



CRUISE SHIP RELIES ON REVOLUTIONARY CABLING TO BRING 21ST CENTURY COMMUNICATIONS TO PASSENGERS AND CREW

A unique cabling infrastructure for high-speed data, digital TV and voice was successfully designed and installed by Nexans and its business partner Alsatel, Forclum's national telecommunications and network centre, Eiffage group, for CroisiEurope's newest seagoing ship

Launched in 2007, the MS Belle de l'Adriatique is CroisiMer's first ship designed to cruise inland waterways as well as major seas. This latest vessel offers passengers and crew advanced tele- and radio-communications services thanks to pioneering technology from Nexans and its French-based business partner, Alsatel, that brings TV, telephone and high-speed Internet into each cabin. As a result, CroisiMer's parent company, CroisiEurope has been able to achieve considerable savings as well as guarantee a wide range of high-quality communications services for its demanding passengers.

Executive Summary

CUSTOMER CroisiMer (branch of CroisiEurope)

LOCATION France

REQUIREMENT Integrate TV, voice and data

EQUIPMENT LANmark category 7 Maritime

A success story that started in Strasbourg

For 31 years, CroisiEurope cruise ships have been sailing up and down the beautiful rivers of Europe such as the Rhine, Danube, Seine, and Rhone. With a fleet of 25 medium and large-sized liners, and an average of 185,000 passengers per year, this independent family company from Alsace is a great success story. Still based in Strasbourg, which is also its headquarters, the firm is the leading river cruise company in France and Europe with a turnover of 100 million euros and almost 1,000 employees.



“Successfully meeting this type of technical challenge was a great achievement for CroisiEurope as it involved a complex and unique wiring system. The result is very satisfactory.”

Nicolas Rivat,
IT Technician, boat manager, CroisiEurope

The challenge

- » Integrate TV, voice, and data on a single cable
- » Meet strict marine wiring specifications
- » Limited amount of space on the ship
- » Unique network architecture needed from beginning to end

The solution

- » LANmark category 7 maritime wiring and connectors – 1000MHz
- » Revolutionary 'octopus' design
- » Special connector technology for the wiring closet and cabins
- » 11km of wiring

The advantages

- » Installation savings (1 wire instead of 3)
- » Space and weight savings
- » Improves shipboard administration
- » Easy to maintain

Maintained carefully and partially renovated each year, most of CroisiEurope's fleet is less than 5 years old. All have a Bureau Veritas certificate indicating the highest quality shipping practices, and state-of-the-art equipment.

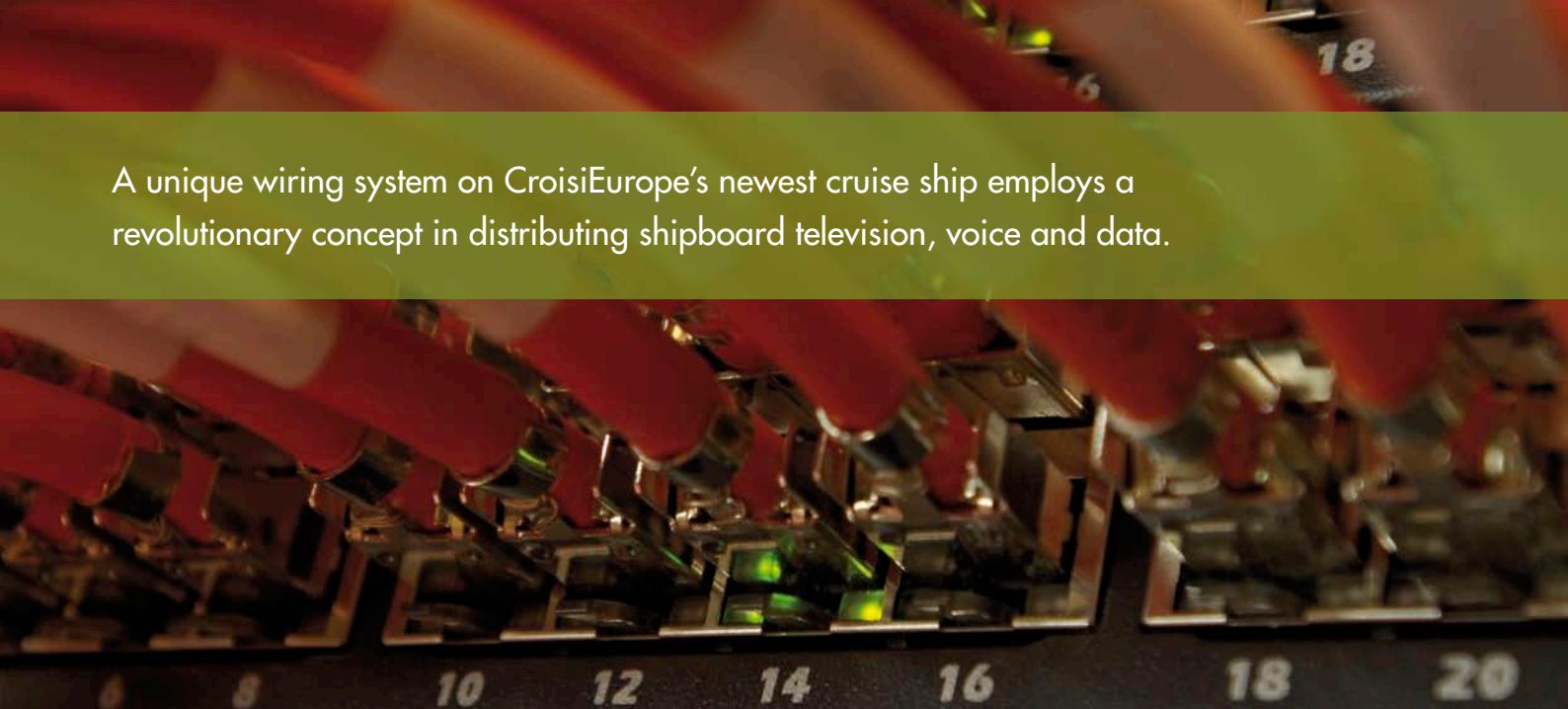
Integrated research and development a great advantage

