



Press release February 2013

## **Hibox completes first IPTV Deployment on a Cruise Ship**

Hibox Systems is proud to announce a unique installation of next generation interactive entertainment systems aboard a cruise ship. Viking Line is now using Hibox's IPTV technology on-board its newest ferry, the M/S Viking Grace.

In order to give Viking's cruise guests the ultimate in TV entertainment and information, the development work for Viking Line began early in 2012. Since the maiden voyage in January, Viking Line has been offering an easy to use TV system that is being rated as first class by guests on board the ship.

### **New opportunities for Hibox**

Hibox have previously been offering solutions to hotels and telecom operators. This project has given Hibox end-to-end insight into the maritime business. "The Viking Grace project has been very rewarding for us, we faced a lot of technical challenges but we are very pleased with the outcome. Viking Line wanted a tailor-made solution and we worked closely together with them to fulfill all their needs." says Staffan Granholm, CEO at Hibox Systems.

### **Premium solutions for an elegant ship**

All cabins are equipped with Philips's new Internet enabled MediaSuite TV. The software developed by Hibox combined with the hardware components that Hibox engineers recommended has resulted in a unique user-experience. Apart from watching TV, the guests are able to take advantage of following features: Video-on-demand (VOD) with movies from Film2home, payment services by Nets (former Luottokunta), information services such as cruise programs, ship position and much more. Finally, the classy brand image of Viking Grace is highlighted with a custom made skin, which makes the TV experience consistent with the overall look throughout the ferry.

### **About Viking Line**

More than fifty vessels have sailed in the fleets of the Viking shipping companies, and over 180 million passengers have travelled with the vessels since regular ferry traffic began in 1959. Over the decades, the size, service concepts and range of attractions of these vessels have undergone dramatic changes – from the humble second-hand car ferries of the early years to the impressive cruise fleet of today. Today operations include passenger services, recreation and cargo carrier services. The number of Viking employees is approximately 3,000. The company was listed on Helsinki Stock exchange in 1995.

## **About Hibox Systems**

Hibox Systems is a global provider of advanced interactive information and entertainment solutions for consumers and commercial applications. The Hibox middleware platform has been successfully deployed for IPTV and OTT use by hotels, ISP's and broadband providers, along with healthcare facilities. Hibox Systems is headquartered in Finland with international business development from their Vienna, Austria office.

## **Further information**

For further information please contact:

Staffan Granholm, CEO  
Hibox Systems Oy Ab  
Phone: +358 50 581 2968  
Email: [staffan@hibox.tv](mailto:staffan@hibox.tv)