



Press release 30.01.2012

## **Hibox equips Viking Line's new ferry with IPTV system and Philips MediaSuite TVs**

Hibox and Viking Line, a Finnish shipping company, have signed a deal to install Hibox's IPTV system on Viking Line's future vessel, the NB 1376. The cabins on the ferry will be equipped with Hibox's next generation IPTV platform that allow guests to access a world of entertainment and information while using Philips's new Internet enabled MediaSuite TVs. The new cruise ship is expected to begin service on the Baltic Sea in January 2013 and is under construction at the STX Finland shipyard in Turku.

"After a long search and comparison, we found that Hibox provided the best quality-to-price ratio. Also their rapid development and knowledge in IPTV impressed us. The main problem we had in searching for a provider was that we didn't satisfy with 'the straight out of the box' solutions, we wanted more. Hibox were ready to give us all the adjustments we needed to give our customers the experience of something special and new. Hibox together with Philips' new line of MediaSuite TVs will fit exactly into our concept with this new unique ferry" says Kenneth Kronström, IT Project Manager of Viking Line.

"The IPTV system to be installed on Viking Lines new ferry sets new standards in terms of usability, installation and maintenance" says Staffan Granholm, CEO of Hibox Systems. "With new state-of-the-art technology the system will enable interactive entertainment and information services without any requirements for smart cards or external boxes in the cabins. We are very pleased that Viking Line has chosen Hibox and we are confident this partnership will successfully meet Viking Lines's goal of providing the best TV experience possible in the cabins."

"With Philips MediaSuite installed in the cabins of Viking Line, guests will clearly have the advantage of staying connected whilst at sea. Through the open and configurable IPTV abilities of the TV, Hibox Systems has been able to create a tailor-made solution for Viking Line and their guests. The MediaSuite's EcoFlower (with energy label A) assures the lowest possible power consumption, which was especially important to Viking Line. With its 1,100 TVs they operate the most energy efficient infotainment system available today" says Wouter Staal, Sr. Global Marketing Manager of Philips Hotel TV.

### **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

fleet of today. Today operations include passenger services, recreation and cargo carrier services. The number of employees is approximately 3,000. The company was listed on Helsinki Stock exchange in 1995.

The new vessel, NB 1376, which represents a completely new generation of ferries, will be fuelled by liquid natural gas (LNG), which is unique in the world for a passenger vessel of this size. The planning process has placed great importance not only on environmentally friendly solutions, such as LNG and electrical propulsion, but also on new innovative passenger experiences related to product and service concepts as well as fresh design thinking.

### **About Hibox Systems**

Hibox Systems Ltd is a Finnish company, which offers advanced interactive information and entertainment solutions for the hospitality industry as well as IPTV solutions for broadband providers. With sales of EUR 2.2 million in 2011 the company is one of the fastest growing technology companies in Finland. The company is partly owned by the Anvia Group, the market leader of telecommunications in Ostrobothnia, Finland.

### **Further information**

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