In 2006, CroisiEurope decided to capitalise on its river-cruising experience by entering the seagoing cruise market via its new corporate division, CroisiMer. The adventure started in Namur, Belgium, where the company's first seagoing ship, the Belle de l'Adriatique, was built in the company's private shipyard.

A key company strength is all nautical design, development and production skills needed to construct its fleet are performed within its own shipyard, versus contracted to outside professionals. This allows CroisiEurope to quickly react to market changes and technology advancements, taking only one year to produce a ship compared to 3-5 years with an external shipbuilder. Such savings enable the firm to offer cruise prices to its customers that are significantly lower (30%) than those of competitors.

A major technical challenge

Among the many technical trials that faced the Belle de l'Adriatique was how to integrate all the required cabling (TV, internal and external telephone, Internet access) into a single conduit at an affordable cost. This posed a significant challenge as marine type wiring



A unique wiring system on CroisiEurope's newest cruise ship employs a revolutionary concept in distributing shipboard television, voice and data.

is very specific and needs to meet strict safety norms (fire performance in particular), and must be of minimal weight, size, yet easy to install and maintain. Another consideration was the limited amount of space on board. The traditional wiring solution of pulling multiple cables through conduits was possible, but not ideal. A new solution had to be found.

Totally innovative wiring with 'octopus' cords

Although the Belle de l'Adriatique had to be ready by June 2007, Alsatel, a long-standing partner of CroisiEurope for its communication systems, decided to take up this challenge accompanied by Nexans, its technology and installation partner. A 'ready-to-use' system that addressed these specific needs did not exist. Alsatel and Nexans had to be innovative and design an optimal wiring system, a gamble they took and won. In just a few months, the two companies designed a totally new solution using 'octopus' cords, which allows one conduit to hold 4 pairs/8 wires to distribute TV (40 channels) and voice telephony via a satellite dish, IP satellite subscriptions, as well as high-speed Internet access. An optimal cabling system was required to distribute the data stream from the wiring closet to the cabins and throughout the ship.

The wiring is Nexans LANmark 7 Maritime, which meets European IEC specifications that support internal video distribution to multiple outputs (862 Mhz) as well as Ethernet applications. Eleven kilometres of this wiring were installed throughout the ship.

“We were able to rely on the expertise of Nexans and its partner Alsatel, who were very closely involved with this innovative project.”

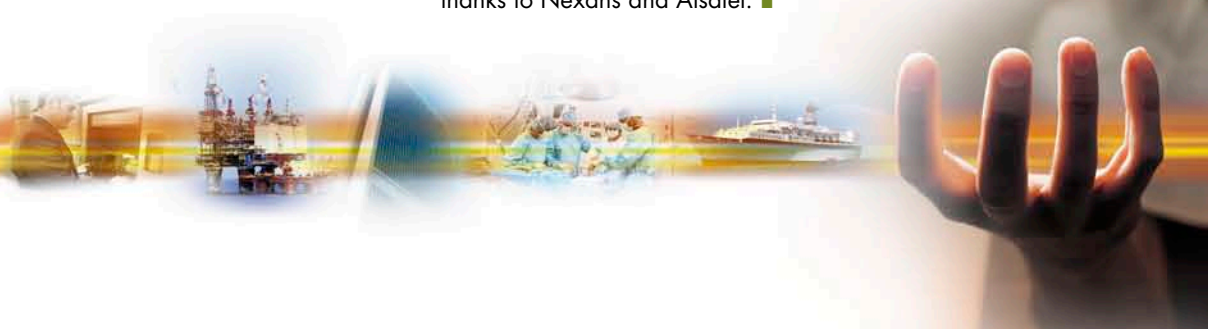
Nicolas Rivat,
IT Technician, boat manager, CroisiEurope

A win/win situation

The results speak for themselves: each of the 110 cabins on the Belle de l'Adriatique offers free TV, and prepaid external telephone and Internet access via a unit-based system of tickets.

The advantages to CroisiEurope are considerable. First, the specially designed wiring solution provides significant savings due to its ease of installation and simplified maintenance. It also assists in managing the ship as it provides a constant, reliable link between bridge officers and CroisiEurope's headquarters during a cruise. And for passengers, it permits top-range communications and entertainment services in keeping with CroisiEurope's tradition of providing only the finest cruise experience.

The next generation of cruise ships from CroisiEurope will certainly benefit from this technological innovation, thanks to Nexans and Alsatel. ■





Global expert in cables and cabling systems

