**FACT SHEET: INTRODUCING CARNIVAL CORPORATION’S OCEAN MEDALLION™**

*First-of-its-kind interactive technology platform establishes new level*

*of guest experience personalization in global vacation industry*

*The* ***Ocean Medallion*** *leverages Internet of Things to make cruising more personal and simple than ever before*

**WHAT:**

The Ocean Medallion is a revolutionary “wearable” device that will transform cruising by delivering a highly personalized vacation experience.

The Ocean Medallion is a quarter-sized, 1.8-ounce disc made of burnished aluminum, topped with a plastic cap emblazoned with the logo of a particular cruise line brand within the Carnival Corporation portfolio. Each Ocean Medallion is laser-etched with the guest’s name, the name of their ship and the date of their cruise.

Inside each guest’s Ocean Medallion are multiple communication technologies including – Near Field Communication (NFC) and Bluetooth Low Energy (BLE) that communicate with thousands of readers and sensors that recognize guests as they pass by, both onboard and in other facilities, including buses, cruise terminals and select ports of call.

That data is shared with a complementary system – **Ocean Compass™** – that allows crew members, who will be known as **Navigators**, to instantly recognize guests and know their preferences from profiles they’ve previously provided, as well as activity from prior cruises. As a result, the guest is provided a level of enhanced service not previously considered possible. Even the ship itself becomes an extension of the Ocean Medallion, blending physical and digital worlds to deliver highly personalized service not previously considered possible -- including sophisticated way-finding, food and beverage on demand, an array of interactive gaming, personalized entertainment experiences and more.

Provided at no extra charge to every booked passenger, all a guest needs to do to access everything the device unlocks is carry their Ocean Medallion, which can be accessorized with jewelry, clips, key chains and bands or simply carried in a pocket or pocketbook.

It has no discernible technology – no on-off switch, no charging, no menu to navigate as the technology is seamlessly connected throughout the surrounding environment. From reinventing practical processes to improving security and safety to enabling truly personal interactions between guests and crew, the Ocean Medallion is, indeed, a game changer.

Small in size but dynamic in delivery, the Ocean Medallion produces a unified profile or “genome” for each guest that seamlessly knows all the preferences, interests and needs of that individual and creates unique opportunities and access to distinct experiences.

**WHY:**

The Ocean Medallion may look like a fashion accessory but it’s powered by technology. It goes well beyond the growing number of wearables used by theme parks and other vacation companies by leaving behind the required action of “tap” and ushering in a new paradigm for guest interactions.

The Ocean Medallion promises to reinvent the cruise vacation, positively “disrupting” the industry. Creating the perfect vacation is mostly about helping travelers maximize their precious vacation time by enabling customization and delivering services that anticipate guests’ needs — and then satisfy them — without those guests even having to express them.

**WHO:**

The Ocean Medallion was developed by Carnival Corporation, the world’s largest leisure travel company. Working with top technology partners around the world, the company has assembled a select team and established a dedicated Experience and Innovation Center in Doral, Florida to reimagine every element of the cruise vacation.

Leading the team is John Padgett, Carnival Corporation’s chief experience and innovation officer, and Michael Jungen, Carnival Corporation’s vice president of design and technology, both veterans of the team that developed the Disney MagicBand. Princess Cruises has embedded its operations leaders – a small group of senior officers, ship operations experts and hospitality professionals – to work alongside Carnival Corporation’s engineers and developers to collaborate on the enhanced experience.

Among the technology partners the company has worked with on the development of the Ocean Medallion are:

Accenture

Adobe

Cisco

Jabil

MagicLeap

Nytec

Viewsonic

**WHERE:**

Delivered to guests’ homes before sailing, the Ocean Medallion transforms every step in the guest journey. At Miami International Airport and Fort Lauderdale International Airport, Carnival Corporation employees known as Navigators recognize approaching guests because their photo appears on their Crew Compass**™** device thanks to the proximity of the guest’s Ocean Medallion, allowing for a more personal welcome as the crew member directs them to waiting Ocean LandExpress motor coaches for the trip to the cruise terminal.

At the terminal, Ocean Medallion-carrying guests who have already filled out their paperwork online are considered **Ocean Ready™**. Their identities have already been confirmed; they already have the “keys” to their staterooms, and their personal profiles are automatically updated every step of the way. With the practicalities processed more efficiently, guests can board and transition into vacation mode that much quicker.

Once onboard, each Ocean Medallion communicates with nearby sensors, uploading their secure, password-protected profiles to nearby digital displays and alerting Navigators to their presence. From truly guest-centric service — a crew member suggesting a guest’s favorite drink, perhaps, or recommending an appropriate shore excursion — to more immersive, guests’ Ocean Medallion makes it happen.

**WHEN:**

The new guest experience platform will debut aboard Princess Cruises’ Regal Princess in November 2017, followed by Royal Princess and Caribbean Princess in 2018. The new Ocean Medallion Class vacations will be rolled out over multiple years on the entire Princess Cruises fleet.

For information, visit [Ocean.com](http://www.ocean.com/). To book an Ocean Medallion Class vacation, visit [Princess.com](http://www.princess.com/)/ocean.

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