



## Brady Communications | **Setting the Course**



# Onboard systems that enhance the cruise experience

For over 10 years, Brady Communications has been developing interactive systems for the cruise industry. As a designer of one of the first interactive television systems, the firm helped launch ITV systems for RCCL, Celebrity, Carnival, NCL and Cunard. The industry expertise gained on these deployments allowed the firm to expand into a diverse range of interactive projects for the cruise industry.

As passenger demand for Internet connectivity grew, work began on Internet cafés onboard RCCL. The initial assignment involved concept development and identification of feature sets. Early testing validated the concept and work began immediately on branding and software development. The result was rc online™, a workstation that allows guests to surf the net, use e-mail, or send digital and video postcards during their cruise. While the initial system required proprietary software, the second generation was developed with standard Web technology.

The success of rc online™ led to the development of CrewNecton™, a browser based application that allows crew to access the Internet using thin clients in their cabin. Based upon standard Web technology, the system was scaleable and easy to use for crew from over 50 countries.

ITV, passenger Internet services and crew systems all provide a great environment to apply strong branding and advanced programming skills to enhance the cruise experience.



## Kids Count Too

With the success of the rc online™ and ClubCafe™ systems, the logical next step was connectivity for kids. To meet this need, SurfStation was deployed in the Adventure Ocean areas onboard the ships.

## Surfing at Sea

The GUI for the Internet systems onboard the RCCL fleet helps passengers access the Web during their cruise. A broad demographic from many countries required a system that could be navigated in six languages.



Brady Communications is a strategic marketing communications firm providing high quality print and interactive solutions.

## Blazing New Trails

In addition to completed systems, the firm is also experienced in developing prototype systems at early stages of technology. The experimental application, Trailblazer™ offered passengers dynamic content about their cruise in multiple languages.



## Branding the System

In addition to providing software development skills, the firm is experienced in naming and branding of services.



## Crew Connectivity

CrewNecton™ system uses thin clients in each crew cabin to provide crew members with access to the Internet and e-mail. Using Web-based applications and a flexible GUI, the system can be scaled to provide a full range of crew services.



## Collaboration

An ASP application developed by the firm was used to facilitate the exchange of information throughout projects such as the development of CrewNecton™



**BRADY** COMMUNICATIONS

Brands. **Brand Strategies.** Market Positions. Brochures. Magazines. **Annual Reports.** Recruitment Materials. Media Kits. **Literature Systems.** Promotions. Product Launch Support. Direct Mail. **Identities.** Posters. Point-of-Sale Materials. Display Systems. Free Standing Inserts. **Packaging.** Exhibit Booths. Trade Show Materials. Advertising. Letterhead. Business Cards. Event Promotion. **Multimedia.** Sales Presentations. CD-ROMs. Kiosks. Handhelds. **Web Sites.** Hostings. **Internet Strategies.** E-Commerce. Online Advertising. Search Engine Optimization. **Database Design and Development.** Technical Architecture. Content Management Systems. Interface Design. Usability Testing. User Experience Planning. **Strategic Marketing Communications.**

## Think further.

The difference between good communication and great communication is the power of discernment: keen **insight** into your marketing goals and good judgment on the right message and creative to help you meet them. **Helping you go farther takes someone who thinks further.**

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