

interview

Meeting innovators in the global cruise industry



interview
International Cruise Ship Industry

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On board cameras - getting them right

In this Q&A session, we talked with Klaus Mairinger, CEO of Austrian-based camera system provider, Panomax GmbH, regarding the advantages of offering such systems on cruise vessels.

Q: What made Panomax enter the cruise vessel sector?

A: We are very successful and one of the biggest supplier of high-res 360 deg panorama camera systems in Europe for ski resorts and tourism locations.

Due to this success, we also made the decision to update the live panorama quality on cruise ships. If you look to any panorama camera on a cruise ship, you will only find very poor quality - even without any interactivity attached!

Q: What was the first vessel fitted and when?

A: The first customer was Hapag-Lloyd's 'Europa', which was fitted with our system in October, 2015.

Q: Is the system able link up with other equipment on board, ie CCTV, etc, for shipboard safety rather than just be used for passenger enjoyment?

A: We can supply a resolution, which is about 230 x full HD. This resolution is great to provide vistas for all users, but is not built to undertake any security features.

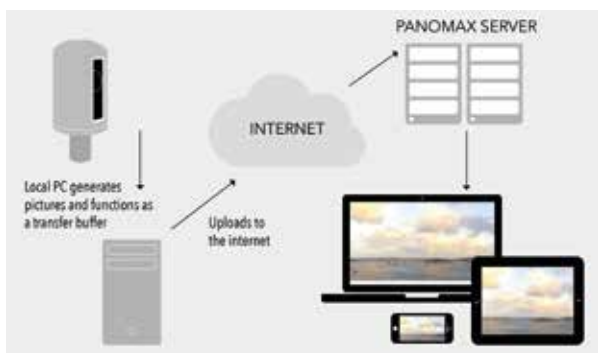
We only offer one image/picture every five or 10 minutes. For this reason, the system can't be a security product.

However, many of our customers use our API to show live images on big screens in the interiors of their cruise ships.

Q: Is it easier to fit at the newbuilding stage given the cabling involved rather than during refits?

A: There is not a big difference ... we only need a camera holder and the cabling.

But we have fitted the system on board more new ships than during shipyard refurbishments of existing vessels.



An overview of the system



Q: Is the system connected to every cabin on board ship and to bridge and engine control rooms?

A: No, the system is based on customer enjoyment on board and for friends and family at home.

The ship does not use this for any

control purposes - just for documenting the trip.

Q: Is the system mainly bow mounted?

A: Yes, or at the top of the ship on the mast.

Q: Do some cruise ship operators ask for different types of screens for different aspects, etc?

A: Yes, we can deliver two different camera resolutions - 470 or 40 Megapixels per image.

Q: Do companies use the system as a marketing tool?

A: Yes, all of them ... this is the main benefit of having very good resolutions for all passengers and their families.

Q: What are the most popular features on cruise ships thus far?

A: 1) **Archive** - we never ever delete any of the images.

2) **Map** - we show where every image has been recorded, or in which direction you are looking at at the time.

3) **Printing option** - we offer a panorama poster print shop for any of the recorded images in very good quality.

Q: Do you offer fleet wide contracts, as well as maintenance contracts?

A: Yes, we have every Hapag-Lloyd ship fitted and many other customers have more than one ship fitted.

Basically, every customer starting with a Panomax system does not use any other system for their new ships.

Our customers have learned that every passenger, who was on board a ship fitted with a Panomax system, will use it at home to share the enjoyment of their own tour.

This means, that our Panomax tool helps our customers to convert their passengers to sales agents!

To have, from every point from any tour, an extreme high resolution image online is a huge marketing advantage.

And everything works automatically! There is no human resource needed, to provide an extremely high quality communication channel to all of the passengers on board.

Also, the high quality keeps the passengers interested - where is 'my ship' now and how does it look now ... so the chance to receive repeat bookings is higher than if they still using an older system.

