

# CAPTURING THE MOMENTS: REAL-TIME SOCIAL MEDIA SHARING FOR THOUSANDS OF EXCITED GUESTS



Global delivery of reliable and high bandwidth communication services positions Marlink as a critical partner for major players across the maritime industry. Its customers in shipping, offshore oil and gas, fishing and yachting require services tailored to their own specific operational challenges, but cruise and ferry customers often have the highest demand for bandwidth and cutting-edge technology.

Marlink has enabled cruise operators, their guests and crew to experience reliable global communication at sea for over 10 years, during which guest requirements have changed dramatically.

“Cruise guests want to upload photos, videos and run commentaries of their trip in real time,” said Tommy Dybvad, Director Cruise & Ferry at Marlink. “It’s fantastic marketing for the cruise company, so it’s vital they facilitate fast and reliable Internet access for guests to use social media whenever they like.”

The ability to process more data is especially important in today’s supersized cruise market. While an average cruise liner once held 1,500 guests and 700 crew members, the latest generation ships accommodate 4,500 guests and 2,000 workers. The most powerful modem in the market today with

full Maritime VSAT functionality including automatic satellite- and beam switching functionality is currently the ST Engineering iDirect 9350.

For the ship, the iDirect 9350 modem provides automatic global satellite acquisition, dynamic satellite bandwidth allocation and bandwidth sharing for cost-efficient operations, regardless of where the ship is. The modem meets current requirements for us in most market segments.

## Optimizing Operational Efficiencies and Communications for Stena Line

Marlink client and leading ferry operator Stena Line, which has partnered with the company for over 20 years, has taken a lead in the integration of new technologies, enabling digitalization to introduce new operational efficiencies to benefit passengers, the business and the environment.

Marlink has continuously evolved their services to help Stena Line improve vessel and fleet operations through IT and communications. The seamless integration of VSAT, MSS, GSM 3/4G and in-port Wi-Fi networks on Marlink’s Sealink global network is a pillar in Stena Line’s technological transformation in the last two decades that ensures Stena Line passengers

can always connect at sea.

“Reliable and always available communication services are vital to our business,” said Raimo Warkki, Stena IT. “With Marlink as a long-term partner, we can continuously optimize operational and business processes through connectivity, whilst providing market-leading communications facilities for over seven million passengers a year.”

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