

Announcements and audio channels, under one digital control.

MAS is Seafy's **Multi Audio System** platform for digitising the management of onboard audio. From one interface the crew creates and schedules multilingual announcements with AI support and assigns different radio channels to different areas of the ship. The system integrates with the existing audio installation.

Managing onboard audio takes time, every day.

Routine announcements are often read live and repeated in several languages, while radio channels and schedules need manual work in the different areas of the ship. Without centralised digital management it is harder to keep things consistent, schedule content and check what was actually broadcast.

01

Announcements repeated by hand

The same routine messages have to be prepared and read on every crossing.

02

Multilingual handling is complex

Translation and pronunciation depend on the language skills available on that shift.

03

Fragmented scheduling

Announcements, channels and timings are handled through separate tasks, with limited traceability.

— THE SEAFY SOLUTION

Write once, broadcast in the languages you need.

The operator writes the message in their own language and selects the languages it has to go out in. With AI support, MAS generates the translations and the matching audio versions, without the crew needing to speak those languages. The announcement can be broadcast immediately or scheduled.

- ✔ Integrates with the audio installation already on board
- ✔ Translations and multilingual voices generated with AI support
- ✔ Immediate or scheduled broadcast, with a history of announcements

MAS CONSOLE

● On air

Restaurant opening

"Ladies and gentlemen, the onboard restaurant opens at 19:30 on deck 8."



Italian

ON AIR



English

QUEUED



French

QUEUED



German

QUEUED

Every area, its own audio channel.

From the MAS console the crew selects radio channels and assigns them to the different areas of the ship. Restaurants, bars, lounges and other spaces can play different content, managed from one interface and delivered by the onboard audio installation.

01 Channel selection

The crew picks the content best suited to the audience, the space and the moment of the crossing.

02 Assignment to areas

Each channel is linked to the zones where it should play.

03 Centralised management

Channels and assignments can be updated from the MAS console as operational needs change.

MAS CONSOLE

● **Playing**

Area assignment



Restaurant

Dining Music



Lounge bar

Ocean Lounge



Children's area

Family Zone



Open deck

Hits Onboard

— HOW IT WORKS

From an audio installation to digital control.

MAS integrates with the amplification system already on board and digitises its management.

Once areas and audio sources are configured, the crew controls announcements, radio channels and playback modes from a single console.

01

Connection to the installation

MAS connects to the existing amplification system, using the speaker network already on the ship.

02

Configuration of areas

Areas, channels, levels and playback modes are configured around the layout and needs of the ship.

03

Management from the console

The crew schedules or broadcasts announcements and assigns radio channels to the different areas on board.

From text to on air, all schedulable.



Multilingual AI voices

The message is translated and generated in the languages selected, with clear, consistent voices.



Automatic scheduling

Recurring announcements are tied to the times and moments planned for the crossing.



Service and promotions

The crew can create and broadcast service announcements, updates and promotions for onboard activities on the spot.



A fleet standard

Approved texts, languages, voices and templates can be shared between ships, making announcement management more consistent and more efficient.

MAS gets more from the audio installation already on board.

MAS integrates with the existing amplification system and uses its speakers, coverage and the areas already configured. Where the installation has separate zones, announcements and radio channels can be managed area by area; where there is a single zone, MAS digitises its management while keeping the existing architecture.

WHAT IT USES

- ✕ Amplification and speakers already installed
- ✕ The audio coverage available on board
- ✕ The areas the installation already provides

WHAT MAS ADDS

- ✓ Multilingual announcements generated with AI support
- ✓ Scheduling, on-the-spot broadcast and history
- ✓ Management of radio channels in the available areas

MAS runs what exists. POD extends it where needed.

MAS digitises the management of announcements and radio channels using the audio installation and the areas already on the ship. Where new spaces have to be reached, or independent areas created, POD adds dedicated audio nodes on the IP network without altering the existing installation. The two can work together as one audio setup or be used separately.



MAS

Managing the existing installation

It centralises multilingual announcements, schedules and radio channels, using the amplification and areas already available on board.



POD

New independent areas

It extends audio to spaces not covered, or to be managed separately, through dedicated IP nodes configurable per area.

Less manual work, more control over onboard audio.

MAS gets more from the audio installation already in place, centralising the management of announcements, radio channels and playback areas. The company reduces repetitive work for the crew and can replicate common templates across the fleet, adapting them to each ship's needs.



Crew time recovered

Recurring announcements are scheduled and reused, cutting live readings and manual work.



Multilingual communication

Messages are generated in the languages selected, with consistent voices that are easy to understand.



A fleet standard

Shared libraries, voices and templates make management more consistent, while keeping the configuration per ship and route.



Services and promotions at the right moment

Radio channels, service announcements and promotions are tied to the most relevant spaces and moments.

— THE NEXT STEP

Bring announcements and audio channels under one control.

We start with one ship: we analyse the audio installation and the areas already available, configure the recurring multilingual announcements and the radio channels, and show the crew how to run it all through MAS. On the results we define the extension to the fleet.

[Schedule a meeting](#)

[Request more information](#)