



Making Wireless an Indoor State of Mind



▶ SeaMobile

Cruise Ship Passengers Enjoy Convenience of Always-On Wireless Connectivity at Sea



SeaMobile is the leading provider of at-sea communications, bringing satellite-based wireless voice, data and content services to most of the world's major cruise lines, including Royal Caribbean, Carnival, Norwegian, Princess Cruises and over 200 vessels. SeaMobile's satellite link also supports a portfolio of revenue-generating amenities such as SeaMobile's OceanNews® 350 print on demand newspapers, Wave Entertainment TV™ live television network and other offerings.

As business grew, company executives realized that cruise travelers expected every amenity available at land-based resorts, including wireless access. "The cruising industry is growing rapidly and cruise lines now recognize that wireless connectivity is an increasingly important factor for travelers who want to stay in touch while at sea," said Jim Ellis, SeaMobile's Chief Technology Officer.

SeaMobile executives wanted wireless to work wherever passengers expected it to work. While SeaMobile's VSAT network used a very small external aperture terminal to provide the equivalent of cell tower transmission on a ship, the company needed to find a way to efficiently distribute those signals and its premium communications services throughout the ship's interior. Because ships are essentially moving buildings, SeaMobile's satellite-based signals did not reach ship interiors, cabins, and recreation areas where passengers needed connectivity. Standard cruise ship design inherently prevents wireless access since vessels are constructed of dense, heavy metal materials that impede wireless signals.

SeaMobile executives also needed to ensure that the wireless infrastructure could support the company's expanding portfolio of revenue-generating applications. The company's IP-based OceanCell® service allows passengers to use their existing mobile devices, conveniently forwarding all charges to their local operators' billing statements. And the company's Quiet Zones™ service prevents cell phone reception in restricted areas. Additionally, SeaMobile had established worldwide roaming agreements with major wireless operators and needed to provide indoor wireless coverage for their wireless services. Lastly, passengers were more comfortable using their existing devices and SeaMobile management sought an adaptable wireless platform to meet their needs.

With the seasonality of the cruise line business, infrastructure installation and routine maintenance had to be simple so as not to affect cruise schedules or displace passengers. Lastly, as a technology-driven communications company, SeaMobile's future product development and future wireless capabilities could not be left to chance because SeaMobile's executives wanted to avoid costly re-engineering that could hinder the company's growth opportunities.

With their list of requirements, the SeaMobile team sought a wireless infrastructure solution that would bring wireless access indoors, enable SeaMobile's current and future communications services, and enhance the cruise experience for luxury cruise travelers.

The Company ▶▶▶▶

SeaMobile is the leading provider of at-sea, satellite-based wireless voice, data and content services. By keeping cruise travelers connected at sea, SeaMobile elevates the passenger experience and takes luxury cruising to the next level.

Challenges ▶▶▶▶

- ▶ Improve comfort with indoor access to SeaMobile VSAT offerings
- ▶ Enable passengers to use OceanCell® and existing mobile devices on cruise ships
- ▶ Support future wireless services and SeaMobile portfolio without impacting guests, operations and aesthetics
- ▶ Simplify routine maintenance and installation

Benefits ▶▶▶▶

- ▶ Seamlessly distributes satellite signals
- ▶ Single platform supports multiple wireless services and devices over a common cabled infrastructure
- ▶ Wire-it-Once™ architecture accommodates new wireless services
- ▶ All managed elements are kept in secure wiring closets to simplify management and preserve aesthetics

The Solution

After thorough analysis, SeaMobile selected the MobileAccess Universal Wireless Network for their wireless infrastructure. With a strong track record of deployments in the hospitality market, the MobileAccess solution seamlessly integrated with SeaMobile's satellite-based offerings and allowed SeaMobile to become the wireless operator of the sea.

With MobileAccess wireless infrastructure on board, SeaMobile satellite-based services reach staff and passengers anywhere inside of the ship. The MobileAccess Universal Wireless Network simultaneously delivers robust wireless coverage for all of the ship's wireless services, SeaMobile applications, SeaMobile operators, and passenger devices over a common fiber/coaxial cabled infrastructure.

Not only does the MobileAccess solution seamlessly integrate with SeaMobile's OceanCell®, IP-based billing application and Quiet Zones™ capabilities, but its multi-service architecture eliminates the need for separate, parallel networks for each wireless service. This instantly simplifies installation and controls the cost of adding future services.

In addition to meeting SeaMobile's existing wireless requirements, the MobileAccess solution's highly-flexible Wire-it-Once™ architecture allows crew to add virtually any combination of wireless services at anytime, simply by adding the appropriate wireless service module in the ship's wiring closets. The result is a future-proof wireless network that gracefully adapts to support SeaMobile's evolving portfolio of communications services.

Lastly, by housing all managed network elements in secure, readily-accessible wiring closets instead of ship ceilings, the MobileAccess solution prevents ship disruptions, makes routine maintenance unnoticeable for passengers and preserves the 'look and feel' of ship interiors.

Together, the MobileAccess in-building wireless infrastructure solution and SeaMobile services give cruise lines a competitive advantage by giving passengers a superior wireless experience, anywhere their travels take them.

About MobileAccess

MobileAccess Networks is an enterprise wireless innovator that provides a universal platform for connecting the people and applications that drive business. The company's intelligent, in-building infrastructure solution is the key to mainstream wireless connectivity in hospitals, office buildings, public venues and other large-scale facilities. The MobileAccess Universal Wireless Network delivers business-quality performance, scalability, security and signal reliability to more than 1000 customers, including Aladdin Resort and Casino, ALLTEL Stadium, American University, Clarian Health Partners, Hearst Corporation, Lehman Brothers, Northwestern Memorial Hospital, Oakland International Airport, SeaMobile and The Homer Building. For more information, visit www.mobileaccess.com.

“With MobileAccess as a key partner in providing our unique solution, we are able to ensure a convenient and seamless wireless experience for cruise line guests and crew.”

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