



MEDIA CONTACTS: Celia de la Llama (305) 982-2363
cdelallama@rccl.com

**ROYAL CARIBBEAN INTRODUCES SOUNDSEEKER, AN AI-EQUIPPED TOOL THAT TURNS
MEMORABLE PHOTOS INTO MUSICAL – AND SHAREABLE – WORKS OF ART**

*SoundSeeker Produces Original Soundtracks Based on Mood and Content of Pictures,
Powered by Music Theory from Berklee College of Music*

MIAMI, Aug. 7, 2018 – A picture may be worth a thousand words, but what if it was possible to “hear” what it sounds like? In a move that will redefine the modern vacation album, Royal Caribbean International has designed and built a first-of-its-kind tool that transforms travelers’ most memorable photos into an original, shareable soundtrack with a video to match. More than a year in the making, [SoundSeeker™](#) is a groundbreaking, patent-pending digital experience powered by artificial intelligence (AI). The innovative tool is specifically designed to use machine learning to seamlessly create original soundtracks based on the content of each photograph.

By simply visiting www.SoundSeeker.com users can upload three photos of their choice, and the AI analyzes them based on color, landscape, backdrop, emotion, body language and facial expression. SoundSeeker then turns them into a shareable and one-of-a kind soundtrack – virtually DJing life’s most brag-worthy moments. Fans can follow along on Royal Caribbean’s social channels, and by searching #SoundSeeker.

“SoundSeeker is the latest proof point of Royal Caribbean innovation and how we focus it on delivering unexpected, memorable experiences; whether that is the SkyPad, which uniquely combines bungee jumping with virtual reality or live streaming your favorite shows from the middle of the ocean using VOOM, the fastest internet at sea,” said Jim Berra, chief marketing officer, Royal Caribbean International. “People of all ages crave new ways to share their best experiences on social media. This unprecedented tool allows you to put a completely unique, multisensory spin on sharing those memories – now friends and followers can see *and* hear your life’s adventures.”

Royal Caribbean teamed up with experts from Berklee College of Music, and technologists from around the world, to create the unique song generator. Berklee leveraged music theory to create a roadmap for the tool that helps determine the musical pairing to photos, accounting for pitch, tempo and instrumental combinations, among others. The contributors from Berklee’s Institute for Creative Entrepreneurship (BerkleeICE) – an on-campus initiative that promotes entrepreneurialism in part by engaging Berklee students and faculty with emerging creative technologies – included Electronic Production and Design Chair Michael Bierylo, associate professors Ben Hogue and Michael Sweet, and assistant professor Jean-Luc Sinclair.

“We were excited to work with Royal Caribbean International on this new technological innovation, and in the process, redefine what creative collaboration means,” said Panos A. Panay, Berklee vice president for Innovation and Strategy and managing director of BerkleeICE. “The work of BerkleeICE expands our students’ definition of what can be accomplished with music education by pushing the boundaries of creative expression utilizing technology. By harnessing AI to develop customized soundtracks for treasured memories, together, we have created a new way for people to share their experiences with one another.”

SoundSeeker uses machine learning, an artificial intelligence technique that enables computers to simulate human intelligence and make decisions on their own without explicit instructions. The learning process entailed more than 600 hours in which Royal Caribbean and a team of musicians and technologists reviewed hundreds of music tracks along with 10,000 photos, matching each of the 2.5 million combinations to one of 11 moods.

The AI in SoundSeeker uses Google Cloud Vision to identify objects, facial expressions and colors in a user's photo by referencing the roadmap developed by the leaders in music theory at Berklee. SoundSeeker then finds the musical elements corresponding to each mood in the photo to compose a genuinely distinct audio and visual photo album. The Royal Caribbean tool is equipped to generate over one million unique tracks, based on custom base tracks, composed exclusively for the cruise line. The customized tracks take inspiration from a wide variety of music, including 90s hip-hop, rock, modern and electronic dance music.

SoundSeeker is the latest in a long line of technological advancements introduced by Royal Caribbean. Boasting a nearly 50-year legacy of innovation, the global cruise line has pioneered a number of technological "firsts," including: **SeaSeeker**, a custom-engineered scuba mask for Snapchat Spectacles; **VOOM**, the fastest internet at sea; **Virtual balconies**, giving interior rooms a view; **RFID** technology, cocktails served by robots at the **Bionic Bar**, and a **mobile app** that boasts smart features like expedited arrival and X-ray vision into behind-the-scenes areas of the ship, such as the navigational bridge. Royal Caribbean continues to evolve its ships and experiences – on board and on land – to excite the most tech-savvy travelers, most recently introducing ***Symphony of the Seas*** in March 2018, a bold composition of the cruise brand's most outstanding features and digital innovations.

About Royal Caribbean

[Royal Caribbean International](#) is an award-winning global cruise brand with a 49-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, state-of-the-art entertainment and industry-acclaimed programming that appeals to families and adventurous vacationers alike. On board, guests are catered to with the cruise line's world-renowned friendly and engaging service by every staff and crew member. Royal Caribbean has been voted "Best Cruise Line Overall" for 15 consecutive years in the Travel Weekly Readers Choice Awards.

The cruise line sails 25 of the world's most innovative cruise ships to the most popular destinations in Bermuda and the Caribbean, Europe, Canada and New England, Alaska, South America, Asia, and Australia and New Zealand. Media can stay up-to-date by following [@RoyalCaribPR](#) on Twitter, and visiting [RoyalCaribbeanPressCenter.com](#). For additional information or to make reservations, vacationers should call their travel agent; visit [RoyalCaribbean.com](#); or call (800) ROYAL-CARIBBEAN.

About Berklee College of Music

Berklee is the preeminent institute of contemporary music and the performing arts, offering undergraduate and graduate degree programs at its campuses in Boston, Massachusetts and Valencia, Spain, and through its award-winning distance learning program, Berklee Online. Dedicated to nurturing the creative and career potential of the world's most inspired artists, Berklee's commitment to arts education is reflected in the work of its students, faculty, and alumni—hundreds of whom have been recognized with Grammy, Tony, Oscar, and Emmy Awards. At Berklee College of Music and Boston Conservatory at Berklee, students explore interdisciplinary approaches to music, dance, theater, film, business, healthcare, education, technology, and more. Our pioneering youth programs reach underserved classrooms throughout the U.S. and beyond. With students and alumni from more than 100 nations and educational partners across the world, we are forging new connections among art forms, musical traditions, and technologies to build a dynamic, diverse, and collaborative global arts community. Learn more at berklee.edu.

About BerkleeICE

Berklee's Institute for Creative Entrepreneurship (ICE), an initiative within Berklee College of Music, is designed to inspire, educate and launch the next generation of creative entrepreneurs. BerkleeICE helps prepare graduates for careers as entrepreneurs; fosters the creation of new products, services and businesses in the creative industry; and inspires disruptive ideas through musical creativity and cross-discipline collaboration. Learn more about BerkleeICE at <http://berklee.edu> and its Open Music Initiative at <http://berklee.edu/ice/omi>.

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