



**NorthStar**

# CASE STUDY



**NORWEGIAN**  
CRUISE LINE®

# NORWEGIAN ESCAPE





# Norwegian Escape Uses **Tablet Technology** to Improve Guest Engagement at Dining Options

When Norwegian Cruise Line's much anticipated new ship Norwegian Escape embarked on its maiden voyage in December, it became the first cruise ship to use tablet technology in two of its branded restaurants. This new technology put the control of the dining experience at the guests' fingertips, and demonstrated Norwegian's commitment to updating technology on its modern cruise ships.

"Norwegian Escape is Norwegian's most advanced and luxurious cruise liner that leverages advanced technology throughout. Using state of the art technology in these restaurants is another way to improve our onboard guest experience," said Mark Kansley, SVP Hotel Operations at Norwegian Cruise Line.

Norwegian Escape's District Brew House and Food Republic restaurants feature Custom Business Solutions' NorthStar Order Entry, an advanced cloud-based iPad point-of-sale system that allows guests the option of self-order and pace their meal and beverage service.

The District Brewhouse offers up to 50 different bottled beers and 24 draft beers on

tap including popular Miami craft beer from Wynwood Brewing Company. The District will also serve craft cocktails, masterminded by the internationally recognized Bar Lab mixologists.

The Food Republic restaurant, a modern upscale food hall concept developed in collaboration with the Miami-based Pubblely Restaurant Group, takes guests on a culinary journey of small plates that they can order and sequence at their own pace using the iPad system. Technology adds to the contemporary vibe of the restaurant with its atrium design, décor that mixes wood, marble and warm fabrics and expansive views.

The NorthStar system is **fully integrated into the Norwegian Escape's billing system** to validate the guest's payment portfolio, since no money changes hands on the ship. At both restaurants, **the NorthStar system allows guests to order at their own pace, without waiting for a server.** Norwegian customized the NorthStar system with stylish photography of menu items, helping guests make ordering decisions with distinct visuals.



**FULL INTEGRATION  
WITH THE  
NORWEGIAN ESCAPE'S  
BILLING SYSTEM**





# Meeting Exacting Standards for the Cruise Industry

The health standards for cruise ships are far more stringent than for restaurants, due to the nature of the floating environment. In a restaurant setting, the iPads can be cleaned with a sanitizing solution after each use. For the Norwegian Escape, Custom Business Solutions designed and developed an **aluminum housing with an anti-bacterial coating that complies with USPH standards**, while fitting into the design aesthetic of each restaurant.



Power is a considerable issue for a floating city like the Norwegian Escape. For the iPads used at the restaurants, Custom Business Solutions developed a **power pack system that kept the iPads charged for extended periods of time.**



**ANTI-BACTERIAL IPAD HOUSING**

**POWER PACK BATTERY SYSTEM**





On all the ships, power and power outlets are a challenge. To meet that challenge, CBS, with the help of Fabcon (Santa Ana, CA), **designed and delivered a rolling charging station.** With this rolling power station, sixty battery packs can be charged at a single outlet.

Developed by Custom Business Solutions for the restaurant industry four years ago, NorthStar Order Entry system is the hospitality industry's first omnichannel cloud-based system offering ordering capabilities for point-of-sale, online, mobile and kiosk scenarios. NorthStar empowers guests to self-order and pay at their own pace, and is used by full-service and fast-casual restaurants and at amusement parks across the country.



**ROLLING  
CHARGING  
STATION  
60 DEVICES  
AT ONCE**



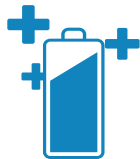
# Norwegian Escape Custom Solutions



Full integration into Norwegian Escape's Property Management System to validate the guest's payment portfolio



Custom designed iPad housings to meet the exacting health standards of Norwegian Cruise Line



Custom developed power pack system that keeps iPads charged for extended periods of time

**FINALLY A BETTER  
CRUISE SHIP POS  
SOLUTION!**

**CONTACT US TODAY!  
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