

Grand Pioneers Cruises

bring Philips MediaSuite TVs on board

“

Philips MediaSuite has surpassed all expectations, and our guests are reaping the benefits. We cannot speak highly enough of the PPDS and LOGICO teams that combined seamlessly to bring our ambitions to life.”

Mr Uy.Trinh Trung, IT Manager | Grand Pioneers Cruises





“

As the newest and most luxurious superyachts in HaLong Bay, we wanted to raise the bar in our cabins utilising the latest advancements in technology to create an experience that dwarfs anything else seen before on a luxury cruise – and indeed in many hotels. With Philips MediaSuite, we believe we have done just that.”

Mr Uy.Trinh Trung, IT Manager | Grand Pioneers Cruises

Background

The two ships from Grand Pioneers, formerly Essence Grand, are the very first luxury yacht hotels in the paradisiacal HaLong Bay on Tuan Chau island in Vietnam.

Acquired by the Viet Thuan Group and operated by Grand Pioneers, the two 110 x 19 metre, seven deck super yachts have sailed in to deliver a brand new wave of hospitality for the booming tourist area. Their aim? To set a new benchmark for onboard luxury.

Challenge

With visitor numbers in HaLong Bay increasing three-fold since 2010 to almost seven million, there has been an equal boom in hotel properties. As competition for these hotels reaches an all-time high, and guest expectations have never been greater, the need to differentiate, and to offer unforgettable home-from-home experiences, has never been greater.

Key to the ambitions for the twin superyachts was a 'state of the art' TV system, to bring unparalleled picture quality, entertainment choice, and capabilities into the modern and spacious cabins. Equally, designed with sustainability in mind, the two yachts have become the first in Vietnam to meet international standards based on their environmentally focused credentials impacting all areas of the ships. The in room TV solution needed to fit with these credentials, too.

Solution

Working in partnership with leading IT and AV integration specialist, LOGICO, Philips MediaSuite TVs were quickly identified as the standout choice and the only dedicated hospitality solution of its kind capable of achieving the ambitions for this groundbreaking maritime project.

A total of 110 x Philips MediaSuite TVs – ranging from 50"-55" – were successfully installed inside cabins on the twinned vessels ahead of their maiden voyages.

Connected to an onboard media server, while also utilising the Philips MediaSuite's 4G/5G connectivity capabilities, guests can access and enjoy their preferred TV entertainment in the comfort of their modern and spacious cabins.

All displays on board the two ships also utilise the benefits of PPDS' CMND remote management platform, providing new communication opportunities for the crew to communicate valuable information with guests directly in their cabins, while facilitating exceptional performance at all times.

Running on Android, Philips MediaSuite TVs on board have been designed to improve with age, with regular updates, bringing the latest features and benefits, added as and when they become available. This helps keep TVs consistent and performing like the latest models, the need for unnecessary upgrades is reduced, extending product lifetimes, and reducing electronic waste for substantial environmental and financial gains.

Benefits

Integrated Google Cast™: Guests can cast their chosen content – films, music, gaming and more – from their devices onto to the in cabin TV without extra hardware or software configurations.

Personalised content: With a network integrated with CMND, the super yachts can customise the cabin TV welcome screen and messaging to every guest.

Sustainability focused: Philips MediaSuite TVs can receive regular software updates, allowing the yachts to benefit from latest features, extending the lifetime of their investment.

Fast facts

Client
Grand Pioneers
Cruises

Partner
LOGICO


Location
HaLong Bay, Tuan
Chau, Vietnam

Project
Bringing Philips MediaSuite
TVs on board

Products
110x Philips MediaSuite TVs

© 2025 Koninklijke Philips N.V. All rights reserved.
Specifications are subject to change without notice.
Trademarks are the property of Koninklijke Philips N.V.
(Royal Philips) or their respective owners.

philips.com/professionaldisplaysolutions

