

Success Story



Mobile Infotainment aboard the MS Europa



Throughout the world, and particularly in the USA, the cruise industry is a tourism area with considerable growth rates. In Germany, Hapag-Lloyd Cruises numbers among the leading providers of cruises in the premium and luxury segment. The MS EUROPA is now the only cruise ship to have been awarded the “5 Star plus” rating by the Berlitz Cruise Guide for the ninth time in succession.

In 2004, Hapag-Lloyd Cruises and Lufthansa Systems already exchanged experiences regarding the use of a mobile infotainment solution.

#### Installation on the high seas

Within six months, the customer's requirements had to be precisely defined and

formulated. Once conceptualization was completed, the entire IT infrastructure was set up at the Lufthansa Systems Staging Center in Hamburg for the first practical trial. All hardware and network devices were subjected to extensive tests before they were dispatched for installation on board the luxury liner. With this step, the most important challenge in the preparation phase had been successfully mastered.

Installation was to take place during perfectly normal passenger operation at sea. Within ten weeks the Lufthansa Systems project team laid several thousand meters of network cables and installed over 250 iTV clients and 600 IP telephony clients. Suite by suite, new television sets for iTV, new IP-capable telephones and the new net-

work wiring were installed, while the guests were able to continue with their activities on board undisturbed. In fact, many guests could hardly wait for the new iTV solution to be installed in their cabins.

#### State-of-the-art communication and entertainment on board

Today, the guests on board the MS EUROPA now also have all the conveniences of modern communication and entertainment technology at sea. **“Our partner Lufthansa Systems mastered its first project worldwide for the installation of our fully digital Mobile Infotainment Solution on board our flagship MS EUROPA. The quality and innovation of the implemented solution has convinced us”**, says the Senior Vice President of Hapag-Lloyd Cruises.

## Project description

### ■ The client

Hapag-Lloyd Cruises is one of the leading cruise operators in the German-speaking region and has been part of the TUI Group since 1997. The fleet includes four ships in the luxury, premium and expedition categories.

### ■ The challenge

The installation of the fully digital Infotainment Solution was carried out during ongoing passenger operations on the voyage to Istanbul.

### ■ The solution

A fully digital Mobile Infotainment Solution which is adapted to the processes, information, communication and entertainment on board, as well as to the needs of the customers.



From their suites, the guests have access to the Internet as well as to current travel information and accounting data. They can use their e-mail access, receive a number of radio and television stations, enjoy video-on-demand according to their own needs and remain in contact with the whole world via satellite. On board ship, communication functions by means of modern IP telephony.

Besides engineering and installation, the IT service provider also trained and instructed the crew.

The architecture of the system is distinguished by its high fail-safe stability, which is particularly important in everyday operation. In addition, the solution is cost effective as it can be operated remotely, thereby sig-

nificantly reducing operating costs. The use of standardized technologies guarantees future sustainability as further developments can be integrated at any time.

During a scheduled stop in Istanbul, Lufthansa Systems handed over the installation of the Mobile Infotainment Solution ceremoniously to Hapag-Lloyd Cruises. The exclusive services for a maximum of 400 passengers have now been extended in the field of entertainment, information and communication on board to include the solution of the IT service provider. The new Mobile Infotainment Solution was received with enthusiasm by the guests and crew of the MS EUROPA.

#### ■ The project

**The development of a Mobile Infotainment Solution for cruises as well as the integration of existing systems. During development particular attention was paid to reliability and easy maintenance.**

#### ■ The results

**To ensure efficient and cost optimized operation this system is largely automated and web based. The architecture of the system is distinguished by its high fail-safe stability.**

#### ■ The benefits

**Support for the communication infrastructure is provided on a 24/7 basis. The operation of all systems is monitored via remote maintenance, and routine services are performed by remote access. Reduced maintenance requirements result in considerably lower operating costs as compared to conventional systems.**

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