|  |  |
| --- | --- |
| STORY SLUG: Carnival Corporation at CES with Andrea Smith | **SPONSOR: Carnival Corporation** |
| **FORMAT: ITK** (60 second) | **JOB NUMBER: 103670-008-00H** |
| SCRIPT(VO)In The Know. Cruise giant Carnival Corporation has unveiled the world’s first interactive guest experience platform that will personalize vacations as never before through *Ocean Medallion*, a unique wearable device. :10(Smith)“Ocean Medallion is powered by new technology that bridges physical and digital worlds, delivering customized services to you. Think food and beverage on demand, interactive gaming, personalized entertainment and so much more.” :13(VO)How does it work ? :02(Smith)Inside each guest’s Ocean Medallion are multiple communication technologies like Near Field Communication and Bluetooth Low Energy. They communicate with thousands of sensors throughout the shipthat recognize each guest and learn what’s important to them so it can recommend experiences that match those preferences. The goal is to maximize precious vacation time by anticipating – and satisfying – your specific needs. :25(VO)Princess Cruises will be the first brand in the Carnival Corporation fleet to feature this enhanced service. For more go to Princess dot com slash ocean. Now you’re, In The Know. :10 | TIMECODES/EDITING INSTRUCTIONS*((Chyron))* *Provided by Carnival Corporation**((Chyron))* *Andrea Smith, Technology Reporter*((Chyron))www.Princess.com/Ocean |