

03b **mPOWER**

CONNECTED CRUISES

Empowering stories
at sea

Executive Guide

SES▲



ELEVATING THE CRUISE EXPERIENCE

In the ultra-competitive cruise industry, cruise lines are sharpening their focus on providing truly differentiated experiences for their passengers, and connectivity is a critical element of those initiatives.

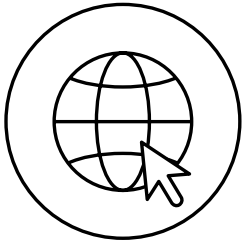
Cruise travellers—whether they're digital natives, silver surfers, or anyone in between—demand the ability to connect with friends and family on shore, as well as access the same applications and services they have at home. As passengers consume more data, ships are also getting smarter, leaving cruise operators with the pressure of delivering an increasingly higher level of connectivity on a global basis.

Built on the proven commercial success of our O3b MEO system—which has enabled the largest cruise lines in the industry to deliver exceptional guest experiences since its 2013 launch—O3b mPOWER is a terabit scale constellation that represents a paradigm shift for satellite-based communications. O3b mPOWER delivers the efficiency and flexibility the cruise industry needs, enabling an unmatched passenger experience that is empowered by the best connectivity available at sea.

While other non-geostationary satellite operators (NGSOs) are just beginning initial deployment phases, cruise operators are carefully evaluating their claims in light of the multiple hurdles those players face, including raising billions of dollars in additional funding, obtaining regulatory approvals, and achieving operational status. O3b mPOWER is the industry's only non-geostationary solution that is both fully funded and built on commercially proven technology.



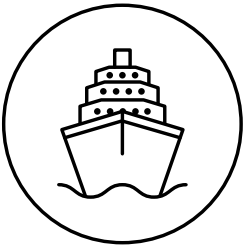
SES delivers the only global cruise connectivity solution capable of addressing the industry's skyrocketing demand for bandwidth



ENHANCE QUALITY OF EXPERIENCE

Guests expect the same WiFi experience on-board as they get at home or their office even as apps become more data-intensive. Cruise lines likewise look to leverage connectivity for cloud-based enterprise applications and crew welfare. The O3b mPOWER constellation operates closer to Earth to minimise data delay, or latency, supporting interactive applications

such as video chatting and incorporates state-of-the-art technology to deliver up to multiple gigabit connections to all the ships in a fleet. With the lowest latency and highest speeds commercially available, O3b mPOWER scales to ensure you can support a premium internet experience to guests and crew.



OPTIMISE CAPACITY ACROSS SHIPS AND FLEETS

The capacity required by an individual ship can vary throughout a voyage. O3b mPOWER allows cruise lines to flexibly and dynamically allocate bandwidth from shared pools across an entire fleet, enabling bandwidth-on-demand and consumption-based service models that

reduce operating costs and optimise resources. Each vessel receives the bandwidth it requires—whenever and wherever it's needed—with the ability to scale as conditions change, all controlled dynamically via an intuitive service portal.



SUPPORT GLOBAL ITINERARIES

By enabling cruise operators to leverage the full breadth of the SES portfolio, O3b mPOWER supports end-to-end coverage for global itineraries. Flexible gateway locations and routing improve the guest experience by reducing overall latency and balancing traffic loads. Interworking with our Geostationary Earth Orbit (GEO) fleet provides network resilience

and ubiquitous coverage regardless of location or weather conditions. Since O3b mPOWER antennas are compatible with the O3b MEO constellation, vessels can start using our low-latency O3b MEO service today and evolve seamlessly to O3b mPOWER for even more flexibility and performance.

As cruise operators look to provide an enhanced and personalised cruise experience for their guests, high-quality connectivity at sea plays an integral role in enabling that experience, and providing a new level of customisation empowered by the best connectivity available at sea.

To learn more about our
Signature Cruise Solutions,
please visit ses.com/cruise

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SES HEADQUARTERS

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Published in July 2020

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