

Press release



New AIDA Smart TV App Love of travel on TV

As the first cruise line in Germany, AIDA Cruises will be releasing an app for Smart TVs. Starting on January 17, 2014, this can be downloaded for free in the Samsung App Store.

After the rapid proliferation of smartphones, Smart TV is the next digital trend in Germany. Carsten Fetzer, Director of E-Commerce, says, "I believe that the use of Smart TVs will increase even further. This will allow us to give a continuously rising number of Smart TV users the opportunity to get to know AIDA cruises and to get inspired for their next vacations."

In addition to a variety of information on AIDA cruises, the AIDA Smart TV App also offers an extensive media library with several videos on the ships and destinations. And formats like "AIDA Voyage TV" can stir a love of travel in viewers as they sit in their living rooms. More information can be found at www.aida.de/smarttv.

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