

NEWS

A Hotel on the Water

How In-Ship Displays Guide Guests Through the Decks, Activities, and Shore Excursions

28 September 2026, Tobias Engl



A modern cruise ship is like a small town on the water, with restaurants, theaters, shops, and thousands of guests spread across multiple decks. Anyone who boards must find their way around within a few hours. Screens placed in the right spots transform this labyrinth into a place that's easy to navigate.

On board, an entire vacation can be condensed into just a few days or stretch out over long months. The display lists the daily schedule, show times, table reservations, and medical assistance. It shows the deck plan with the shortest route to the pool and the evening menu. If the sea changes the schedule, the updated version is immediately available everywhere, from the foyer to the display outside your cabin.

The sign is especially useful right outside the port. It provides information about shore excursions, departure times for the excursions, and the time by which everyone must be back on board, as well as the emergency number in case something happens. It shows the weather at the next port, the time difference, and a few words in the local language so guests from all over the world can see information in their own language.

On the high seas, a connection to the outside world is expensive and often unreliable. This is exactly where the strength of the local approach becomes apparent. ScreenWay creates and processes content locally on board, right on the ship itself, and does not require a constant connection to shore. The program translates on-site, guest data remains on the

ship, and everything runs smoothly even in the middle of the ocean.

On a journey that promises the luxury of carefree living, no one should have to worry about finding their way or checking the time. A ship that carries its guests quietly and safely keeps that very promise, deck by deck, day by day.