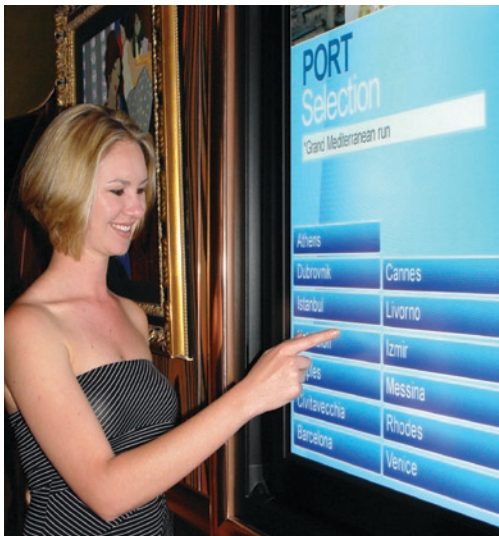


# SMART Profile Carnival Freedom



Staff administration officer Kelly Krause searches for information about European shore excursions on Carnival Cruise Lines' latest European vessel, *Carnival Freedom*.

## Carnival Freedom Sails to Success with SMART's Overlay

When you board the luxurious *Carnival Freedom* cruise liner, you're greeted by towering atriums, elaborate art work, polished railings and a host of restaurants – truly a picture of elegance. And whether you're cruising the Mediterranean or the Greek Isles, *Carnival Freedom* and Carnival's many other ships offer shore excursions that take passengers to dreamy ports of call. There is so much to see and do. The cruise line has chosen SMART's Actalyst™ interactive overlay to provide passengers with information.

"The overlay's sole purpose is to help guests find any information they seek, as quickly and easily as possible," says Samantha Kelly, design and multimedia supervisor, Carnival Cruise Lines. "Among its many benefits is providing guests with easy and convenient access to a wide range of frequently asked questions, saving them time and effort."

Actalyst interactive overlays are mounted on plasma or LCD screens, creating an interactive system. By simply touching the overlay, passengers can access information about shore excursions, details about the ship and upcoming events. Carnival Cruise Lines creates, modifies and continually updates the content of the information boards.

"SMART's overlays add extended functionality to Carnival Cruise Lines' digital information boards," says Kelly.

Carnival Cruise Lines, the world's most popular cruise line with more than 3.5 million guests a year, first installed Actalyst interactive overlays on its Conquest-class vessels in 2003. The cruise line now uses nearly two dozen.

"The touch-screen technology allows guests to access information in a clean and easy-to-use format," says Kelly. "From deck plans to shore excursion information – touch screens allow passengers to navigate to the information they need."

*Carnival Freedom*, Carnival Cruise Lines' newest ship in Europe, is fitted with four 42" Actalyst interactive overlays. Marking a change in direction for the cruise line, the shore excursion and purser information stations have installed vertical displays instead of horizontal ones. This allows information to be presented in a more organized format, which is especially important for a large cruise liner like *Carnival Freedom*. Tony Manthe is the production and design manager of Carnival Cruise Lines. He says that with nearly 3,000 passengers wandering through the vessel's 13 passenger decks, finding your way around can be challenging.

"With increased demand for information from our guests and the world's growing need for interactivity, it is important to have a product that delivers. The overlay does just that," says Manthe.

The overlay is not only known for its accurate touch but its durability. The vibration of a moving vessel can reduce a product's longevity. Manthe says Carnival has chosen SMART products because of their ability to withstand the ship's movement and high volume of users.

"SMART's overlays have proven to be very durable, reliable and user-friendly," says Manthe. "We currently have SMART hardware that has been installed for over five years without incident."

The Actalyst interactive overlay is compatible with 18 popular brands of commercial flat-panel displays and ranges in size from 32" to 65" (81–165 cm).

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**Tony Manthe,**  
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