



ENHANCED GUEST EXPERIENCE – OCEAN MEDALLION™

We have successfully delivered innovative products & experiences to our guests for more than four decades. Our continuous innovation with ship design allows our guests to enjoy carefully crafted experiences while effortlessly en-route to their next port-of-call. And our leading port development efforts have opened new locations and experiences to our guests.

At the forefront of innovation and our continuous efforts to enhance our cruise products and services, we unveiled in January 2017, an interactive guest “Experience Platform” to enable elevated service levels through enhanced guest interactions before, during and after cruise vacations. The Ocean Medallion™ and its ecosystem will enable personalized and customized guest experience on a level not previously considered possible by interacting with thousands of sensors, kiosks, interactive surfaces and smart devices. With this innovation, from the moment our guests first engage with us, their experiences will seamlessly be powered by their preferences.

The Experience Platform leverages multiple technologies that work together to transform the guest experience and includes the following key elements:

- **Ocean Medallion™** - a revolutionary wearable device that enables a highly personalized vacation experience
- **Ocean Compass** - a digital concierge that works in conjunction with Ocean Medallion to create the ultimate vacation experience
- **xiOS** - an invisible network of interactive intelligent sensors and embedded devices mounted throughout the ship, home ports and destinations that uses a guest-centric, Internet of Things approach to enable a seamless guest experience

The new guest experience platform will debut on *Regal Princess* in November 2017, followed by *Royal Princess* and *Caribbean Princess* in early 2018.

