



In Focus

Enhancing MSC Cruise Management UK's Control Room with VuWall's TRx Platform

Believe in Excellence





Enhancing MSC Cruise Management UK's Control Room with VuWall's TRx Platform

With over 300 years of maritime heritage, MSC Cruise Management UK is part of the world's third largest cruise brand. A leader across Europe, South America, the Gulf and Southern Africa, it's one of the fastest-growing global cruise companies and employs over 30,000 staff.

The Requirement

Operating 24/7 from its Uxbridge, London headquarters, MSC's control room plays a critical role in managing vessel operations, safety and security. To ensure smooth operations, control room staff must have instant access to critical information, including navigation systems, live weather tracking, and continuous monitoring of communication channels. However, the existing system had limitations. Operators were unable to switch between content sources easily or access multiple dashboards at once, which made monitoring fleet operations

complicated. The team relied on multiple computers to log into different systems, creating inefficiencies and fragmented workflows. Additionally, the system lacked integration with external offices and other rooms within the building, restricting collaboration with key stakeholders. To enhance operational efficiency, MSC needed a more flexible and scalable solution that could streamline content management, improve real-time communication, and better support its fleet of 25 vessels.



Our control room is a high-pressure environment where having the right access to critical information at the right time is essential. The upgrade has allowed our team to effortlessly switch between multiple content sources as well as enhancing our ability to monitor and respond to situations in real time. The integration of additional rooms, including the president's office, has strengthened collaboration, ensuring key stakeholders are always connected. Cinos has been a trusted partner throughout this process, delivering a solution that not only enhances efficiency but also supports our long-term operational needs as we continue to grow.



Fabio Lobascio,
Manager of Maritime Support Centre & Deputy Crisis Response, MSC Cruise Management





The Solution

To meet these requirements, MSC sought a more integrated approach to managing its control room operations. By leveraging advanced technology, the goal was to simplify content management, enhance visibility, and improve real-time decision-making.

To achieve this, Cinos installed VuWall's TRx platform, streamlining video wall management and integrating it with MSC's existing Samsung LED video wall displays. The new solution introduced an application server that centralised access to all necessary browsers and up to 16 URLs, eliminating the need for multiple PCs.

Multiple VuStream encoders were installed, enabling operators to display desktop content directly on the video wall, improving visibility and real time decision making. A ControlVu touch panel was also integrated, providing a single interface to manage video content, audio, and lighting, simplifying operations and enhancing efficiency.

One of the key enhancements was the ability to link multiple rooms, including the president's office and communications office. A decoder and touch panel was added to the president's office, enabling direct interaction with the control room. Now, any operator on the network can seamlessly share and access content between locations, fostering real-time collaboration and efficient decision-making.

To enhance usability, Cinos created predefined layouts and presets for the video wall. With a single touch, operators can switch between ten customised display configurations tailored to their specific needs. The solution also integrates with MSC's Microsoft Teams Rooms system, further improving collaboration across teams and locations.

The project was completed in just four months during live operations, ensuring a seamless deployment with near-zero downtime.

The Benefits

The introduction of a centralised video management platform has transformed MSC's control room, providing greater flexibility, reliability, and scalability while maximising the value of their existing infrastructure. With the VuWall TRx platform, the team can now configure and control each display from a single platform, streamlining operations and reducing complexities. Operators can now switch seamlessly between multiple content sources, allowing for faster decision making and improved situational awareness. The system's enhanced reliability minimises downtime, ensuring uninterrupted operational support when it matters most.

By eliminating the need for multiple computers and manual content switching, the new setup enhances efficiency, enabling operators to focus on critical tasks rather than facing technical limitations. The improved integration between rooms has strengthened communication and coordination, ensuring key stakeholders remain informed and involved in real time.

Looking ahead, MSC is exploring the possibility of extending the system to its Geneva office, allowing content to be shared between locations; further enhancing operational efficiency on a global scale. With this upgrade, MSC now has a state-of-the-art control room, designed to support its growing fleet with greater agility and confidence.



Upgrading the control room for MSC Cruise Management UK was an exciting challenge. Given the nature of their operations, we needed to deliver a solution that provided seamless access to vital information, without disrupting their 24/7 operations. By integrating VuWall technology with the existing infrastructure, we were able to create a flexible and future-proof solution that meets their needs. MSC has been a fantastic partner throughout this process and we're proud to support them in keeping their fleet operating safely and efficiently.

Jamie McDonald,
Project Manager, Cinos.



The Technology

For an in-depth look at the technology we used on this project or to download the relevant data sheets please visit our website. You can also see the other projects we have been working on and catch up on any company news.

VuWall

 **Microsoft Teams**

SAMSUNG

Striving for excellence in everything we do

Cinos have always embraced an underlying commitment to deliver excellence, whether that is in the projects we deliver, the development of our staff or working towards a greener future, we ensure that our company values are at the heart of everything we do. This level of commitment has been proven with globally recognised accreditations including ISO 45001, 9001, 14001, 27001 and Investors in People.

