



Medallion Class

CASE STUDY

Since 2014, Launch has partnered closely with Carnival Corporation to create the world's largest, most revolutionary guest experience platform. Ocean is the first ever to fully deliver on the promise of personalized experiences based on location, identity, and context.

The Ocean Medallion and Ocean Compass were designed to create seamless IoT integration, location-based services, and unprecedented guest service and personalization. Launch has played key roles in all phases of Ocean development, ranging from early ideation to technical engineering and solution deployment.



Seamless onboarding

CONNECTED EXPERIENCES

Launch built technology that enables seamless movement throughout and beyond the ship.

By enabling guests to plan their trip ahead of time and authenticate themselves at home, boarding the ship is now hassle-free: simply walk onboard as your Medallion positively identifies you to security personnel and crew.



Empowering unprecedented customer service

CASE STUDY

The IoT-connected ships not only empower guests to create their dream vacation but empowers the crew to understand every moment of the customer journey. They can view real-time individual, group, and ship-wide analytics.

From embarkation and boarding times, to luggage location and handling, to housekeeping and emergency management, the OCEAN Compass provides service delivery and operationalization to an unprecedented depth and scale.



Testimonial

“There seems to be no shortage of folks that suggest ‘they actually did it’ with respect to these innovations, but the reality is most have had little to nothing to do with ‘doing it.’

However, I will share that Launch has been an invaluable strategic technology partner on the toughest and most critical project elements at Disney and Carnival. The Launch team is the best and brightest in their space - always delivering amazing solutions.”

JOHN PADGETT

Chief Experience and Innovation Officer, Carnival Corporation

John has been central to the most significant innovations in the theme park, destination, and cruise industries for the last 15 years. They all blend strategy, creativity, technology and operations centered on the Guest: Disney's FastPass, MagicBand, Magical Express, and Be Our Guest; Carnival's OCEAN Medallion, and others.

