



**mprofile**  
**mcfly**

facts



name  
alais  
born  
hometown  
residence  
occupation  
life beside

martin winkler  
mcfly  
seventyeight  
bregenz / austria  
innsbruck / austria  
freeskier, skiguide  
video/photo production

He was born and raised in Bregenz, Austria, a small town at Lake Constance. His deep relation to snow and mountains started real soon. In the winter he spent as much time as possible in the nearby mountains at his grandma's place in Schröcken. Alpine racing never bothered him except for watching it on TV. "As long as I can remember I've been skiing off-piste with my riding buddies". After school he has chosen to go to university in Innsbruck. To finance his studies he became ski instructor at the nearby Arlberg region. "Within those years I started realising that skiing meant a lot more to me than I thought". He entered his first freeride competition in 2001 and came in 2nd. From there everything began to roll. He kept on entering freeride comps quite successfully like 1st at the Arlberg Open Space or 3rd at the Red Bull Snowthrill. But his real passion is traveling, which lead him to places like Spitzbergen, Lappland, Chile, Argentina, just to mention a few. Now he is working with europe's top outdoor photographers and filmers to capture these moments for a wide range of media. Besides his professional skiing activities he started to organise the freestyle contest 'Austrian Open' and founded, together with two of his best friends, a production company called zeroDvision.

**biography**





O'neill Xtreme by Swatch  
Arlberg Open Space Freeride Trophy  
Red Bull Hike & Ride  
Red Bull Snowthrill  
Engadinsnow  
Columbia Ride  
Red Bull White Rush  
Adrenaline Rush  
Check the Ripper

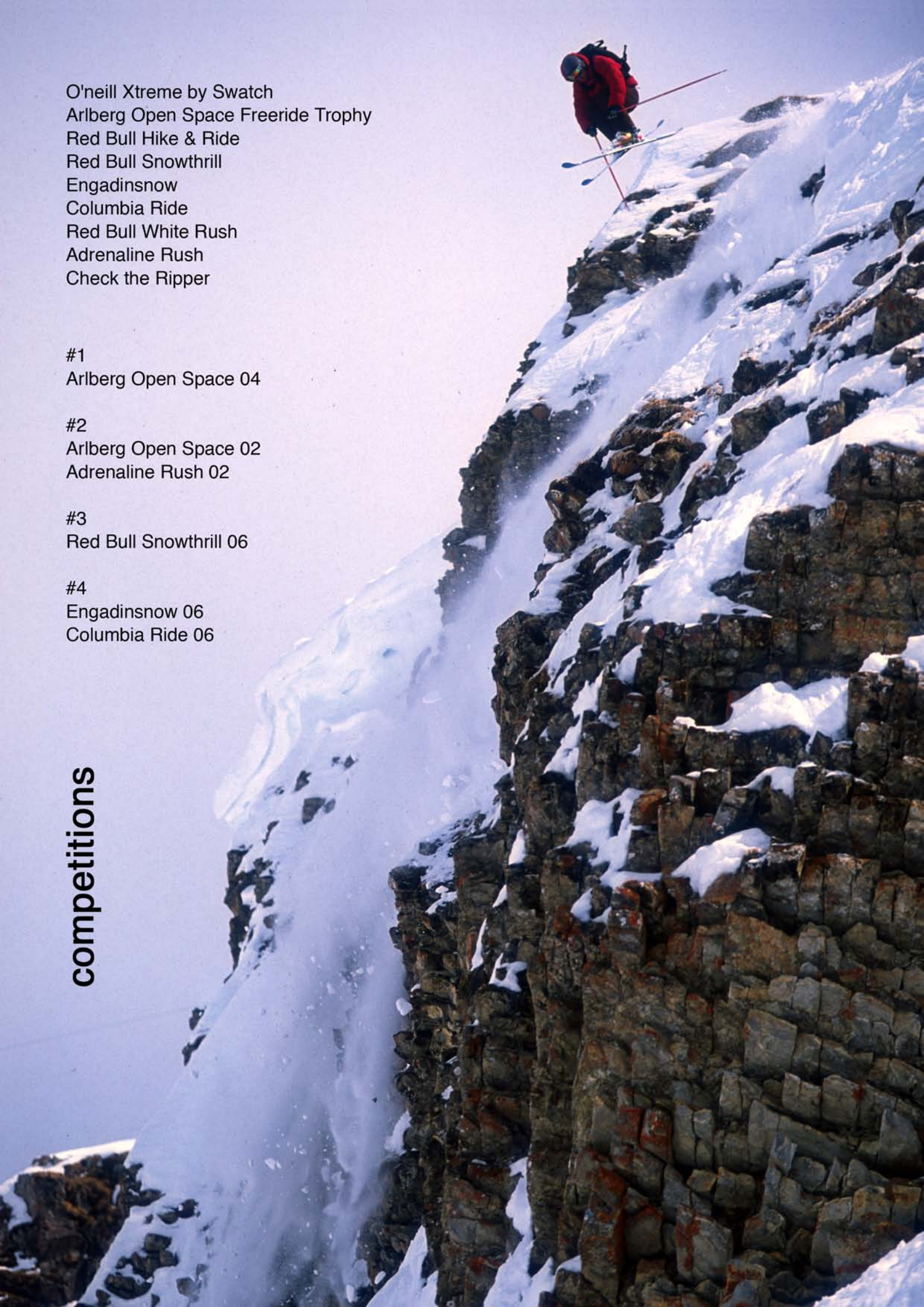
#1  
Arlberg Open Space 04

#2  
Arlberg Open Space 02  
Adrenaline Rush 02

#3  
Red Bull Snowthrill 06

#4  
Engadinsnow 06  
Columbia Ride 06

competitions





print media (circulation)

lifestyle magazines

7th Sky Magazine (35.000)

M-Magazin (250.000)

Arlberg Magazin (5.000)

Echo Magazin (20.000)

7th Sky People (110.000)

Placeo Magazin (60.000)

daily media

Wann & Wo (80.000)

Vorarlberger Nachrichten (80.000)

Die Presse (80.000)

6020 Stadtmagazin (75.000)

folders & catalogues

core magazines

Skiing – the next level (50.000)

Planet Snow (50.000)

Ski Session (60.000)

Snow Extreme (80.000)

Poachers Freeski Mag (20.000)

Tirol Soulcountry (260.000)

ISPO catalogue (40.000)

Strolz catalogue (15.000)

Himaya Suncream (200.000)

Snowworld Magazin (35.000)

movies

'Higher Ground' – Warren Miller

'Off the Grid' – Warren Miller

'Spitzbergen' – Spirit Productions

'Cima Tosa' – Freiluft Doku

'Live in Mexico' - zeroDvision

'Blind Bend 3' – Spirit Productions

'Blind Bend 4' – Spirit Productions

'Nord' – Peter Charaf





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