

# Innovation on board MSC Cruises mega-ships

Through innovative digital technology, guests can connect with the ship and crew to enjoy tailor-made experiences, helping them get the most out of their holiday time, before, during and after the cruise.

## Key features on board MSC Meraviglia

The first next-generation mega-ship coming into service in June 2017



### MSC for Me

A digital multi-channel experience available through a smartphone or tablet app, interactive cabin TV screens or public interactive screens



### NFC interactive bracelets

- ✓ Provides access to cabin
- ✓ Payments on board
- ✓ Wayfinding on the ship with a five metre precision
- ✓ Shares accurate whereabouts of guest's children on board

### MSC for Me Key Features



#### Navigation

Helpful for guest's navigation on board and awareness of their children's activity



#### Concierge

Guests can easily book services, restaurants, excursions and more in real time, 24/7



#### Capture

An emotional digital discovery gallery with interactive video screens showing the unique story of a guest's holiday where they can share in real time



#### Organiser

Guests can check-in with their mobile device and a real time cruise planner will help them get the most out of their day



#### TailorMade

A digital, personal advisor providing tailored recommendations based on guest preferences



### Longest LED sky at sea

480m<sup>2</sup> and live 24/7. Creating an awe-inspiring atmosphere with stunning visuals and effects



### 3,050 Bluetooth beacons

connect guests to the ship to provide tailored experiences and geo-located suggestions

**2,244**    **358**

interactive  
cabin TV  
screens

informative  
and interactive  
public screens



### 1,200 onboard video cameras

Some of which are enabled with intelligent face recognition to deliver a highly personalised service