

— INFORMATION ORCHESTRATOR

Decides what goes out, where and when.

One director for all onboard communication: screens, audio announcements, the portal, push notifications and radio. On a schedule or in real time.

Separate channels, fragmented communication.

Onboard screens run their own playlist, announcements are made over the microphone, notifications go out by hand and the radio plays on its own. No tool lets the crew manage and schedule the message itself.

01

Disconnected content

The same message has to be uploaded again for every distribution channel.

02

No scheduling

If the crew is busy, the announcement goes out late or never goes out at all.

03

No record

Nothing is left to show what went out, and when.

— WHAT IT COSTS

When the message misses its moment, its value goes with it.

BUSINESS COST

- 🕒 Promotions broadcast after the moment to buy has passed
- € Onboard advertising space that is never fully used
- 🗂️ Unclear travel information turns into queues at the desk

TECHNICAL COST

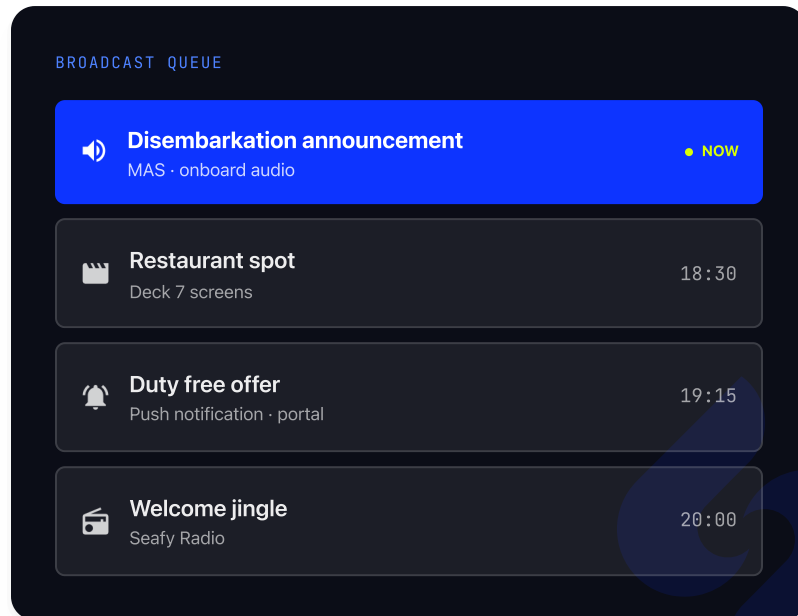
- ↔ The same content uploaded by hand to different systems
- 👤 Every message depends on whoever happens to be on shift
- 📄 No history of what was broadcast, where and at what time

— WHAT IT IS

The director of onboard content.

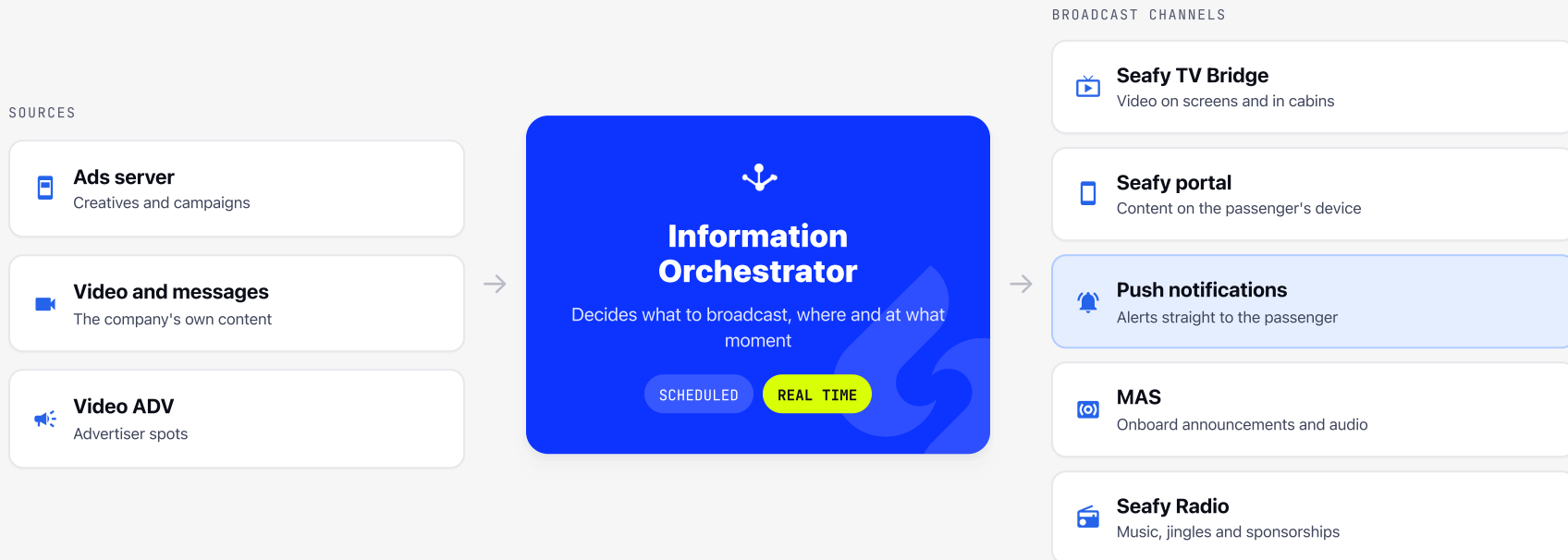
Information Orchestrator is the **scheduling and distribution engine** for onboard content: it gathers video, messages and creatives, decides what to broadcast and on which channel, then schedules it or sends it out in real time.

