



Case Study

MSC Cruises

MSC Cruises brings every passenger journey to life with SMART LED Signage and hospitality displays

Overview

The ambition of MSC Cruises is to create a totally unique experience for its passengers from start to finish. Each passenger spends a significant amount of time on a cruise ship as they travel between destinations, and from the moment they step on board they must feel the ship has a “wow factor.” To bring the ship to life, ensure a consistent experience and make it as easy to navigate as possible, MSC Cruises partnered with Samsung to implement a variety of digital display solutions making every passenger journey a memorable one.

Technology Highlights

SMART LED Signage

- Superior picture quality with advanced color calibration and high dynamic range (HDR) picture refinement for crisp, clear details
- Advanced design and composition capabilities
- Easy and integrated management with MagicINFO platform

Hospitality displays

- Seamless integration with smart devices using Samsung LYNK® HMS
- Convenient content management with Samsung LYNK REACH® 4.0

About MSC Cruises

MSC Cruises is the world's largest privately-owned cruise company and the number one cruise line in Europe, South America, South Africa and the Gulf. A game-changer in the world of cruises, the Company has achieved huge growth in its first ten years, building a global reputation in the industry and one of the youngest cruise fleets at sea. MSC Cruises is headquartered in Geneva, Switzerland, and is part of MSC Group, the Swiss-based leading shipping and logistics conglomerate.

Customer Needs

MSC Cruises wanted to implement a range of solutions, including LED signage, hospitality displays, interactive displays and video walls to allow guests seamless access to information to make the most of their cruise experience. From first boarding the ship, to relaxing in their room, to moving around, MSC wanted to create a connected cruise experience to allow guests to easily access the information they need, in a variety of different languages. It was a complex project with over 3,500 displays installed across the ship, which all needed to be conveniently managed in one place. With its long-standing expertise in hardware and software, as well as its experience in completing large-scale projects such as this one, Samsung was the perfect partner to ensure an efficient and effective installation which allowed MSC's ship to hit the high seas as quickly as possible.

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Solution

World's largest LED sky screen at sea with superior picture quality

To ensure the “wow factor” as soon as guests enter the main promenade of the ship, Samsung installed the longest LED signage (93 meters long) on any cruise ship to date. The stunning signage which consists of 1,664 cabinets on the promenade dome is one of the first things passengers will see and immediately immerses them in their journey. In addition to the promenade sky screen, the IFH-D P4 LED signage was also installed in the *MSC Grandiosa's* Theatre, made up of over 275 cabinets and offering live entertainment, musicals and shows to passengers on board.

Samsung's IFH-D series offer a perfect combination of superior picture quality and video processing technologies with High Dynamic Range (HDR) picture refinement to add crystal-clear clarity to any content. The IFH-D series also implements dynamic peaking that empowers displays to reach peak brightness levels nearly two times higher than standard LED solutions.

Enhanced content and platform management

Samsung's MagicINFO platform allows MSC Cruises to create, schedule and deploy exciting and engaging content across its ship's display network all from one single location. Meanwhile, they can also monitor and adjust display settings and troubleshoot potential performance issues via remote access, making sure that customer engagement is not impacted at any time. Powered by TIZEN, the powerful Samsung operating system is built to handle the demands of a large cruise ship out in the ocean.

Enhanced viewing experience for maximum comfort

Ensuring that the quality of display carried throughout the entire ship, MSC Cruises tasked Samsung with installing more than 4,000 hospitality displays in individual guest rooms. Including 32, 43 and 55-inch models, the 690 series display enhances guest communications empowers guests to enjoy whatever content they want.

The 690 series, hospitality displays was integrated with ZOE, the virtual assistant of MSC Cruises, in addition to Harman collaboration. The Harman artificial intelligence (AI) speaker was able to connect to ZOE through Samsung's hospitality management solution which combines critical capabilities into a single, efficient solution. This capability is supported by full HD (FHD) resolution and features such as screen mirroring with personal devices, room environment controls and smart hub for access to a range of useful applications to ensure maximum guest comfort even away from home.



“Imagine a ship, like a floating city on the ocean whereby people receive any kind of information and services throughout their journey. So, having Samsung displays on board with us allows us to customize the message and be able to deliver any kind of information, which is going to be relevant for our guests in any place, at any time.”

- Luca Pronzati, Chief Business Innovation Officer, MSC Cruises

Result

MSC Cruises has a long, rich history of providing memorable experiences aboard their cruise ships. In order to take their offering to the next level, Samsung was the perfect partner due to its diverse portfolio of impactful solutions. Throughout the ship, passengers can now engage in new and interesting ways, immersing themselves in what MSC Cruises has to offer and creating memories that will last a lifetime. As a result of the first experience on the exceptional *Grandiosa* cruise, there is now a plan for MSC Cruises and Samsung to collaborate again and expand on this installation for another cruise next year.

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SMART Signage

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