

TRAVEL AND HOSPITALITY

Crystal introduces multipurpose digital interface to cruise passenger cabins

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Crystal's new digital tool is part of its larger digital efforts. Image credit: Crystal

By STAFF REPORTS

Luxury cruise line Crystal is working with tech startup MCOMS to introduce the MCOMS HOTstream solution to its cruise passengers.

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The solution is a digital interface that lets customers order food, view events and schedules and otherwise interact with the cruise ship from the comfort of their cabins. The partnership represents Crystal's further efforts to digitize and modernize the cruise experience.

"We're thrilled to partner with Crystal," said Costas Sakellariou, CEO of MCOMS, in a statement. "Extending our HOTstream portfolio with a simple, sophisticated and seaworthy solution, exclusively designed to cater to the needs of cruise ships is key to delivering top-notch technology and elegance to guests and a future-proof investment for the cruise lines."

HOTstream solution

In the last 27 years since its founding, Crystal has focused on innovating the ways in which cruise passengers can interact with the world of the ship.

Through a new partnership with MCOMS, customers will now have a more interactive and smarter way of doing so, with a digital screen in every cabin that lets them order room service and other services or make requests and reservations to the cruise staff.

The platform also offers information on weather, schedules, maps and help options. Additionally, customers can watch movies and TV on demand or even stream live events such as performances and concerts from elsewhere on the ship.

Crewmembers can also use the tool for help getting around the ship or communicating with other employees.



Crystal's Bach vessel. Image credit: Crystal

This is just one of many digital innovations Crystal has created recently. For example, the cruise line is preparing its captains for real-world steering of its vessels through a high-tech simulator.

Before Crystal's captains take the wheel of its river cruise liners, they will train and be assessed on simulators developed through a partnership between its parent company Genting Hong Kong and Netherlands-based Simwave. Leveraging what Crystal claims is the first of its kind technology for the cruise industry, the simulator is expected to increase safety for vessels by letting captains practice on dry land ([see story](#)).

Similarly, Crystal is helping prospective travelers imagine themselves on one of its cruises with the addition of virtual reality technology.

Crystal Preview allows travelers to view Crystal's Serenity and Mozart ships and select shore destinations in 360 degrees, transporting consumers to the Arctic or locations along the Danube River. Most travelers consult digital channels before booking, making virtual reality another way to help them make decisions about their itineraries ([see story](#)).

"It is our continued goal to offer our guests the most streamlined selection of choices and convenience at all points in their onboard experience," said John Polimenakos, vice president of information technology for Crystal, in a statement.

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