**OCEAN MEDALLION™ IS NO ORDINARY COIN** *Carnival Corporation’s Ocean Medallion pays tribute to maritime tradition   
while being linchpin to elevating the cruise vacation experience*

[Carnival Corporation’s](http://phx.corporate-ir.net/phoenix.zhtml?c=140690&p=irol-index) new **Ocean Medallion** represents the latest in new technology and will be at the center of a completely new vacation experience. At the same time, it also pays tribute to a centuries-old maritime tradition.

The **One Cruise Experience Access Network™** or **O·C·E·A·N™** is the result of a three-year effort that will elevate the vacation experience for millions of guests. The Ocean Medallion is debuting November 2017 aboard Regal Princess, a ship within the fleet of Princess Cruises, one of Carnival Corporation’s 10 world-leading cruise brands. A highly personalized service level not previously considered possible will come to life with the Medallion, a 1.8-ounce, quarter-sized wearable.

Make no mistake – this is no ordinary coin. The Ocean Medallion bridges the physical and digital experience world and unlocks a host of practical service enhancements and powers a highly personalized vacation experience — all without guests having to touch, tap or scan. Never before have service interactions in any service sector been so easy and simple.

While the Ocean Medallion contains a patent-pending, proprietary blend of communication technologies including Near Field Communication (NFC) and Bluetooth Low Energy (BLE), it also represents a historic maritime tradition. Seafarers have long integrated a treasured medallion into the heart of their ship as a sign of good luck.

The tradition of the coin ceremony, or *mast stepping*, has been found to date back as far as ancient Rome. More than a dozen early ships have been found with medallions in the ships’ mast steps, which is the base or foundation into which the mast is raised, offering stability and support for the ship’s mast. Like many maritime traditions, this one has been practiced throughout the long history of seafaring, international maritime trade, fishing and transit.

Even today, a commemorative medallion is carefully chosen to be placed at this important point at the heart of many ships. Today the medallion is often placed in a corrosion-proof box, with a ceremony taking place to mark a significant construction milestone, such as when the ship floats out from drydock and touches water for the first time.

[Historical research and opinions vary](http://onlinelibrary.wiley.com/doi/10.1111/j.1095-9270.2006.00132.x/full) on the specific purpose and origins of the medallion ceremony. Some believe the placement of medallions was originally a sacrifice to the patron gods of seafarers, thanking them for their divine providence or to request protection for the future. Others suggest the medallion ceremony is an extension of an ancient Greek tradition of laying a medallion in the foundation of important buildings and temples.

The tradition lives on today as a sign of good luck.

The 600-passenger Seabourn Encore, which made its debut for Carnival Corporation’s ultra-luxury brand in December 2016, [has two commemorative gold medallions that were welded in place in February 2016 at the Fincantieri shipyard](http://phx.corporate-ir.net/phoenix.zhtml?c=140690&p=irol-newsArticle&ID=2173595) in Monfalcone, Italy, prior to the ship’s first float-out. And the company’s Carnival Cruise Line’s 133,500-ton Carnival Vista, which debuted May 1, 2016, has a commemorative medallion welded to the ship's mast.

Another Carnival Corporation brand, Cunard, put great thought into [the medallion ceremony for the Queen Elizabeth](http://wearecunard.com/2010/01/the-first-pictures-from-queen-elizabeth’s-float-out-ceremony/).) ocean liner in 2010. They included a half-crown from the year 1938, which is the year the first Queen Elizabeth ocean

liner launched; a gold commemorative sovereign (a former British gold coin worth one-pound sterling and now only minted for commemorative purposes) that was dated 1967, the year the iconic QE2 ocean liner launched; and a sovereign from 2010 representing the newest ship.

While the longstanding tradition of incorporating a medallion is believed to bring good luck to a ship, when the Ocean Medallion is brought onboard, the effects will be less ethereal and more transformational.

Virtually every aspect of the guest’s experience will be revolutionized by the Ocean Medallion and its seamless integration into an innovative experience platform found across **Medallion Class Ships™**. From streamlining the onboarding process, opening stateroom doors, providing an opportunity for crew members to anticipate a guest’s needs driven by real-time experience intelligence, or the ability to order food and drinks on demand – the Ocean Medallion will improve every guest interaction throughout Ocean Medallion Class vessels.

Given that the brands that compose Carnival Corporation’s fleet represent centuries of ocean-going traditions, Ocean Medallionshows that venerable traditions can be honored while simultaneously being leveraged as an innovative inspiration to ensure success in centuries to come.

Following the debut on Regal Princess in November 2017, the new Ocean Medallion Class will be available aboard Royal Princess and Caribbean Princess in early 2018 with plans to roll 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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