



Lifestyle. At sea & at home.



Presentation by Klas Brogren at Ferry Shipping Conference 05 onboard COLOR FANTASY, April 14, 2005.

Ikons





Living



Eating





Sipping coffee





Reading



Staying in touch

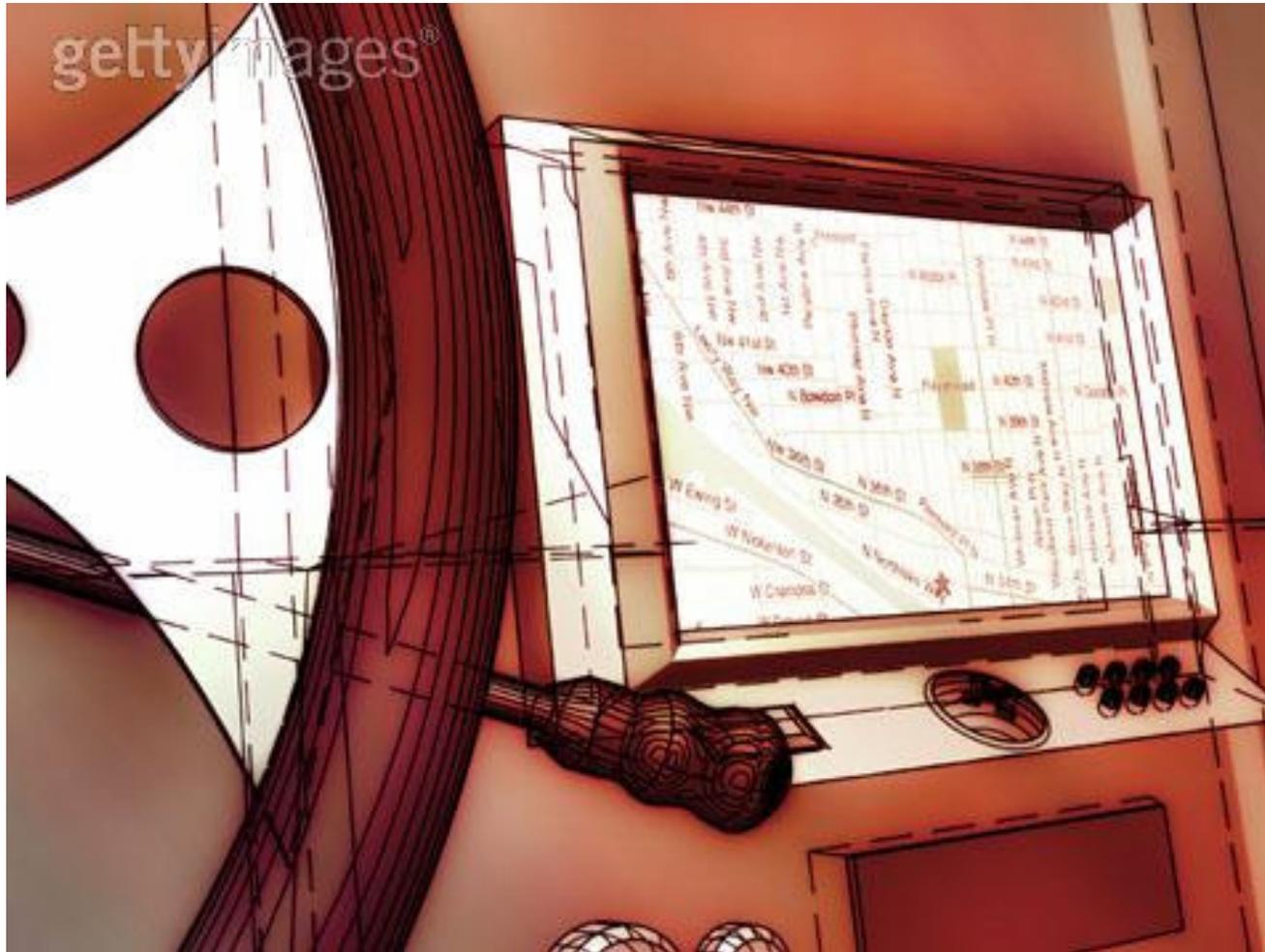




Personalised cinema?



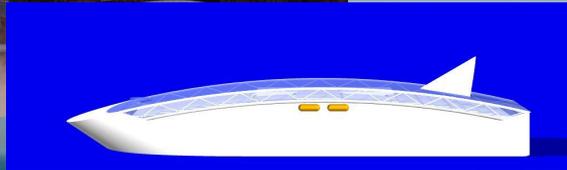
Finding the way to the terminal.



Decorations and flexibility.



And what about the outside?



Exhibitions.





Powernap



Spa is hot.



IMAGE BANK
IMAGE BANK

Fresh air.



Active!



It needs to be a show!





Along a mall...



Wrap it all up cleverly.





