CASE STUDY: UIEVOLUTION

UIEvolution utilizes Wowza technology to stream in-room entertainment to more than 30,000 cruise-ship cabins

For in-room entertainment and digital signage onboard cruise ships, reliability means everything for cruise lines, the crew, and the passenger experience. That's why UIEvolution ExperienceManager utilizes proven, flexible Wowza™ media server technology to stream content securely and reliably to thousands of shipboard connected screens.

INDUSTRY

Streaming service provider

Entertainment

USE CASE
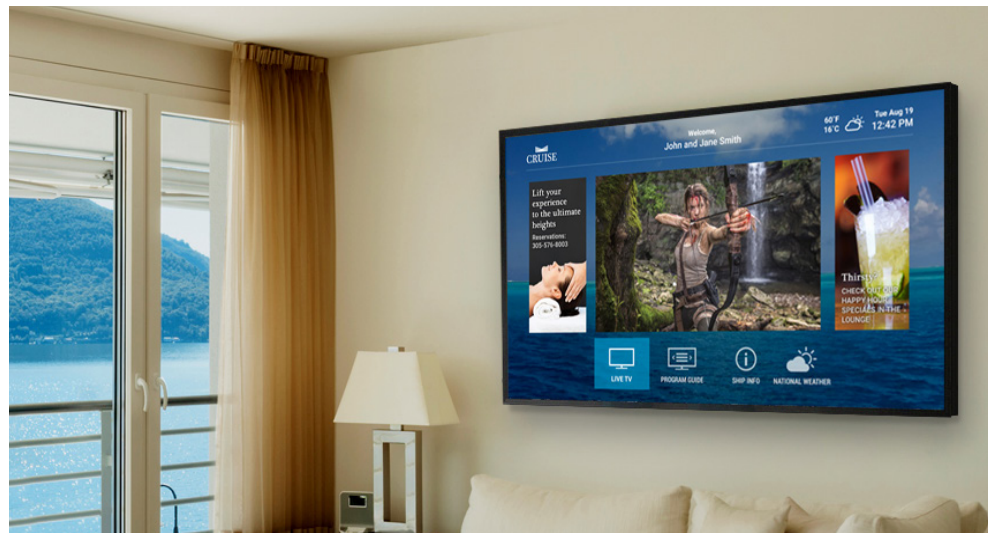
In-room entertainment and digital signage

PRODUCTS/SERVICES

Wowza Streaming Engine

Wowza Transcoder

CHALLENGE

UIEvolution was seeking a way to give cruise-ship passengers and crewmembers the ability to stream high-definition movies, music, and more on demand. Additionally, UIEvolution needed to enable the crew to deliver content to digital signage shipwide to display safety videos, weather, and other information.

To make the project a success, the solution needed to

- be hosted locally
- work with any hardware (smart TVs, set-top boxes, etc.) the cruise lines provided
- deliver video and audio quickly and reliably in a lightly connected environment
- be flexible enough to evolve as requirements and technology change

SOLUTION

UIEvolution chose Wowza Streaming Engine™ software for its reliability, flexibility, and robust APIs. The following are key elements of the Wowza-powered ExperienceManager platform deployed onboard a variety of cruise ships, including those in the Holland America fleet.

ON-PREMISES DEPLOYMENT, CENTRALIZED INFRASTRUCTURE: Every cruise ship has two dedicated servers, each equipped with Wowza Streaming Engine software, for both load balancing and redundancy. The Wowza software is deployed on premises to ensure a high-availability environment.

CMS INTEGRATION: Wowza Streaming Engine integrates well with other systems and third-party solutions, allowing the cruise lines to use ExperienceManager's content management system to maintain control over the look and feel of their brand and messaging.

ANY-DEVICE COMPATIBILITY: Integrating Wowza technology ensures ExperienceManager can **stream content to whatever hardware is in use on the cruise ships**—smart TVs, set-top boxes, and other over-the-top devices.

HIGH-QUALITY, ENGAGING USER EXPERIENCES: The on-demand video delivery powered by Wowza software enables viewers to start, pause, and resume video content whenever they choose.

BENEFITS & RESULTS

Integrating Wowza technology into ExperienceManager helped UIEvolution grow from a single cruise-ship deployment in 2013 to **30,000 ship cabins** in 2016. And the solution is now being deployed for in-room entertainment in hotels and digital signage at retail, as well. Wowza technology's flexibility and dependability have delivered these and many other benefits to UIEvolution:

EASY AUDIO & VIDEO STREAMING FROM THE SAME SERVER: Using Wowza software to **multicast radio-station content** means devices anywhere on a ship are able to connect in seconds. Previously, some devices were taking a full minute to connect to the multicast audio-only streams. Because UIEvolution was already using Wowza Streaming Engine software for video, it was a snap to deliver audio-only streams from the same servers.

QUICK ROLLOUT OF NEW FEATURES: UIEvolution is expanding ExperienceManager's capabilities, recently having developed a custom streaming app to let passengers consume on-demand content on their own devices as they explore the ship. The Wowza Transcoder, built into Wowza Streaming Engine, creates various bitrate renditions for each stream and delivers them adaptively to serve the optimal version to each viewer's device.

DEEP CUSTOMIZABILITY THROUGH APIS: The cruise-ship solution needed to show a mandatory safety video at the outset of each cruise, and to allow for interruption of in-room entertainment and digital sign experiences in case of important announcements. The robust Wowza APIs gave UIEvolution the building blocks for this and other custom functionality.

"Building on Wowza technology gives us the tools to offer video and audio streaming that's leaps and bounds beyond standard in-room entertainment. It makes travelers happy, and therefore our customers are happy."

—Will Laslop, principal program manager, UIEvolution

To learn more about how others are using Wowza streaming technology, visit wowza.com or contact sales@wowza.com.
To learn more about UIEvolution visit www.uievolution.com.