



## Press Release

### **AIDA: New app for mobile devices – now with live feed Vacation atmosphere can now be experienced in real time on smartphones**

AIDA, Germany's leading cruise company, has updated its mobile app for iPhone and Android smartphones. The new generation now includes a live feed from on board the ships.

With the free app, users can for the first time experience an AIDA cruise in real time: Live news from on board, from the Theatrium, the restaurants and the sun deck, as well as breathtaking photos from the current destinations, create a vacation atmosphere and make it possible to experience an AIDA cruise from your smartphone.

When is the next AIDA family gathering? With the app, the position and speed of every ship in the AIDA fleet can be viewed. This way, AIDA guests and fans know when and where sister ships will meet. Want to feel just like the captain does? No problem! The onboard webcams let you enjoy the same view which the captain has from the bridge, directly on your smartphone. High-definition panoramic images let you enjoy a 360° tour, while clear deck plans allow you to familiarize yourself with the ships and cabins in detail.

The AIDA app also lets you explore the latest routes and destinations at the touch of your screen. The new app version now contains all routes from the March 2016-April 2017 catalog. You can find out more about the functions and how to install the app by visiting [www.aida.de/apps](http://www.aida.de/apps).

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