

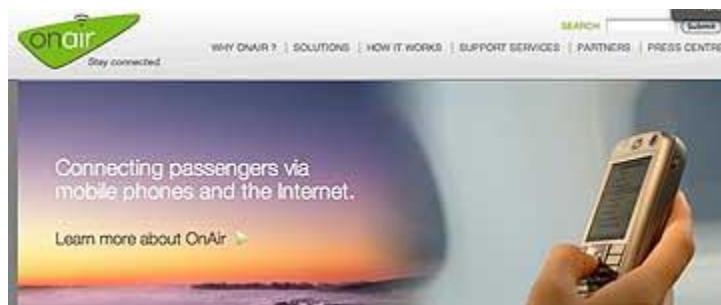
Hapag-Lloyd Cruises Goes To The Ends Of The World With OnAir (SatCom)



[SatNews] Cruising on the sea doesn't mean out of touch.

Hapag-Lloyd Cruises passengers can now remain in touch in the most remote corners of the world, thanks to OnAir. The luxury cruise operator is adding OnAir's mobile phone services, already deployed on MS EUROPA, to its two Expedition ships, MS HANSEATIC and MS BREMEN. OnAir's satellite service allows passengers to use their own mobile devices just as they do on dry land, for calls, text messages, email and mobile data. Usage is billed by the passenger's mobile operator, in the same way as international roaming, making it very simple to use.

Paul Goldbeck, Director IT of Hapag-Lloyd Cruises said, "MS HANSEATIC and MS BREMEN take passengers to the most remote parts of the world, including the polar regions, the Amazon, and the South Seas. We are very focused on providing excellent service and with some cruises lasting up to a month, as we have seen from our experience with MS EUROPA, the ability to stay in touch is crucial for our passengers."



The OnAir service uses the ships' existing satellite system, and the relevant equipment can be installed during routine maintenance stops between cruises. The technology has been designed to be scalable, meaning it is simple to increase capacity to meet demand.

Ian Dawkins, CEO of OnAir, said, "We have been operating on MS EUROPA for a year now, and it is a gratifying endorsement that Hapag-Lloyd has decided to install our mobile phone services to two further ships. We are all increasingly dependent on our phones and it shouldn't be surprising that cruise ship passengers want to keep in contact."

OnAir's technology was originally designed to meet the rigorous demands of the air transport industry, meaning it is robust, reliable and safe. OnAir currently has 36 customers, operating all over the world, including 11 airlines.