

## Cruise News – August 2006

### CARNIVAL MAKES IT EASIER

#### TO ‘REACH OUT AND TOUCH SOMEONE’

Not everyone may applaud Carnival Cruise Lines’ latest enhancement for onboard guests. After all, cruising is often thought of as the ideal vacation for complete relaxation and escape—a chance to get away from the phones.

Apparently, the lifestyle of today’s consumer means that to truly relax and enjoy, people want an easy and convenient way to keep in touch with family, friends, or the office. What could be easier than using your own cell phone aboard ship the same as you can at home?

Through an exclusive agreement between Carnival Cruise Lines and Wireless Maritime Services (WMS), a joint venture of Cingular Wireless and Maritime Telecommunications Network, Carnival guests sailing aboard the “Fun Ships” can now enjoy a new communications option that allows them to stay in touch with people back home using their personal cell phones while in port or at sea.

“Consumers view cell phones as a necessity in today’s world. We’ve been exploring cellular phone service for some time and have developed a capability that provides unparalleled connectivity and convenience to allow guests to keep in touch with friends, family members and business associates back home,” said Bob Dickinson, Carnival president and CEO.

Yikes! Does this mean we’ll be hearing cell phones ringing in the ship’s dining room or in the spa? I e-mailed my concerns to Vance Gulliksen, Carnival spokesperson, who replied, “Although the service won’t be fleetwide until early 2007, we will be carefully monitoring phone etiquette onboard to ensure it doesn’t become disruptive to certain environments.” ( Hmmm. Cell phone police incognito perhaps?)

At any rate, the new service is compatible with any cellular phone and enables guests sailing on Carnival to make and receive calls anywhere in the world from any cruising region. WMS’ state-of-the-art high-bandwidth technology is currently available aboard the *Carnival Triumph*, with the balance of the line’s 21-vessel fleet scheduled to be completed by early next year.

The new fleetwide cellular phone service requires no additional software or special  
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dialing procedures – guests simply make and receive calls as well as transmit text and multimedia messages as they would on land using their personal cell phone. International roaming fees apply to all shipboard cell phone calls.

Consumer benefits to having wireless service while at sea:

- \* Connectivity – keep in touch with family, friends and business associates through voice calls, email or text messages. Guests can also share travel highlights while at sea through photo messaging.
- \* Convenience – no need to rent a local phone while at port; guests can be reached by the wireless number their friends and colleagues know.

In addition to being able to use their phones on Carnival “Fun Ships,” Cingular customers can also enjoy competitive international roaming rates as well as a greater selection of quad-band devices than any other carrier.

For additional information on pricing, check out [www.cingular.com/cingularworld](http://www.cingular.com/cingularworld) or [www.cellularatsea.com](http://www.cellularatsea.com).

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