

TRAVEL AND HOSPITALITY

Intelligent luxury yacht sets sail at CES

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Furion launches Adonis at CES. image credit: Furion

By SARAH RAMIREZ

Specialty vehicle manufacturer Furion is the first company to bring yachting to the Consumer Electronics Show.

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The Adonis luxury smart yacht concept combines high-end design with artificial intelligence to offer a unique perspective for water leisure activities. Cruising has returned to prominence among affluents who are seeking more customizable, one-of-a-kind experiences.

"We wanted to create a heightened experience that gives consumers the best of innovation presented in a luxury design," said Aaron Fidler, cofounder and CEO of **Furion**, Perth, Australia. "With the addition of Angel the virtual concierge powered by AI, we are now able to provide a new level of experience."

Smart yacht

Furion partnered with Numarine yachts to create the sleek 78-foot Adonis vessel.

What sets Adonis apart from other yachts is its artificial intelligence-powered virtual concierge, dubbed Angel.

[View this post on Instagram](#)

We're live at #CES2019. Come take a tour around the most intelligent yacht ever built, Adonis. . . . #ces
#furrion #furriondesign #adonis #furrionangel #yachtlife

A post shared by Furrion (@furrion) on Jan 8, 2019 at 1:39pm PST

Instagram post about the Adonis luxury smart yacht

The AI helps with everything from the onboard chef's kitchen to audio visual systems. For instance, owners can turn to Angel to guide them through a workout routine or put on a playlist.

Smart mirrors are incorporated throughout the yacht, and offer another way for users to interact with Angel. The smart mirrors function as touchscreens and display news updates, weather forecasts and social media.

Angel also helps to monitor and control the ship's security, and can let owners know when there is something that requires their attention. The assistant can also deploy a drone located on the top deck for additional surveillance.

Similarly to other assistants, Angel can be summoned through on-board speakers with the vocal command, "Hi Angel."

Angel also uses facial recognition to learn guests' personal preferences to customize their experiences. As Angel learns more details, it can better suggest excursions, restaurants and even outfits.

"Angel is a virtual concierge that works not only on a yacht, but in the home, for mobile lifestyles and hotels," Mr. Fidler said. "She is able to operate without a network connection, which is truly unique."

Experiences and innovations

Affluents today not only have access to some of the best and most unique products on the market, but they are also able to spend time and money on experiences not available to the average consumer.

During a debate at The New York Times International Luxury Conference on Nov. 13 moderated by Keith Bradsher, Shanghai bureau chief of The New York Times, travel industry executives from Triton Submarines and Voom Flights spoke to the unique experiences new companies are offering to wealthy consumers. Instead of competing with luxury brands by creating new products, these newcomers are providing affluents with special moments.

Luxury experiences are central to the travel and hospitality industries in which consumers are less likely to spend money on physical products. Instead, the focus is on services, amenities and unusual experiences ([see story](#)).

In a similar vein, while CES is purportedly a show centered on consumer electronics, it is increasingly a platform for luxury brands to showcase future, innovative experiences.

Audi, Lexus and Karma are among the car brands presenting new features at the annual trade show, taking place through Jan. 11 in Las Vegas. As the automotive industry continues to evolve, many of these initiatives revolve around automation and infotainment systems ([see story](#)).

"[CES] is the world's largest technology show and presents a great opportunity for showcase our innovation as whole," Mr. Fidler said. "While the technology of Angel, the virtual concierge powered by AI, is our vision is to connect lifestyle verticals into one single experience."

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