

Introducing Allin Interactive's New *Live* ITV Main Menu

New Main Menu Features and Design Options

Live Promo Area

Activities Schedule

Custom Logo & Background

Personalized Welcome Message

Alternating with New Mail Indicator

Real-Time Weather Info

Date & Time

NCL NORWEGIAN CRUISE LINE®

WELCOME ABOARD
Alexander Ho Yee Chan

82°F ☁️
4:25 pm
Fri Mar 17

WHAT'S GOING ON?

- Extreme Rock Climbing**
3:30 pm - 5:30 pm
Rock Wall, Deck 15, Mid
- Bingo: \$10,000 Session**
4:00 pm - 5:30 pm
Bliss Ultra Lounge, Deck 7, Fwd
- Hip Hop Dance Class**
4:15 pm - 5:15 pm
The Studio Lounge, Deck 11, Fwd
- Cupcake Decorating**
5:30 pm - 6:00 pm
Le Bistro, Deck 5, Mid
- Guitar Music with Jim Capik**
6:30 pm - Late
Shakers Martini Bar, Deck 7, Mid
- BURN THE FLOOR**
7:00 pm - 10:00 pm
Epic Theater, Deck 6, Fwd

ENTERTAINMENT

SPA

ATTRACTIONS ONBOARD

ONBOARD SERVICES

ONBOARD SHOPPING

MY VACATION PLANNER
Bliss Ultra Lounge - Bowling
7:30 pm - 8:30 pm
Cagney's Steakhouse
9:30 pm - 11:30 pm

BARS AND LOUNGES

PORTS & TOURS

DINING

MUSIC

↓
Additional Modules Indicator

Live Promotional Area Options

Live Promo Area

Show or Event Details

The screenshot shows the Norwegian Cruise Line mobile app interface. At the top, it displays the NCL Norwegian Cruise Line logo, a notification for 1 new message, the temperature (83°F), and the time (1:43 pm on Fri Mar 11). The main content area features a large promotional banner for the show "Burn the Floor" with a photo of the performers. Below the banner, the show details are listed: "Epic Theater - Deck 6 Fwd", "Fri Mar 11, 7:00 PM", and ticket prices for Adult (\$0.00) and Child (\$0.00). A play button icon indicates that a video can be started. To the right of the banner, there are several category tiles: ENTERTAINMENT, SPA, ATTRACTIONS ONBOARD, ONBOARD SERVICES, ONBOARD SHOPPING, MY VACATION PLANNER (listing Bliss Ultra Lounge - Bowling and Cagney's Steakhouse), BARS AND LOUNGES, PORTS & TOURS, DINING, and MUSIC.

Live Promo Area

Shore Excursion Details

The screenshot shows the Norwegian Cruise Line mobile app interface. At the top, it displays the NCL Norwegian Cruise Line logo, a notification for 1 new message, the temperature (82°F), and the time (4:01 pm on Fri Mar 11). The main content area features a large promotional banner for the shore excursion "Discover Scuba" with a photo of a diver. Below the banner, the excursion details are listed: "Saint Maarten", "Sat Mar 12, 8:00 PM", and ticket prices for Adult (\$25.00) and Child (\$25.00). To the right of the banner, there are several category tiles: ENTERTAINMENT, SPA, ATTRACTIONS ONBOARD, ONBOARD SERVICES, ONBOARD SHOPPING, MY VACATION PLANNER (listing Bliss Ultra Lounge - Bowling and Cagney's Steakhouse), BARS AND LOUNGES, PORTS & TOURS, DINING, and MUSIC.

Additional Options for *Live Promo Area* Coming Soon!

- **Pay-Per-View Movie Promotions**
- **Assorted Advertising Opportunities** - Sponsorship, Advertising, Restaurant, Shop, Attraction, Spa, Casino Event, etc.
- **Featured Items with Video-on-Demand Pop-ups**

