



Cruise Ship – Majestic Princess for Princess Cruise Ships

One of the best-known names in cruising, Princess Cruises first set sail in 1965 with a single ship cruising to Mexico. Today, the line has grown to become the third largest cruise line in the world, renowned for innovative ships, an array of onboard options, and an environment of exceptional customer service.

Princess Cruises launched the marketing campaign in China for their new ship the 'Majestic Princess' and invited a highly qualified group of 308 Chinese Travel Agents to a presentation held in Shanghai.

Attended by the President of Princess Cruises, Jan Swartz, along with a number of the senior Princess Cruises executives, the presentation was held in the VIP Ballroom of Shanghai's signature building – the Shanghai Tower.

Digital Frontier created a presentation consisting of more than 10 minutes of animation showcased on a 43-meter screen.

Digital Frontier created two full 'HTC Vive' VR scenes in the Majestic Princess – an outside cabin and the 'Seawalk'

feature of the ship. The 'Seawalk' feature takes the passenger right out over the ocean on a glass bottomed corridor and provides a unique experience not only in reality but also in Virtual Reality space as well.

In addition to these two scenes, a tour around the top level swimming area and a large screen entertainment area.

"Wanted to give you a shout to say thanks for your work on the Majestic Princess event this week. We really appreciate both your team's attentiveness, dedication, and detail during the two days you shared with us. Without question, the renderings and the VR experience were the stars of the show, and really helped bring the Majestic Princess to life. Thanks again!"

Ryan Barton

Senior Manager, International Marketing
Princess Cruises



Crack open the China Market in ways you have only Dreamed About.

Digital Frontier will consolidate your existing marketing collateral and enhance it using a combination of state-of-the-art CGI and 360° film footage or other types of dynamic media.

A targeted presentation will be storyboarded by local Chinese directors, produced using Chinese language content, and portrayed with China-centric 'look and feel', all while adhering to your product's authentic identity.

Delivery is through the end-user's smart phone using a branded Mobile VR Viewer (e.g. Google Cardboard). Due to China's unique and fragmented market for mobile apps, we will guide your decision on which OS to program for, and on which China-native mobile app stores are best to make the experience available.

Mobile VR Viewers will be fully customized with your company's branding and shipped to your target clients and customers. The target audience (database) to which the Viewers are sent can be augmented or fully compiled by Digital Frontier's market research team.

Once the VR Experience is deployed, Digital Frontier can provide a bilingual concierge in our office. This concierge will receive inbound traffic generated by the VR Experience, and funnel it to the appropriate offices/individuals within your company. Be prepared to turn your inbound traffic volume up to 11!

VR Marketing will give your target market the most immersive and enticing exposure to your product. Given just a taste in VR, they will be clamoring for the real thing.



Augment your current target audience by using Digital Frontier's own market research team – whether you need 1,000 targets or 100,000 targets we can provide the information.

Digital Frontier

Digital Frontier is a world leader in marketing and creative concept visualizations.

Combining a strong focus on innovation in the VR/AR and technology fields with more than 20 years' experience in the burgeoning China market, Digital Frontier has the knowledge and insight to boost your visibility in any market.

It's Chengdu base and mix of local and international talent which combines global knowledge with local expertise, enable Digital Frontier to deliver design innovation and responsive service combined with marketing capability.

Digital Frontier utilizes cutting edge technology to bring complex designs to life through 3D, 360o footage and VR imagery. Digital Frontier's suite of products will help the client evaluate and sell designs before they are built, with rapid iterations, accurate lighting analysis, and high-impact visuals and animations.

Digital Frontier have connections and established relationships around the world. Over 30,000+ completed projects have been in a diverse and eclectic array of industries.



Delivering Digital Experiences
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