

REIMAGING THE STATEROOM:

Enhancing the Vacation Experience

Much of what guests can see and do at Sea Beyond, Royal Caribbean Cruises Ltd.'s preview of the future of the cruise vacation, is already being piloted on ships in the company's fleet or soon will be.

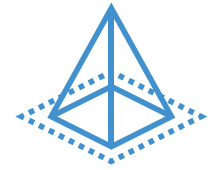
But Sea Beyond is also offering a look at some "still in the lab" ideas. Among these are reimagining what cruise ship staterooms can be and the role they can play in memory-making future vacations.



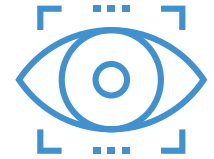
This isn't new territory for Royal Caribbean. The company previously mainstreamed virtual balconies. These large scale, high resolution displays give guests with inside staterooms a real time view of what's happening outside.

Forthcoming *Edge* Staterooms go even further – converting entire staterooms to spaces open-to-the sea, sun or shore. *Edge* Staterooms with Infinite Verandas let guests make their entire stateroom space an open-air environment with just the touch of a button.

What's next? At Sea Beyond, guests will see how the company is experimenting with immersive displays for walls, ceilings and floors. What are the possibilities if the fundamental structural elements of your stateroom are themselves high resolution displays? Want to fall to sleep under the starry sky of the part of the world you are cruising through tonight? Want to wake surrounded by the sights and sounds of tomorrow's port of call? Want to relax in an environment evocative of your favorite shore excursion? The stateroom of the future imagines your cabin's ceiling, walls and floor as canvases you can control with the same ease as your stateroom's lighting and temperature.



EXPERIMENTING
WITH
**IMMERSIVE
DISPLAYS**



**HIGH
RESOLUTION
DISPLAYS**
ON FUNDAMENTAL
STRUCTURAL
ELEMENTS OF
STATEROOMS