Challenging the body





Challenging the body





Daylight stair with a view





Think outside the box for Wow effect



Become Ferry Best practice



Selling electricity

Electric car charger onboard





History

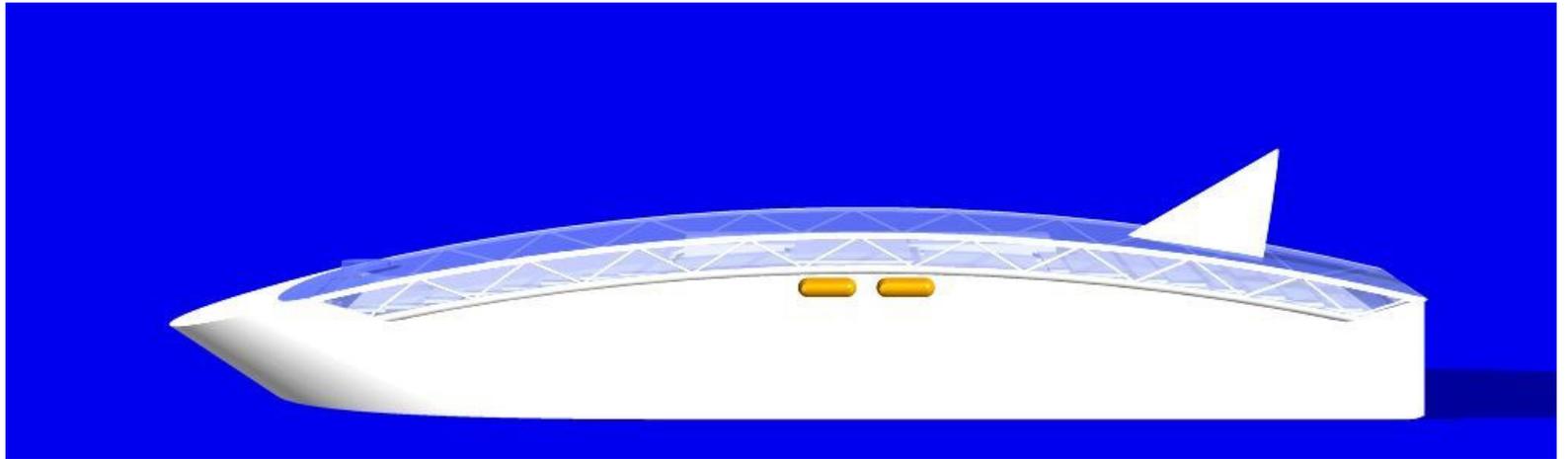
Comtemporary