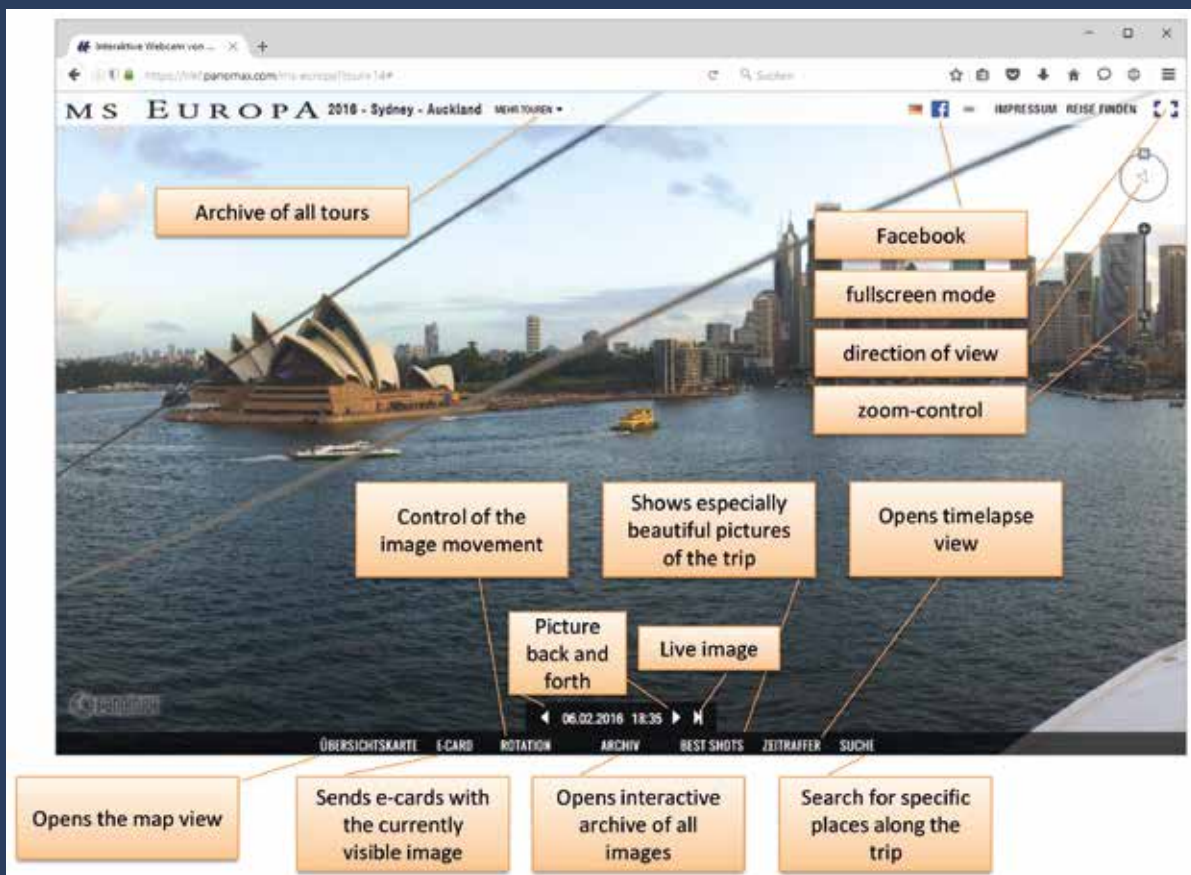
Briefly, Panomax is a registered product name describing the display of high-quality weather and panorama pictures on the Internet.

The special feature of the Panomax solution is, apart from the high-resolution and photo-realistic quality of the images, the extensive individualisation achieved through further interactive content.

For example, these can now include weather data and graphics, logos, hotspots, videos, ticker texts. Furthermore, the image archives enable the creation of automated screensavers.

The Panomax service offered includes the following functions:

- All Panomax features in the current version - including future updates.
- Any number of parallel instances/designs per camera at no extra cost.
- Unlimited data transfer and unrestricted access.
- Monitoring of camera data and automated information about a failure if no image is transmitted for more than one hour.
- Remote maintenance of the camera hardware and updates of the local camera software to the currently available version.
- Support in the case of questions concerning the integration and use of the image data in other systems or co-users of the images (sales partner, ports, hotels, etc).
- Storage of all generated images on our server infrastructure for as long as the contract exists.



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