

Self-guided iPad Art Tour

Celebrity Cruises engaged with MobileXpeditions to create self-guided Art Tours on the Apple iPad to compliment their multi-million dollar art collections. Visual and text descriptions of each piece are placed on deck maps of the respective ships. Guests can locate each piece and select their own path to explore the artwork. The Apps support multiple languages including English, French, German, and Spanish.



Initial development was needed very quickly - from project kickoff to delivery taking an astonishing six weeks. Subsequent enhancements added support for multiple languages and expansion of the tour Apps to five ships.

Celebrity was able to use the MobileXpeditions platform to supplement one of their key market benefits. The firm used press and media releases to promote the App as the industry's first self-guided art tour on an iPad. A video summary of the project is at: <http://www.youtube.com/watch?v=NMuBxiN6NsE>

Celebrity **X** Cruises

Client: Celebrity Cruises

Apps: Eclipse Art Tour, Equinox Art Tour, Reflection Art Tour, Silhouette Art Tour, Solstice Art Tour

Platform: iPad

Project: Cruise industry's first self-guided art tours on an Apple iPad. Supports English, French, German, and Spanish.



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