 8 gold MEDALS

► MARIE BOCHET: A CHAMPION FLYING THE COLORS OF FRENCH EXCELLENCE VERY HIGH!

Winner of nine stages in the Alpine Ski World Cup and flag bearer of the French delegation at the Pyeongchang Paralympic Games, Marie Bochet's season took off like a rocket! Marie is an exceptional woman and athlete: 76 World Cup victories, 19 World Championship medals, 6 Big and 16 Small Crystal Globes.

In Pyeongchang, with her **four gold medals won in 2014**, she took the lead and once again offered France another **four supreme titles**: Downhill, Super Giant Slalom, Giant Slalom and Super Combined. The media calls her the **Queen of "Les Bleus"**; she is the star of the Paralympic Games and has been POMA's ambassador since 2014. She is «proud to be the ambassador of a company with resoundingly successful international projects». And that pride is widely shared when we look at her performance and the values she defends, both in competition and in her daily life!

Congratulations Marie, you dazzled us again!

## Kick-off for the first ISF SCHOOLS WINTER GAMES

► AN EVENT THAT CREATES FUTURE OLYMPIC CHAMPIONS

The first ISF SCHOOLS WINTER GAMES were held in the Grenoble educational district from February 5 to 10, 2018. This event was a first for Grenoble and made an international mark.

In the middle of the 50th anniversary of the Olympic Games celebrations in Grenoble, **more than 450 competitors under 18** from four continents and 20 nations showed the extent of their talents.

POMA was there **to support these talents in the making**: a natural partnership—as the company stands out by «its will to understand others, integrate their needs, and create a connection”—notes Jackie Bonnieu Devaluez, Director of USS Grenoble.





# ► POMA'S WORLD



DECEMBER 15, 2017

## A first in Myanmar

An **8-passenger Diamond** gondola lift gives Buddhist pilgrims the opportunity to reach the Kyaiktiyo Pagoda (Golden Rock) in **less than four minutes** compared to the previous 60 minutes.



MARCH 25, 2018

## On the YEN TU sacred mountain

Two detachable-grip gondola lifts, including the **Diamond EVO 8/10**, join the two existing POMA lifts to access the Vietnamese mountain where 70,000 visitors flock every year.

FEBRUARY 9, 2018

## En route to the Andes Cordillera

The Bolivian President Evo Morales inaugurated the first tourist aerial ropeway in Oruro, at an **altitude of 3,700 m**. A gondola lift with a transport capacity of 1,000 people per hour, equipped with **DirectDrive**.



APRIL 13, 2018

## Sacheon, the city that connects the sky and the sea!

In the South Korean peninsula, Sacheon is getting its **first 2S dual-rope** installation to fly over the sea for 2.4 km.

**Transports2018**  
**Publics**  
The European Mobility Exhibition

MAY 18, 2018

## Santo Domingo

The **first gondola lift in the Caribbean** is highly expected: the Santo Domingo aerial tramway will be inaugurated with great pomp and circumstance in the presence of Danilo Medina, President of the Dominican Republic.



JUNE 12-14, 2018

## Public Transport Exhibition 2018

POMA will naturally be present at the major meeting of **European mobility players**, making it easier for city dwellers to travel on a daily basis.



SUMMER 2018

## Algiers is intensifying its urban transportation network

In 2018, a **10-passenger gondola lift** will connect two heavily populated districts in Algiers. Passengers will have **privileged access** to the public transportation network and new economic opportunities will be offered to the inhabitants. Perfectly integrated to its environment, the departure station is located in the heart of the Bab el Oued district and will connect the arrival station in **less than four minutes**. Expected transport capacity: **2,400 p/h**.



POMALINK The POMA Newsletter

**Director of Publication:** Jean Souchal  
**Contact:** Carole Mancini - poma.info@poma.net  
**Translation:** InFact Global  
**Design-production:** SAATCHI & SAATCHI

**POMA**  
109 rue Aristide Bergès  
CS 30047  
38341 VOREPPE CEDEX  
[www.poma.net](http://www.poma.net)



Photo credits: © Shutterstock; Getty Images; Agence Zoom, Grégory Picout; Val d'Isère Tourisme ISF-UNSS; POMA; X...