



CRUISE SHIPS AND FERRY BOATS

A complete digital solution for Cruise ships and Ferry boats Information, marketing and wayfinding system

Cruise ships and ferry boats are places for enjoyment, exercising, dining and meeting people in an attractive environment. With a wide range of cultural attractions, restaurants and coffee shops, bars, exciting and independent stores, they are where people spend their leisure time. Info, advertising and wayfinding on cruise boats are indeed a combination of touchGuide solutions for Shopping center, Tourist and City Center.

TouchGuide make it easy for guests as well as crew to get an overview of offers, events, orientation on board and navigation, walking distances and other information inside and outside along the coast of the boats sailing route. In return, the ferry company gets effective boarding, booking, more sales and good references and loyal customers.

TouchGuide is a smart way to present all the shops, events and sights

Benefits

- As the ship past cities, places and islands our solution can present local history, attractions and events in every port.
- The best advertisement and marketing channel for shoppings onboard.
- With the QR-code on tickets, our system guides the passengers to their cabin with an step by step route.
- Booking a table for dinner or getting seats for the evening entertainment show have never been so easy.
- Our solution is multilingual, easy to use and with fast screen response.
- TouchGuide is a tailored solution. You can start with a smartphone sytem and add one, two or more large screen terminals later.

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ADVANCED DIGITAL TOUCH DIRECTORY INFO SYSTEM

- Multi language system
- Loyalty program
- Integration with internal and external systems
- Use of QR or Barcodes to view maps or other information on smart phones
- Booking information of local activities
- Indoor and outdoor positioning system on users Smartphone
- Indoor and outdoor 46" touch terminals



DIGITAL SIGNAGE SOLUTION

- Digital Posters for events and promotions of local events, security and any other information
- Dynamic presentation of ads
- Marketing splash board
- Ads space for screen



ELECTRONIC INFO BOARD

- Virtual Concierge, Digital Information center
- Loyalty program
- Video-information for security
- Real time public transportation schedules and up to date cinema listings



WAYFINDING AND ROUTE PLANNING

- Intelligent searcher – enter text using a virtual keyboard and search by name, product, shop, office, tasks etc.
- Step by Step directions
- Interactive maps with path drawing, presenting the names of particular store, company or other points of interest
- Dynamic animation showing the shortest way to the desired place, also for disabled public
- Estimated walking time
- Indoor and outdoor guidance including map of the neighborhood



INFO TERMINALS

- Indoor and outdoor installation of 46-inch terminals
- Multi-touch screens
- Advertising screens
- [See our terminals for specifications](#)



TouchGuide solutions provide information solutions that are specially adapted to our customers' needs. The user availability is optimized through the use of large info screens in combination with users smartphones. The solutions reliability are optimized to be an user friendly system, where the content are 100% customer responsibility and the system operation TouchGuide Solution responsibility.