- ✓ One point of control for every channel
- ✓ Scheduled ahead or broadcast instantly
- ✓ A record of everything that went out



— HOW IT WORKS

From the sources to every channel.



— SCHEDULING

The crossing, planned.

Every moment of the journey has its content: welcome at boarding, promotions during opening hours, travel information before disembarkation. Set once, the schedule repeats on every sailing.

CROSSING SCHEDULE

Genoa · Palermo

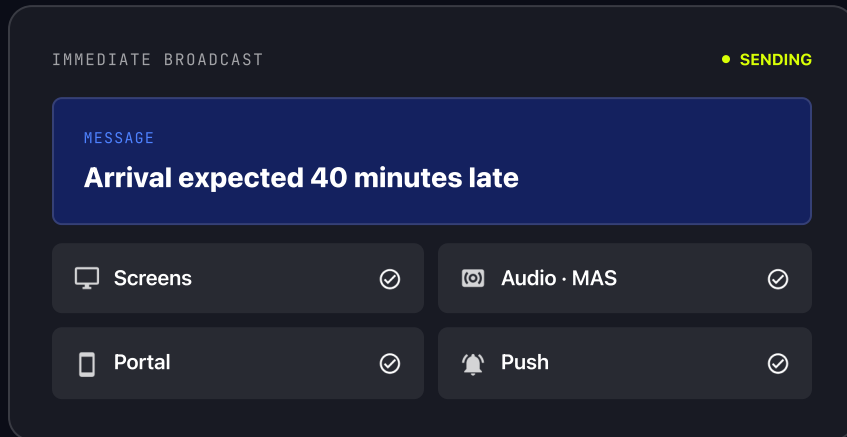
20:00	Welcome on board	Screens & MAS
20:30	Restaurant now open	Portal & Radio
22:00	Duty free offer	Screens & Radio
06:30	Wake-up and breakfast	Cabins & MAS
07:40	Disembarkation instructions	All channels

— REAL TIME

When it matters, instantly and everywhere.

An arrival delay, a berth change, a safety notice: the command is given once and reaches screens, onboard audio, the portal and push notifications at the same instant.

- ⚡ One command for every channel
- ⌘ Preset messages, one tap away
- 📋 A log of everything broadcast



Onboard space becomes inventory.

The Orchestrator integrates with the ad server to fill advertising space automatically according to the live campaigns, distribute each piece of content on the schedule set, and log every delivery — precise, measurable management of the whole inventory.



Campaigns from the ads server

Content enters the schedule with no manual uploads.



Rotation and frequency

Every spot gets its own slot by channel and time of day.



Insights

Delivery data the advertiser can consult at any point in the campaign.

— VALUE FOR THE SHIPOWNER

What changes on board.



One point of control

Every onboard channel managed from a single dashboard.



Less manual work

The crew no longer chases announcements and uploads.



Information on time

Passengers always know what is happening, and when.



Measurable revenue

Advertising space sold, delivered and reported.

The right message, at the right moment.

We start from the channels you already have: screens, audio, portal and radio. The Orchestrator builds the schedule and puts it on air.

[Request an assessment](#)

[Schedule a meeting](#)