

NOW WHAT?

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Princess Cruise Lines!

Princess Cruise Lines Transforms Guest Experiences with Renesas' WiRa Technology

Videos
in passenger service delivery.



The Solution: WiRa-Enabled MedallionClass Experience

Princess Cruise Lines chose Renesas' DA14697 Bluetooth® LE SoC with WiRa™ technology to power its OceanMedallion™ wearable devices, the core of the MedallionClass® experience. WiRa technology uses fine-grain, phase-based ranging to deliver superior accuracy and resilience in challenging environments, where multi-path reflections and signal attenuation (from blocking objects, such as other passengers) can affect wireless performance.



Princess Cruise Line RARE pair Captain's Elite Level Medallions/Box SKY Princess

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SERIOUSLY?

No security implemented

Raw ▾ Hex ▾

	95 ac 06 00 a7 ac 06 00-b8 ac 06 00 c9 ac 06 00	e2 ac 06 00 3b a8 06 00-00 3f 30 33 35 36 41 42;....?0356AB	45 46 47 48 4a 4b 2b 4d-52 53 54 59 56 24 26 4f EFGHJK+MRSTYV\$&0	50 57 58 00 0d 0a 45 6e-74 65 72 20 25 73 20 28 PWX...Enter %s (3c 45 53 43 3e 20 74 6f-20 63 61 6e 63 65 6c 29 <ESC> to cancel)	3a 20 30 78 00 0d 0a 45-6e 74 65 72 20 25 73 20 : 0x...Enter %s	28 3c 45 53 43 3e 20 74-6f 20 63 61 6e 63 65 6c (<ESC> to cancel	29 3a 20 00 25 63 00 25-63 20 3d 20 25 73 0d 0a): .%c.%c = %s..	00 68 65 6c 70 20 28 73-68 6f 77 20 74 68 69 73 .help (show this	20 6c 69 73 74 29 00 73-65 74 20 53 48 45 4c 46 list).set SHELF	20 6d 6f 64 65 0d 0a 20-20 20 20 74 75 72 6e 73 mode.. turns	20 6f 66 66 20 75 6e 74-69 6c 20 73 63 61 6e 6e off until scann	65 64 20 62 79 20 4e 46-43 2c 20 63 6f 6e 6e 65 ed by NFC, conne	63 74 61 62 6c 65 20 66-6f 72 20 31 20 6d 69 6e ctable for 1 min	75 74 65 00 73 65 74 20-46 41 43 54 4f 52 59 20 ute.set FACTORY	6d 6f 64 65 0d 0a 20 20-20 20 4e 79 74 65 63 20 mode.. Nytec	62 65 61 63 6f 6e 2c 20-66 72 65 71 75 65 6e 74 beacon, frequent	2c 20 68 69 67 68 20 70-6f 77 65 72 00 73 65 74 , high power.set	20 55 4e 44 45 52 57 41-59 20 6d 6f 64 65 0d 0a UNDERWAY mode..	20 20 20 20 69 42 65 61-63 6f 6e 2c 20 66 72 65 iBeacon, fre	71 75 65 6e 74 2c 20 68-69 67 68 20 70 6f 77 65 quent, high powe	72 2c 20 72 65 64 75 63-65 64 20 73 65 72 76 69 r, reduced servi	63 65 73 20 6f 76 65 72-20 42 4c 45 00 73 65 74 ces over BLE.set	20 54 52 41 4e 53 49 54-20 6d 6f 64 65 0d 0a 20 TRANSIT mode..	20 20 20 20 20 4f 62 73-65 72 76 65 72 2c 20 6c Observer, 1	6f 77 20 70 6f 77 65 72-2c 20 72 65 64 75 63 65 low power, reduce	64 20 73 65 72 76 69 63-65 73 20 6f 76 65 72 20 d services over	42 4c 45 00 67 65 74 20-63 6f 6e 66 69 67 75 