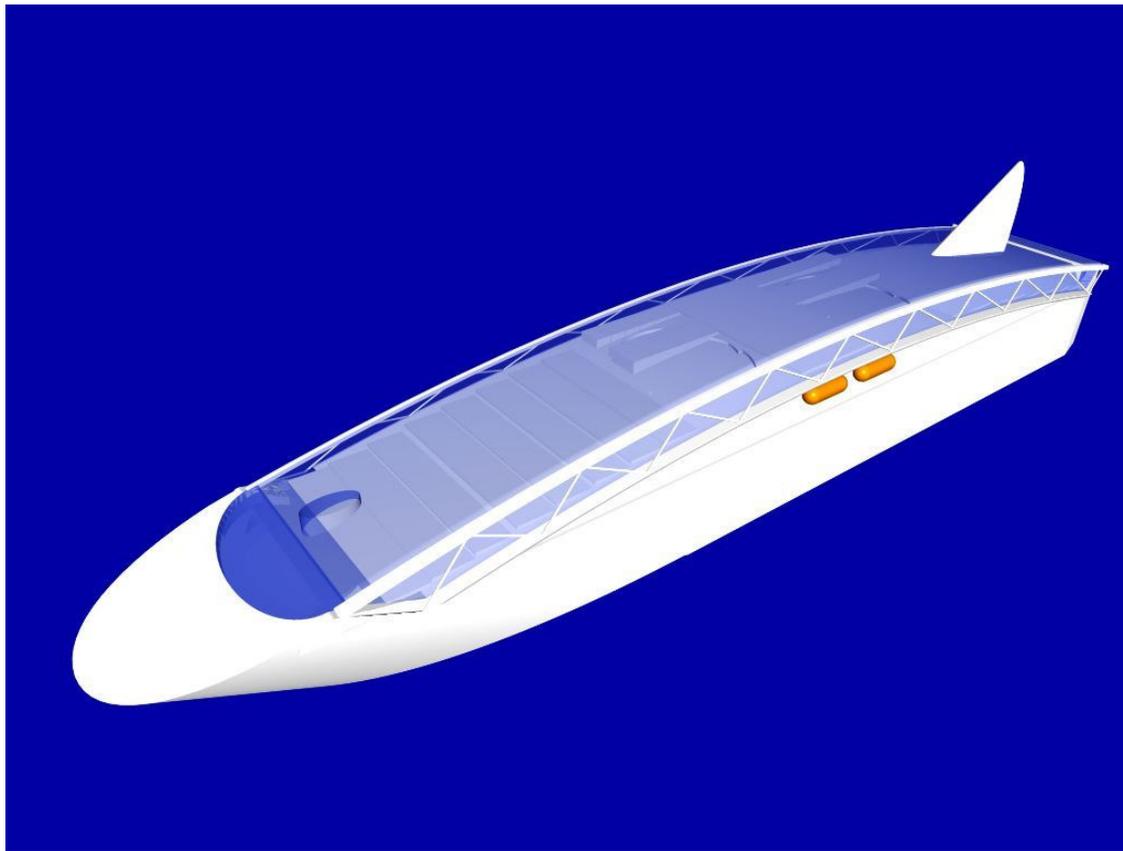


Future

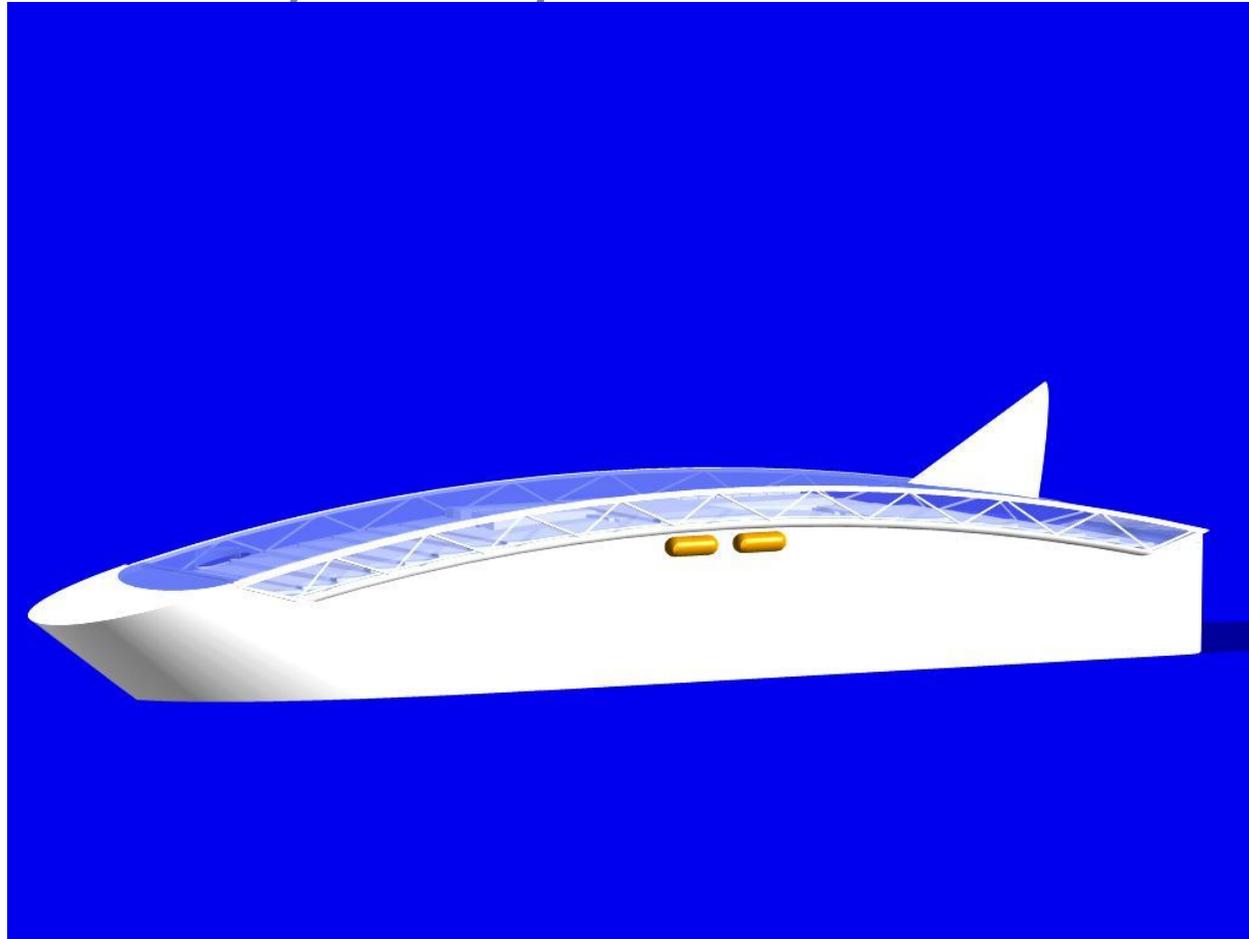
- Adventurous interior
- Icon exterior
- + 60% extra trailers



Convertibel



Unlimited flexibility Plug & Play service modules





Interlaced functionality



Tropical townscape

Convertible openable glass roof



