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ROYAL CARIBBEAN INTERNATIONAL BECOMES FIRST CRUISE LINE TO USE GOOGLE STREET VIEW TECHNOLOGY

Sample your vacation by exploring one of the world's most impressive ships from dry land

MIAMI, July 7, 2014 – Royal Caribbean International today announced it is changing the way how people plan their vacations by working with Google to be the first cruise line to launch Google Maps Business View using Google's Street View technology onboard the world's largest and innovative cruise ship *Allure of the Seas*.

By using Street View technology, Royal Caribbean International will provide consumers with an immersive and interactive experience when they are searching for a vacation.

"Business View allows people all over the world to explore a range of businesses and organizations in great detail in just a few clicks" said Deborah Schenker - Program Manager at Google UK, "You can check out anything from restaurants to aircraft in Google Maps, and now for the first time you can sail the seas too with the first ever cruise ship coming on board."

With just a few clicks, guests will be able to virtually walk through the various decks of *Allure of the Seas* including the Royal Promenade, a boulevard that runs nearly the length of the ship, flanked by restaurants, boutiques and lounges; Central Park, an outdoor park longer than a football pitch complete with over 12,000 live plants and trees; the Boardwalk, featuring a hand-crafted carousel, two rock-climbing walls and the AquaTheater, a high-dive aquatic performance venue with the deepest pool at sea; Entertainment Place, with an elaborate theatre, night club, comedy club, jazz club and ice-skating rink, which offers professionally produced ice shows; the Pool and Sports Deck featuring a zip line, twin FlowRider surf simulators, full-size basketball/sports court, nine-hole mini-golf course, 15 pools and whirlpools and 22 restaurants, and many, many more.

Vacationers will be able to access the technology, a first for the cruise industry at <http://www.royalcaribbean.co.uk/royalview> or via Google Search results, Google Maps and Google+ whether they're using their computers, smartphones or tablets.

Jo Briody, director of marketing & PR, Royal Caribbean International commented: “We’re thrilled to be at the forefront of the industry when it comes to delivering innovative consumer facing technologies, whether it be Roboscreens and digital shows on our newest ships or Google Street View technology on our website. Consumers go online to research their vacations and this is the closest they can get to actually being onboard. We are confident that once people get virtually immersed in *Allure of the Seas*’ various decks and features thanks to Google Street View technology, they’ll be eager to experience the real thing.”

Over 20,000 images were taken over the course of 60 man hours and eight days to complete the virtual representation of the ship which stands taller than Nelson’s Column (165 feet) at 240 feet high and can accommodate more guests per sailing than the capacity of the Royal Albert Hall (5,544 seats).

The images were taken using a basic DSLR camera using a fisheye lens and a panoramic head resting on a tripod. This method takes twelve photographs at each point and uses high-dynamic-range imaging to ensure the best exposure for areas of different light.

Royal Caribbean International is an award-winning global cruise brand with a 45-year legacy of innovation and introducing industry “firsts” never before seen at sea. The cruise line features an expansive and unmatched array of features and amenities only found on Royal Caribbean including, jaw-dropping, Broadway-style entertainment and industry-acclaimed programming that appeals to families and adventurous vacationers alike. Owned by Royal Caribbean Cruises Ltd. (NYSE/OSE: RCL), the cruise line sails 21 of the world’s most innovative cruise ships to the most popular destinations in Bermuda and the Caribbean, Europe, Alaska, South America, the Far East, and Australia and New Zealand. World renowned for its friendly and engaging Gold Anchor Service, delivered by every staff and crew member, Royal Caribbean has been voted “Best Cruise Line Overall” for 11 consecutive years in the Travel Weekly Readers Choice Awards.

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