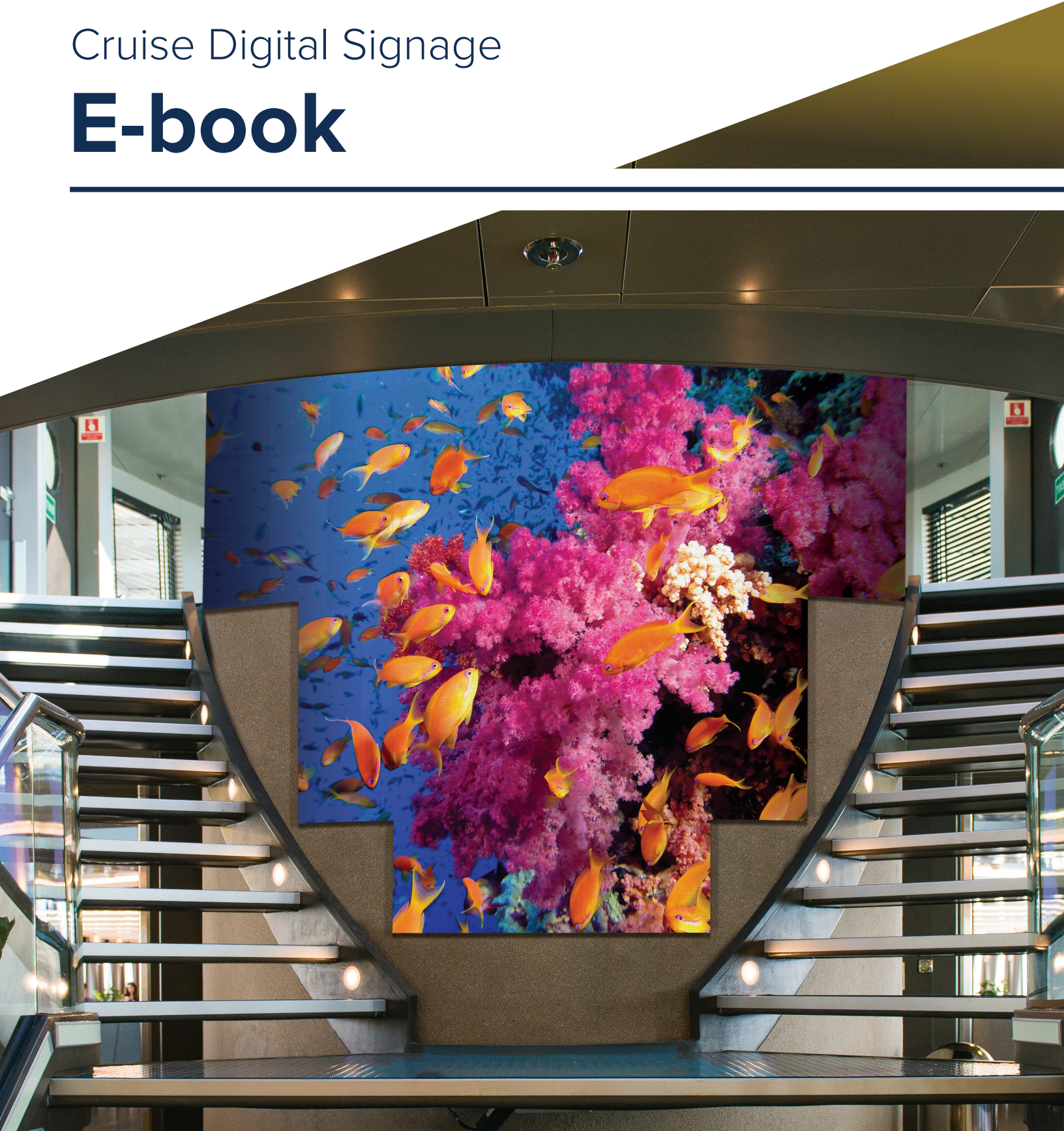


Cruise Digital Signage

# E-book

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## Introduction

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Provide your guests with a modern luxury experience. Cruise ship guests today expect to be dazzled and entertained throughout each stage of their journey. Our Pro AV/DVLED displays create a glittering, luxurious experience for your passengers by showcasing stunning visuals throughout the ship. Given the lavishness of today's mega cruise ships, the digital displays aboard must deliver an equally satisfying experience as they fulfill a wide range of informational and entertainment needs. Guests begin their voyage greeted by magnificent outdoor digital displays which set the tone for the rest of their trip. Inside, passengers are immersed in modern luxury as they take in a visual feast for the eyes. Picture the impact that can be made from promenade decks adorned with the dazzling color and brightness of an LG Fine-Pitch Direct View LED display, razor-thin, lightweight OLED Wallpaper Display, or Ultra Narrow Bezel Video Wall with a virtually flawless design.

