

## MCP CellAtSea™ Mobile Communications Solution at Sea



**CellAtSea™** Enables passengers and crew to make and receive calls using their mobile phone at sea, just as they would on shore. Ship operators will enjoy a new source of onboard revenue, enhanced guest satisfaction and higher crew retention. Each minute counts!

### **Meeting Passenger Expectations**

In today's wireless interconnected world, cruise passengers view mobile phone services at sea not just as a benefit but a necessity. Increasingly, onboard mobile phone access is a "must-have" service for both business and leisure travelers, who may choose to exclude future bookings on vessels which do not offer quality connectivity.

### **Caller Convenience**

CellAtSea™ provides passengers with the mobile phone services they expect, while ship operators enjoy new income streams through revenue-sharing on unmatched coverage and caller volumes.

### **Connect with MCP and Market Onboard Services**

In addition to generating revenues on caller minutes, ship operators will benefit from MCP Shotgun Messaging™, a promotional tool wherein the messages are distributed to as wide and diverse an audience as possible to obtain the greatest possible sales. This optional tool enables authorized personnel to provide all connected passengers onboard with information such as shore excursions, spa appointments, dinner reservations, and other exciting activities.

### MCP CrewSIM™

To manage challenges related to recruiting and retaining skilled seafarers, MCP offers CrewSIM™, a service which enables cruise ship operators to offer crewmembers subscriptions for mobile phone services at affordable rates. This easy-to-use solution offers an ocean of benefits to your crew, who can stay in touch with family and friends ashore.

### MCP Customer Console™

To help cruise ship operators keep track of caller minutes, MCP has developed this tool which is your dedicated interface with MCP's operation. The MCP Customer Console™ allows you to check incoming and outgoing calls and the ship's location. Calling minutes can be monitored and are available with one day lag time.

### How It Works

Mobile base stations installed onboard connect via satellite to public telephony networks on shore. The mobile services will operate seamlessly on all mobile phones through MCP's network. MCP is able to offer enhanced CellAtSea™ services to passengers and crew.

The standard services include incoming and outgoing voice calls, SMS and mobile data services.

### Usability

MCP requires no maintenance. For daily operation, no manual intervention from the on-board crew is required. MCP's staff monitors and operates the GSM and CDMA networks remotely to ensure a high quality end user experience. MCP handles all legal and regulatory challenges associated with the unique technology and service solutions it provides to its customers.

### Why Choose CellAtSea™ Mobile Services?

#### Expandable Services

Service can be extended to include GPRS data services such as MMS, CrewSIM™ prepaid solutions and Shotgun Messaging™.

#### Easy Installation

The necessary infrastructure can be installed without disturbing normal ship operations. We discretely mount ceiling antennas.

**Maritime Communications Partner delivers state-of-the-art Communications Solutions and Services for Passenger Ships, Merchant Vessels and Offshore Installations supporting GSM, CDMA and WiFi.**

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