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Fred. Olsen Rolls Out Interactive TV to Braemar

The service personalised to Fred. Olsen, has been branded FOi (Fred. Olsen Interactive.) Passengers using it can investigate future cruises, shore excursions and cabin shopping. They can place orders, from the comfort of their cabin, for breakfast room service, wine with dinner, duty free shopping, order a film, book excursions or even book another cruise.

The service has proved extremely popular with *Balmoral* customers and the facility has reduced queues at the shore tours desk and future cruise sales office, although those who prefer a face-to-face experience can still make their bookings in person.

With the service well-established on *Balmoral*, it has now been rolled out to the newly lengthened and refitted *Braemar* which re-entered service in July 2008. In due course there are plans to offer this very efficient service across the whole fleet.

Fred. Olsen Cruise Line operates in the UK with four intimately sized ships for a more personal cruising experience.

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