

# Star Cruises Contracts Intermedia touch to deploy an interactive kiosk called “Money Wheel”.

*Star Cruises Contracts Intermedia touch to deploy an interactive kiosk called “Money Wheel” to create engagement and entertain their guests.*

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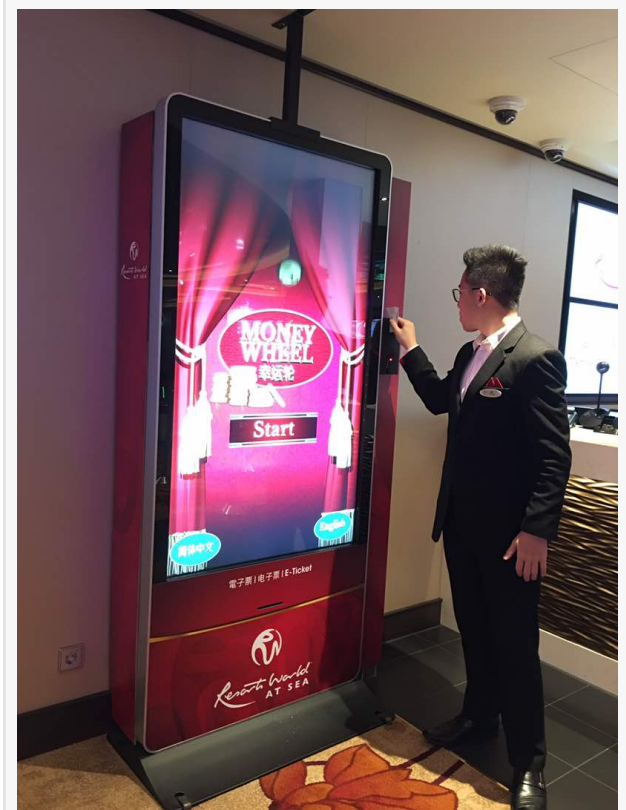
Awarded Asia's leading cruise line by the World Travel Awards, Star Cruises is a luxury cruise line that focuses on cruises touring the Asian Pacific. The Star Cruises company was searching for a high caliber solution for their casino on one of their ships. The company understands that guests on their ships want to be captivated in all facets of their voyage, especially the casino. The company also recognizes that keeping patrons engaged in the casino means more profit. However, how can the casino keep guests engaged? Star Cruises enlisted the services of Intermedia Touch to provide a high-quality result.<sup>6</sup>

Star Cruises goes all in with a spectacular custom digital signage solution. The cruise ship deployed a 65-inch kiosk, with a customized casino promotion, and a custom content management system designed and executed by Intermedia Touch.

“Working with Intermedia Touch has been a positive experience. The Money Wheel project was completed on schedule in highly responsive and professional manners. The Money Wheel is an excellent tool for our new member acquisition onboard with the interactive game and vivid animations. The project team provided good support and helped to rectify the issues promptly. Enhancements to the system are always available and further equip the internal tracking function. With having the new home port for Genting Dream in Singapore, we expect the Money Wheel could definitely have a good response and help driving more new members.” Raymond Foo – Assistant Vice President

The kiosk is completely interactive and will dazzle and entertain guests on their voyage, featuring an Intermedia Touch custom designed casino promotion called “Money Wheel.” The new member promotion will attract and engage guests to continue playing in the casino utilizing a fun, interactive game. The software will be managed by a custom content management system that connects to the entire ship's system. This will allow system updates and other software configurations to be easily accessible.

Want to see this promotion in action? Check out the video right here: <https://youtu.be/wD2AEPXpNqg>



Money Wheel Promotion / Star Cruises



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*Raymond Foo – Assistant  
Vice President*

#### About Resorts World at Sea:

Resorts World at Sea, the club of world-class leisure, entertainment, and hospitality at sea, is wholly owned by Genting Hong Kong, a company of the worldwide Genting Group. Resorts World at Sea is the club operator for Genting Cruise Lines comprising of Star Cruises, Dream Cruises, and Crystal Cruises, and our ultimate goal is to provide the best entertainment experience to our guests. All excitement starts here!

Owned and operated by Asia's largest operator, the clubs brim with boundless activities and are complemented with unparalleled customer privileges. It is our commitment to offer the best-in-class services and facilities, and serve our guests with a remarkable cruise vacation. Our dedication is to present every single precious guest upscale entertainment, leisure, and hospitality experiences while continuously expanding our operations to enhance the guest experience with Resorts World at Sea.

#### About Intermedia Touch:

Intermedia Touch, Inc. is a leader in interactive technology and custom application solutions for a broad range of corporate clients. Offering unmatched service and extensive experience as a technology integrator, our goal is to create unique experiences by making use of the latest interactive technology and applications available in the digital signage industry.

Intermedia Touch, Inc. offers powerful custom software solutions as well as a diverse array of interactive hardware options that include interactive touch screen monitors, interactive infrared surfaces, interactive video walls, interactive holographic glass, indoor/outdoor kiosks, as well as LED signs. With more than 15 years of experience in the information technology and audiovisual fields, the team at Intermedia Touch, Inc. strives to tailor custom interactive solutions that will create the highest visual impact and relevance for your specific target audience.

For further details on the products and services that Intermedia Touch, Inc. has to offer, feel free to contact us at 305-517-3894, or send an email to [info@intermediatouch.com](mailto:info@intermediatouch.com). You can visit us online at [www.intermediatouch.com](http://www.intermediatouch.com) or in person at 2600 NW 75 Avenue, Suite 200, Miami, FL 33122.

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