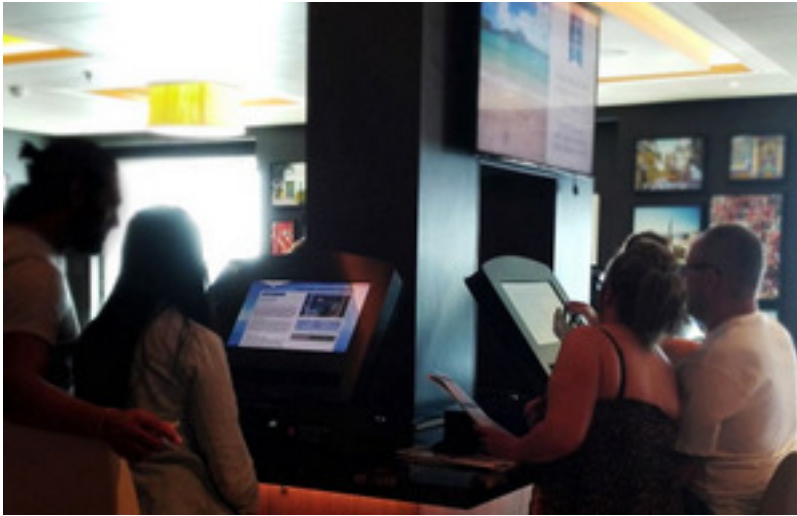


Bespoke Kiosks Help Float The Boat

Written by Bob Snyder
30. 01. 2016



Protouch Solutions recently installed six bespoke touchscreen kiosks on *MV Britannia* operated by **P&O Cruises**.

Britannia is the newest and largest of eight ships in service with P&O Cruises. She has a total of 1837 cabins, 13 bars and restaurants, a 936-seat theatre and a capacity for 4324 passengers. During the summer season, Britannia visits the Mediterranean, Norwegian fjords, the Baltic, Canary Islands and Atlantic islands. In the winter, she will sail 14-night Caribbean cruises.

The client requested Protouch supply and fit an innovative and more intuitive method for booking on-shore excursions for passengers during these trips. The solution was to install six bespoke touchscreen kiosks in a venue dedicated to on-shore activity.

“The P&O Cruises team was very specific about what was required,” says Tom Quarry, MD of Protouch Solutions. “The kiosk needed to match the refined interior design of the ship, as well as providing an easy-to-use interface to book shore excursions”.

As well as printers, the kiosks are fitted with a 19-inch touchscreen, a barcode reader and a

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special directional speaker bar (channels all the sound directly at the user without disturbing the other guests in the vicinity).

The Protouch kiosks will help reduce queues and free up the on-board Shore Excursion team so that they can spend more time talking to passengers and giving them advice. It will also allow P&O Cruises passengers more chance to soak up the sights and enjoy their time on board and ashore.

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