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Fluxloop launch technology to help cruise ships maintain social distancing

With the new SafeShip technology integrated into pre-existing customer service apps, guest will be able to avoid large crowds on board cruise ships and maintain safe social distance. Making sure cruise liners can board and sail with renewed confidence

Mobility Data company, Fluxloop, has unveiled a new product designed to help cruise ships facilitate social distancing and monitor and manage the health of its passengers, as the cruise industry starts to grow again.

The SafeShip solution monitors crowd density in spaces across the ship, enabling the cruise company to take action if social distancing limits are at risk of being breached, fluxLoop says. Furthermore, SafeShip can be integrated into the Cruise line's own app to let passengers choose restaurants and leisure spaces based on the number of people currently or forecast to be present in a venue.

The company said it believes the future of the cruise line industry will depend on how confident the guests are that the cruise line company will be able to maintain social distancing at sea.

"Cruise ship bookings for 2021 are already on the rise, despite the ongoing covid-19 outbreak. According to statistics 77 % of the passengers are not willing to travel on a cruise ship without immunization, leaving the cruise ship liners with a major responsibility" Ulrik Proitz, CEO at FluxLoop says.

SafeShip makes use of Bluetooth (BLE) and BLE-sensors to provide the crew and guests with an easy to use tool to help maintain social distancing by prediction and management of high-density areas, people flow and contact tracing. Live heat maps enable crew to act and influence movement to and from specific areas using push notifications.

The integrated feedback system allows the guests to give instant feedback and rating throughout their cruise experience and share on board location with family and friends. In case of illness the guest can report their symptoms directly to the on-board medical staff from their room, minimizing social contact with others.

In order to gather data, the guests must consent to sharing location, Bluetooth data and user data with the application. By using the SafeShip Privacy Dashboard the guests will have full insight into personal data being shared and processed, and the possibility to download, delete and view all gathered data, making sure SafeShip is cruising well within GDPR-regulations.

In case of illness, the ship can provide health authorities with number of guests being ill, access to historical behavior data and health status on board, says Proitz.

SafeShip is a new product in the award-winning technology suite developed by FluxLoop. It is used in customer service and apps within transport mobility and retail such as #Ruter, the public transportation authority for Oslo in Norway, and in Statens Vegvesen, the Norwegian public road administration as well as within the Retail sector for large malls and chains like Intersport and 7-eleven.

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About fluxLoop (https://fluxloop.com/**)**

fluxLoop AS is a leader in Mobility Data across industries including Transport and Retail. fluxLoop is a Norwegian venture capital backed company that uses proprietary technology to provide qualitative and quantitative insight on people's location behavior. This data can be used to better manage people flows via a number of messaging tools. Headquartered in Oslo, fluxLoop has offices in Copenhagen and London.