



TOFANA FRECCIA NEL CIELO, CORTINA



CHALLENGE

Tofana – Freccia nel cielo manages 1 cable car and 2 cableways in the ski and natural area of the **Dolomiti d'Ampezzo Natural Park**. The exceptional landscape and wealth of activities and sports events attract over **1,000 visitors daily** during the high season, who reach the cable car departure point in the center of Cortina d'Ampezzo by car or bus. Its parking facility handles a high turnover of incoming and outgoing vehicles **7 days a week**, providing an essential service in a **site constrained by the natural conformation** of the area. The entire cable car complex is indeed embedded in the rock, ensuring environmental sustainability and **minimal visual impact on the landscape**. Among the key requirements for renewing the facility at the end of 2024 were a streamlined design for all equipment (Jupiter) and the **possibility of 24/7 remote monitoring** from a control station, to reduce on-site interventions during operating hours.

BACKGROUND

The cableway complex is located in the ski and natural area of Col Drusciè, Ra Valles, and Cima Tofana, a UNESCO World Heritage Site since 2009 and part of the Dolomiti d'Ampezzo Natural Park. The “Freccia nel cielo” takes its visitors to the stations of Col Drusciè (1,778 m), Ra Valles (2,470 m), and Cima Tofana (3,244 m).

The new lift systems were renovated in 2020, and **upgrading the parking area** serving them was a natural evolution to offer an **automated, simple, and comfortable access** experience to the heavy flow of tourists in summer and winter.

The paid parking indeed offers options for occasional parking, subscribers, and tourist coaches: being able to leave the car safely or maneuver the bus with ease are fundamental services, both during daytime services for the use of the cableways and during evening events, according to the rich holiday season calendar.



CLIENT REQUIREMENTS



- **Reliable, scalable parking system** with simple and intuitive management for staff
- Complete 24/7 remote control of peripherals
- Management of customizable transit and seasonal tickets, with the possibility of renewing them at the ticket counters
- **Integrated camera system** with License Plate Recognition (LPR) for subscribers and occasional users
- Single software platform capable of managing and monitoring parking alarms, occupancy levels, and related reporting
- **Multi-user access** to the software platform, with customizable roles and user interfaces
- Congress ticket for authorized users
- Discount vouchers
- Outbound POS and Telepass payment



RESULTS



HUB Italia automated the parking area with a Jupiter system, installing 10 interconnected devices including slim columns at the entrance and exit lanes, Magnetic Pro barriers, vehicle access control with onboard intercom, ticket readers, automatic pay station, manual pay station, **LED variable message panel** indicating occupancy (free/occupied), and LPR License Plate Recognition cameras. The entire system is covered by **centralized monitoring from a single control room**, thanks to HUB's management platform: JMS, Janus Management System.

The HUB system now allows travelers a **stress-free parking experience** through a simple, quick, and effective process. Technicians and administrative staff work with **JMS's functional interface**, which facilitates daily operations. Its dashboard with colored tiles gathers all the software's capabilities and integrations into functional groups, displaying them with an easy-to-use color code. This versatile management platform, installed in-house, allows the customer to **monitor the parking area 24/7** from any network-connected device such as PCs, smartphones, and tablets, thus ensuring maximum convenience and speed of lane intervention.

The convergence of data from cameras, manual and automatic pay stations, and lane peripherals allows Tofana srl staff **to verify system performance in real-time**. Additionally, it enables long-term analysis with customized reports and analyses; **management of upcoming system events** (such as early cash collection from automatic pay stations to avoid service interruptions); and **keeping maintenance requirements** of various peripherals under control, so to plan any assistance activities in advance.

The widespread presence, experience, and professionalism of HUB Italia have guaranteed Tofana a **high-level service**, ensuring complete user assistance in promptly managing any unforeseen events.

An exemplary project of advanced technology for a site of exceptional beauty!

