

Award Winning All-in-One Map Tool for Ski Mountaineering Guides Debuts to Distributors at Backcountry Base Camp 2007

Society for Technical Communications Names Brooks-Range All-in-One Map Tool as Distinguished Winner for Northern California, Unveiled to Outdoor Sports Distributors at Backcountry Base Camp 2007

Salt Lake City, UT (PRWeb) January 26, 2007 -- At the annual Backcountry Base Camp, hosted by Outdoor Retailer this year in Salt Lake City, Brooks-Range founder, Matt Brooks, will display the newly-released All-in-One Map Tool, which took the top award for technical design excellence last month in the STC Northern California competition. Brooks conceived the All-in-One Map Tool to help professional ski mountaineering guides conveniently and accurately read topological maps in the continental US, Alaska, Canada, the UK, and Europe.

The tool, printed in high-contrast red and black, contains all the relevant rules, grids, and avalanche scales commonly used in backcountry travel in these areas, is lightweight plastic and fits inside a small book or field guide.

"We are honored to receive this award," said Brooks. "This award validates the attention to detail that went into designing the Map Tool. We succeeded in our goal of providing professional-grade functionality in a compact size."

Jan Johnston-Tyler, a communications and design expert and owner of EvoLibri Consulting, led the design. "Because of the importance of technical accuracy, the tool was drawn with CAD tools, reviewed by mountaineering and avalanche professionals and calibrated by a professional cartographer," says Johnston-Tyler. "It really is an amazing piece. It can be used virtually anywhere in the world, and by anyone from casual outdoorspeople to professional mountaineering guides."

The map tool is available for sale on the Brooks-Range website (www.brooks-range.com) and retails for \$18.00 US, with a pro discount rate of \$15.00 US.

About Brooks-Range Mountaineering Equipment Co.:

Founded in 1995 by Matt Brooks, a Certified Mountain Guide and a Professional Member of the American Avalanche Association, Brooks-Range Mountaineering Equipment Co. develops backcountry products that provide unique and cutting-edge solutions for the backcountry. Originally developed for professional use by search and rescue teams, mountaineering guides and ski patrols, the products' design, durability and ease-of-use make them ideal for all backcountry travelers. Brooks-Range is a privately-held company located in Fremont, CA.

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