

ENABLING RESILIENT INNOVATION

# Royal Caribbean International

## Q-SYS Cruises Through the Most Challenging Conditions

Combine the headaches of Broadway and Las Vegas and drop them in the middle of the ocean, and then you'd have business as usual for the cruise industry. Despite these challenges [Royal Caribbean](#) has established themselves as one of the most innovative cruise lines in the industry, with a fleet known for their cutting-edge design and unforgettable adventures. Christopher Vlassopoulos, Manager of Newbuilding Sound and Light for both Royal Caribbean and its subsidiary Celebrity Cruise Lines discusses their innovation ethos, "Royal Caribbean has always encouraged a mindset of creativity and originality, and has provided the latitude to produce real results. This means we've developed a system to create enduring experiences, not only for our patrons, but for ourselves as well." Q-SYS has long been a staple of these experiences for Royal Caribbean, offering high performance under extreme conditions.



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**Christopher Vlassopoulos**

Manager of Newbuilding Sound and Light

## Challenges

### Q-SYS Excels in a Hostile Environment

Of course, moisture and salt air will erode the lifespan of any device, but these are only some of the challenges onboard ship equipment faces. “You have to realize, we’ve had loudspeakers dissolve like butter when put on our decks,” explains Chris. “There are no down days. There are constantly fluctuating power sources, especially when the bow thrusters kick into gear. Add to that, everything is being constantly vibrated to bits. I always say, people shouldn’t be testing equipment in a lab – give it to us for a while. We have some of the most hostile environments possible, and Q-SYS equipment stands the test of time, often performing significantly longer than their projected lifespan.”

### Out to Sea without An Amplifier

By its very nature, the ocean is harsh and vast. The isolation of a cruise liner is a secondary challenge for any equipment failure. “If you have an amplifier die and you’re in downtown Miami, you can drive across town and replace it. That’s not so easy when you’re in the middle of the Caribbean,” Chris describes. “Not to mention if you have delays, say in a theater production, you receive very negative reactions from patrons. If there’s no audio, there’s no show.”

The added expense is also an issue, with every item being delivered back to land adding a significant amount to the voyage’s overhead. Chris continues, “Long story short, we have a steel box with suboptimal acoustics in unfriendly conditions, and our partners need to provide what they promise: high quality and long-lasting performance. Q-SYS is a brand that has shown it can excel even in our harsh circumstances, proving themselves time and again to be a quality partner.”



## Solutions

### The Benefits of a Consistent Experience

Downtime does not only come as a by-product of failing equipment. There is also the learning curve as new crew members transfer from ship to ship. By providing a consistent foundation of Q-SYS, each ship presents only nominal changes with a significantly reduced learning curve. "Before the switch to Q-SYS, the patron experience was not nearly as consistent," Chris remembers. "It was difficult to standardize something as simple as background music at our restaurants. Something would break and we would have crew members putting in their own music to compensate. This has all been resolved by having a modern network audio system."

### Sailing into the Future

There's an adage that states it takes twenty-five miles to turn a battleship. This phrase is usually used in reference to large organizations being slow to change, optimize or improve. In an act of supreme irony, Royal Caribbean has turned this adage on its head, acting as an example to illustrate the benefits of solid partnerships and a consistent methodology producing positive results. "It's not only good for us," concludes Chris, "it's also good for the industry as a whole. We want our crew members trained to minimize interruptions. We want high quality sound for happy guests. And of course, we want all of this to last as long as possible for our bottom line. Q-SYS facilitates all of this and more."



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