

Press release, September 1, 2015

## **Viking Line first on the Baltic Sea to launch free cruise app**

New mobile phone service allows a more individualized and many-faceted cruise experience

**Viking Line is launching a new type of mobile application. Among other things, the app enables passengers to maintain contact with their own travel group or make new friends on their cruise. It makes travelling easier and guarantees an even richer travel experience. The new app makes on-board communication more efficient by supplying shopping alternatives, cruise programmes and other relevant information via smartphone – starting on September 1, 2015.**

Cruise apps are a new global trend, and Viking Line is among the first passenger shipping companies in the world to launch this type of mobile-based service. Royal Caribbean and Carnival Cruises introduced their own mobile services on their vessels at the beginning of 2015. Viking Line is now the first Baltic Sea-based shipping company to offer a free mobile app to its passengers.

“The new mobile application will revolutionize the cruise experience and further broaden the social dimension on Viking Line’s ships. We want the on-board experience to be uncomplicated and entertaining. With this app, we are bringing cruise travel into the new millennium,” says Kaj Takolander, Viking Line’s Head of Sales and Marketing in Finland and the Baltic countries.

Viking Line developed the app in partnership with the Finnish technology company Ixonos.

“The global digital breakthrough has placed the consumer at the heart of business activities. Consumers themselves want to choose their channel for contacts with service providers, and that channel is increasingly often mobile. Viking Line now wants to digitally challenge traditional services and bring them closer to the customer. It has been a fine experience to create completely new on-board user experiences in partnership with Viking Line, as the first on the Baltic Sea,” says Mikko Sjöblom, Development Manager at Ixonos.

### **A new social dimension and contacts between passengers**

The mobile application improves communication between passengers and adds a completely new social dimension to travelling. Passengers can use the app to create closed discussion forums for their own travel group. In addition, the app can help establish completely new contacts and can therefore also be used for dating. Users may choose to share their own profiles and add a photo.

“On-board mobile phone coverage has traditionally been weak. The new app uses the vessel’s internal network, which has also been strengthened. This makes communication among families and friends easier during a cruise,” Mr Takolander says.

Passengers can also use the app to plan their own cruise programme, keep up with on-board entertainment offerings and opening hours and, in the future, create their own shopping lists in advance.

**Better services through development collaboration**

The new mobile service has been developed in collaboration with both passengers and Viking Line employees. The aim is to ensure that the app works smoothly while travelling on Viking Line vessels, continuously providing the services needed for an entertaining cruise via passengers' own smartphones.

Viking Line's cruise app can initially be used on the Helsinki (Finland)–Stockholm (Sweden), Turku (Finland)–Stockholm and Mariehamn (Åland Islands, Finland)–Stockholm routes on board the M/S Mariella, M/S Gabriella, M/S Amorella, M/S Cinderella and M/S Viking Grace. Later the app will also be launched on the Helsinki–Tallinn (Estonia) and Mariehamn–Kapellskär (Sweden) routes.

The free mobile app can be downloaded to iOS and Android phones via the Apple AppStore and Google Play starting in September, 2015.

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