

— ONBOARD DIGITAL ENTERTAINMENT

Time on the crossing becomes time to play.

Seafy Games adds a catalogue of mini-games to the onboard portal, played straight from the passenger's browser. It needs no app and no dedicated hardware, and it lets the company measure visits, play sessions and the traffic generated in the portal.

business.seafy.com

Digital expectations come on board. The network does not always follow.

Passengers expect digital content to be available at any moment. At sea, though, mobile coverage is patchy and internet connectivity can be limited or tied to a paid package. Without content that works directly on board, the portal gives passengers few reasons to visit during the crossing.

01

Travel time worth using

A crossing creates moments of waiting in which something to do straight away can enrich the passenger experience.

02

Connectivity can be a constraint

Apps, downloads and online content depend on an external connection that is not always available at sea.

03

Few reasons to return to the portal

If it only offers service functions, passengers use the portal solely when they have a specific need.

A portal that does not engage generates less value.

When passengers have few reasons to return to the portal, the chances to inform them, promote onboard services and run commercial initiatives fall away too.

Building and maintaining a gaming offer in-house also calls for skills, investment and constant updates.



A less engaging experience

A limited digital offer reduces entertainment options and can weaken the overall perception of the experience on board.



Fewer portal visits

Every visit lost is one less opportunity to present Wi-Fi, the shop, catering and the company's other services.



Development and management cost

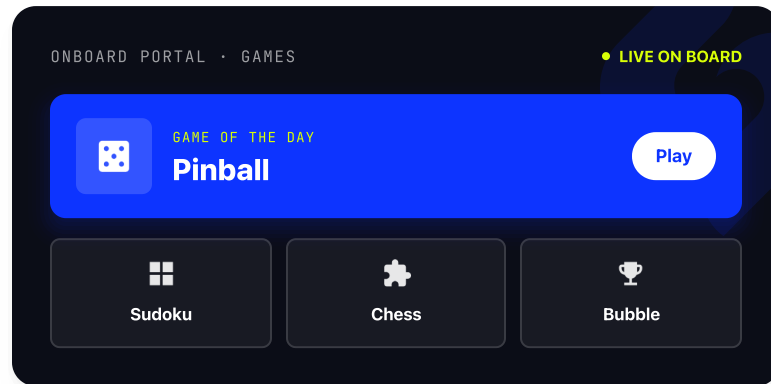
Building the games in-house means design, maintenance, content updates and compatibility across different devices.

— THE SOLUTION

Play goes straight into the onboard portal.

Seafy Games adds to the onboard portal a catalogue of **mini-games played straight from the browser** of the passenger. The content is served locally, with no app, no download and no internet connection, and the experience can be branded with the company's identity.

- ✓ Immediate access from the browser, no app or download
- ✓ Content served on board, with no satellite bandwidth used
- ✓ A branded experience and no daily work for the crew



The passenger plays. The portal creates value.



Experience on board

The mini-games give passengers something immediate and easy to do at any point in the crossing.



More portal visits

Play gives a reason to return to the portal, increasing contact with the company's services and offers.



Commercial opportunities

Sponsorships, brand placement and dedicated initiatives can turn play into a new commercial space.



Usage data

Games played, session length and play preferences can be analysed in aggregate by ship, route and time of day.

Three steps. Then play.

On ships that already have the Seafy portal, Games is switched on with no extra hardware and no work on board. Configuration and updates are handled remotely, with no daily tasks for the crew.

01

Activation

The Games module is enabled in the Seafy portal already running on the ship.

02

Branding

We set up the section with the company's identity and define the catalogue available per ship or route.

03

Publication

The section goes live for passengers. New games and updates are distributed remotely.

A catalogue for every way of playing.



Sudoku

Logic and numbers, for those who prefer a reasoning challenge.



Crossword

A language classic, adaptable to the market and nationality of the passengers.



Pinball

An immediate arcade experience, with short, fast rounds.



Katana Fruits

Reflexes and precision in a game that is easy to grasp and quick to start.



Chess

Strategy and focus, with rules recognised everywhere.



Bubble Shooter

A casual, intuitive game, suited to short sessions during the crossing.

↳ The catalogue is agreed with the company and can differ by ship or route. New games and updates are distributed remotely.

— LOCAL DELIVERY

Played onboard. No satellite bandwidth required.

The games are hosted and served locally by the onboard platform. Passengers reach them over the ship's Wi-Fi without using the satellite link or their own data plan, while the catalogue and updates are managed remotely.

✓ Served on board • no satellite load

0€

Free access for the
passenger

0MB

Of satellite traffic while
playing



No app, direct access
from the browser

📶 portal.seafy.com/games

• Served locally

— A CONFIGURABLE CATALOGUE

A catalogue built around the crossing.

Audience, journey length and languages change from one route to another. The company can define which games are available on each ship and update the catalogue remotely over time.



Per route

Titles and languages can be chosen to suit the crossing and its passengers.



Per ship

Each vessel can offer a catalogue in line with the services and the audience on board.



Per season

The catalogue can be refreshed through the year with new games and dedicated initiatives.



With the company's brand

Graphics, featured content and commercial spaces can carry the carrier's identity.

A game opens the portal. The portal opens every service.

Games is built into the Seafy onboard portal and sits alongside the company's other digital services. Every play session creates a fresh occasion to return to the portal, discover the onboard offer and reach the other features available.



Games

Mini-games played in the browser, with no app and no internet connection.



Onboard Wi-Fi

Access to connectivity and to the packages available during the crossing.



Onboard Shop

Products and services bought straight from the passenger's portal.



Find My Cabin

A digital map to find the cabin, services and points of interest on board.

— NEXT STEP

The first game is played on a pilot ship.

We activate Games on a pilot ship and analyse visits, games started, session length and returns to the portal. On the data collected we tune the catalogue and assess the extension to the fleet together.



Schedule a meeting

Request a demo