Cruise lines can rely on MDM Commercial to help enhance:

- ▶ Guest Experience
- ▶ Brand Elevation
- ▶ Retail Messaging
- ▶ Information Absorption
- ▶ Streamline Operations

# Delivering the Message Digitally

Digital signage and display technologies are the keys to creating a guest experience that is truly second to none. The state-of-the-art technology is also guaranteed to deliver exactly the right content at exactly the right time seamlessly and easily. This is because at the heart of the ship's display network is LG's Pro:Centric® SMART, an HTML-based solution that allows you to deliver a wide range of content from cable, satellite, or video-on-demand. Customized Apps can also be offered along with the ability to provide vessel-wide communications, such as event schedules, dining reminders, and more, from a central location on-site or remotely.

In an environment where first-class digital messaging, reliability, and intelligibility are critical, networked AV and high-quality, flexible display technologies provide the real-time control necessary to meet the rigorous and evolving requirements of large vessels. The high-quality imaging and innovative network technologies also provide an excellent environment for the captain and crew in the ship's command center.

Are you also looking to upgrade your in-cabin viewing options? We also offer the finest SMART hospitality TVs enhanced with the latest technology.



# Creating Engaging Spaces

You can utilize our pro AV digital displays throughout your vessel. Enhance a variety of areas on your ship with our products such as curved indoor DVLED displays, UHD Multi-Touch digital displays, and outdoor DVLED displays. These areas include:

- ▶ Lobbies
- ▶ Large Dining Rooms
- ▶ Gathering Spaces
- ▶ Retail Spaces
- ▶ Fitness Centers
- ▶ Casinos
- ▶ Theaters/Amphitheaters
- ▶ Terminal Interiors
- ▶ Pool Side
- ▶ Outdoor Performance Stages

## Real-Time Changes

Events, performances, daily menus, important messages to guests, safety announcements and more can be updated in a fraction of a second.

## Fully Customizable

Provide exactly the right content for passengers and staff. Using our content creation tools and easy-to-use templates, personalizing information is seamless. To make usage even more convenient, MDM Commercial offers digital display content solutions.

## Facilitate Information Absorption

Give passengers the data they need in a glimpse—and help keep your ship operating smoothly by displaying directions, dining menus, activity schedules, and much more.



# Specific Applications for Signage

## Wayfinding

Digital displays throughout the ship can provide bright, clear wayfinding, making it easy for passengers to find their way around. From simple maps to interactive touch screens with compatible apps for off-loading directions, wayfinding solutions are as straightforward or complex as needed.

## Creating a More Secure Environment

Fine-Pitch Indoor DVLED and Ultra-Wide screens can maximize the monitoring capabilities of all activities ship-wide. WebOS applications integrate to provide social media and weather feeds. When necessary, security alerts can be sent through the system so passengers can stay informed.

## A First-Class In-Cabin Viewing Experience

Passengers will appreciate the immersive experience of watching movies and shows on advanced UHD displays with LG's IPS panels that deliver brilliant images, wide viewing angles, and vivid color reproduction. They'll also appreciate how LG displays seamlessly integrate into the environment.



## Our Direct View LED displays offer:

- Exceptional image quality and legibility
- Brilliant video and text reproduction for travel updates, wayfinding information, and safety protocols
- Dynamic, flexible content management for adapting messaging as frequently as needed
- Communication can be difficult without digital solutions
- Networked content to change/update all location displays at one time
- Remote content to change/update all displays regionally at one time
- Very efficient, cost-effective, and green, with no consumable materials or trash as with printed signage



## Enhanced Revenue Streams

Interactive digital advertisements are an eye-catching form of marketing that allows you to promote products in real time. They also allow you to display your brand messaging, which further connects guests to your brand and keeps them coming back.

# Our Solutions

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## Solutions

- IPTV and RF Infrastructure
- Consultation and Design Services
- Installation and Integration
- Wired and Wireless Networks
- IPTV Content Distribution
- Digital Signage Infrastructure
- Wi-Fi for Staff, Ticketing, Events, Guests, and Content Streaming
- Fiber Optic and Category Cabling
- Fiber Optic and Coaxial Cabling
- RF Signal Distribution
- Event Production Signal Distribution
- Satellite TV Signal Distribution

## Conclusion

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LG Commercial Displays are designed and engineered to deliver outstanding performance throughout the ship. In addition to LG's Pro:Centric SMART platform, customized solutions and features like webOS and System-On-Chip can simplify installation and reduce maintenance costs. At the same time, advanced IPS panels yield outstanding brightness and color reproduction with low power consumption. MDM is the experienced choice for your cruise line digital signage needs with decades of experience in the industry. From start to finish, you'll benefit from unsurpassed customer service from our dedicated account managers. Our one-stop shop will meet all of your needs with modern products and systems and our second-to-none consulting services. To talk about your needs, please contact us online or call 877-228-5310.

*Please note that some content in this book was originally published in LG's Look book Cruise Lines*