

Royal Caribbean International Deploys ElevenOS for Onboard Internet Access to its Entire Fleet of Cruise Ships

Royal Caribbean ships utilize ElevenOS to keep guests connected at sea with the cruise industry's first cloud-based Internet service.

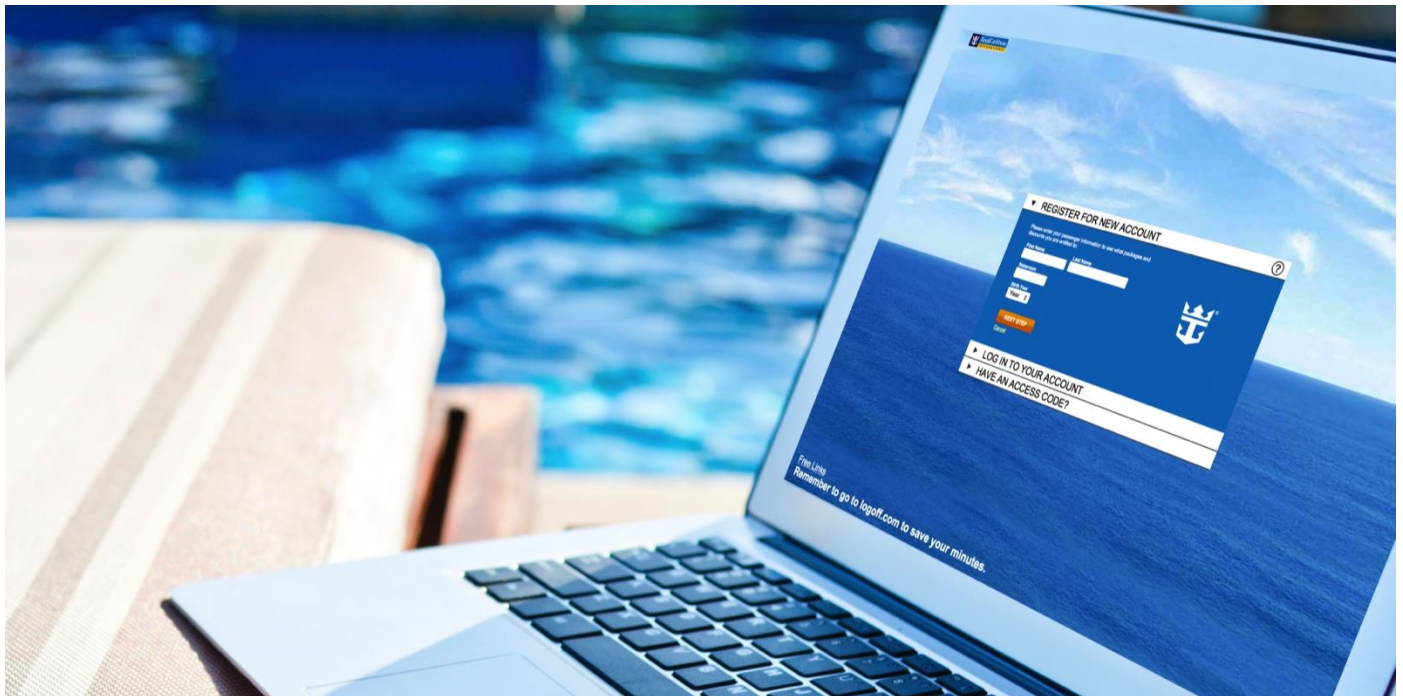
2/10/15, Portland, Ore. - Today, leading hospitality technology provider, [Eleven](#), announced that [Royal Caribbean International](#) had selected ElevenOS as the guest Internet management platform for its entire fleet of ships, and has completed deployment of ElevenOS on all 22 ships at the end of 2014, including the world's first smartship, [Quantum of the Seas™](#).

[ElevenOS](#) is used to manage all aspects of this innovative Internet service including custom branded portal pages, guest authentication, billing, and advanced reporting. With the help of ElevenOS, Royal Caribbean is able to deliver a faster, more reliable onboard connection and seamless online guest experience that works across multiple guest devices (phones, tablets, etc.)

All the Connectivity Comforts of Home

The Quantum of the Seas, Allure of the Seas, and Oasis of the Seas, are equipped with cutting-edge satellite technology that delivers more bandwidth than any other ships in the cruise industry. This new Internet service provides much faster speeds and lower latency, which gives guests an experience closer to a land-based connection than ever before.

With ElevenOS and its satellite communications partners, Royal Caribbean is the first in the industry to offer unlimited Internet based on a per-day rate, so guests can stay connected without concern for minutes used or data transmitted. ElevenOS also enables Royal Caribbean to offer tiered bandwidth options, so users can choose the level of service that meets their needs and budget.



"ElevenOS provides us the power and flexibility that we need in order to revolutionize Internet communications at sea for Royal Caribbean International guests," commented Bill Martin, vice president and CIO for Royal Caribbean Cruises Ltd. "Only in the last year can cruise vacationers enjoy the fiber-like Internet connectivity that can only be found aboard select Royal Caribbean International ships, as well as more than 10 times faster speed than the industry across the fleet. ElevenOS helps us effectively manage a range of products, pricing, accounting, and reporting, which has helped us deliver a seamless and stress-free Internet communications solution for our guests on vacation."

Revolutionizing the Cruise Industry

Nearly 2,000 hotels, convention centers, and ships worldwide use ElevenOS to manage guest Internet access, with about 60 hotels and other venues added each month. ElevenOS has been deployed on a variety of maritime environments over the 14 years they have been in business, but Royal Caribbean represents Eleven's first cruise line deployment.

"We've worked closely with Royal Caribbean over the past three years to adapt our platform to the unique needs of the cruise industry," noted Eleven's CEO, Dan Meub. "ElevenOS is a proven leader in hospitality, so expanding into the cruise sector was a logical next step. As a cloud-based solution, ElevenOS is a great fit for the cruise industry because its architecture enables rapid development of custom functionality for any cruise line. ElevenOS' reliability meets the cruise industry's high standards and yet does not consume precious onboard server space. We are excited to be a part of delivering this innovative Internet service at sea and look forward to working with Royal Caribbean to continue revolutionizing the cruise industry."

Some of the advanced functionality Eleven has adapted for Royal Caribbean's special requirements include extensive integration with property management and loyalty systems, customized portal pages in multiple languages, and dynamic time zones to support onboard time changes. [Anthem of the Seas](#), the second ship in Royal Caribbean's Quantum class, will launch in April with this leading-edge satellite capability and will also run the ElevenOS platform.

ABOUT ELEVEN

Eleven delivers compelling software that powers the online guest experience in hotels, convention centers, apartments and cruise ships, with two key product lines: ElevenOS and ElevenGC, both of which run on Eleven's cloud-based platform. ElevenOS is the only cloud-based guest Internet platform that manages the online guest experience across multiple devices, multiple locations, and multiple network service providers. ElevenGC is a family of five-star guest computing solutions flexible enough to be deployed in business centers, lobbies, suites, club lounges, and more. All solutions provide powerful revenue management so hotels can remain competitive while adding incremental revenue to offset their guest technology investment. Eleven is rapidly becoming hospitality's guest technology standard and is relied on by thousands of hotels, cruise ships and other guest-service venues, including nearly all of the major and boutique hotel brands. For more information, visit elevenwireless.com.

MEDIA CONTACTS

- Bridget Werba - The Fusion Partners | bwberba@thefusionpartners.com or 602-803-5777
- Lisa Hattery - Marcom Manager, Eleven | lhattery@elevenwireless.com or 503-222-4321