72 BLE.get configur	61 74 69 6f 6e 00 73 65-74 20 73 65 71 75 65 6e ation.set sequen	63 65 20 5b 6d 61 6a 6f-72 2d 6d 69 6e 6f 72 5d ce [major-minor]	20 6e 75 6d 62 65 72 2c-0d 0a 20 20 20 20 69 6e number... in	70 75 74 20 6d 75 73 74-20 62 65 20 69 6e 20 6c put must be in 1	69 74 74 6c 65 2d 65 6e-64 69 61 6e 20 6f 72 64 ittle-endian ord	65 72 00 73 65 74 20 6d-65 64 61 6c 6c 69 6f 6e er.set medallion	20 74 79 70 65 20 74 6f-20 47 55 45 53 54 00 73 type to GUEST.s	65 74 20 6d 65 64 61 6c-6c 69 6f 6e 20 74 79 70 et medallion typ	65 20 74 6f 20 43 52 45-57 00 73 65 74 20 6d 65 e to CREW.set me	0006cf50 64 61 60 62 65 6c 00 74 70 70 6f 00 74 65 00 medallion type to
0006cd10	95 ac 06 00 a7 ac 06 00-b8 ac 06 00 c9 ac 06 00	e2 ac 06 00 3b a8 06 00-00 3f 30 33 35 36 41 42;....?0356AB	45 46 47 48 4a 4b 2b 4d-52 53 54 59 56 24 26 4f EFGHJK+MRSTYV\$&0	50 57 58 00 0d 0a 45 6e-74 65 72 20 25 73 20 28 PWX...Enter %s (3c 45 53 43 3e 20 74 6f-20 63 61 6e 63 65 6c 29 <ESC> to cancel)	3a 20 30 78 00 0d 0a 45-6e 74 65 72 20 25 73 20 : 0x...Enter %s	28 3c 45 53 43 3e 20 74-6f 20 63 61 6e 63 65 6c (<ESC> to cancel	29 3a 20 00 25 63 00 25-63 20 3d 20 25 73 0d 0a): .%c.%c = %s..	00 68 65 6c 70 20 28 73-68 6f 77 20 74 68 69 73 .help (show this	20 6c 69 73 74 29 00 73-65 74 20 53 48 45 4c 46 list).set SHELF	20 6d 6f 64 65 0d 0a 20-20 20 20 74 75 72 6e 73 mode.. turns	20 6f 66 66 20 75 6e 74-69 6c 20 73 63 61 6e 6e off until scann	65 64 20 62 79 20 4e 46-43 2c 20 63 6f 6e 6e 65 ed by NFC, conne	63 74 61 62 6c 65 20 66-6f 72 20 31 20 6d 69 6e ctable for 1 min	75 74 65 00 73 65 74 20-46 41 43 54 4f 52 59 20 ute.set FACTORY	6d 6f 64 65 0d 0a 20 20-20 20 4e 79 74 65 63 20 mode.. Nytec	62 65 61 63 6f 6e 2c 20-66 72 65 71 75 65 6e 74 beacon, frequent	2c 20 68 69 67 68 20 70-6f 77 65 72 00 73 65 74 , high power.set	20 55 4e 44 45 52 57 41-59 20 6d 6f 64 65 0d 0a UNDERWAY mode..	20 20 20 20 69 42 65 61-63 6f 6e 2c 20 66 72 65 iBeacon, fre	71 75 65 6e 74 2c 20 68-69 67 68 20 70 6f 77 65 quent, high powe	72 2c 20 72 65 64 75 63-65 64 20 73 65 72 76 69 r, reduced servi	63 65 73 20 6f 76 65 72-20 42 4c 45 00 73 65 74 ces over BLE.set	20 54 52 41 4e 53 49 54-20 6d 6f 64 65 0d 0a 20 TRANSIT mode..	20 20 20 20 20 4f 62 73-65 72 76 65 72 2c 20 6c Observer, 1	6f 77 20 70 6f 77 65 72-2c 20 72 65 64 75 63 65 low power, reduce	64 20 73 65 72 76 69 63-65 73 20 6f 76 65 72 20 d services over	42 4c 45 00 67 65 74 20-63 6f 6e 66 69 67 75 72 BLE.get configur	61 74 69 6f 6e 00 73 65-74 20 73 65 71 75 65 6e ation.set sequen	63 65 20 5b 6d 61 6a 6f-72 2d 6d 69 6e 6f 72 5d ce [major-minor]	20 6e 75 6d 62 65 72 2c-0d 0a 20 20 20 20 69 6e number... in	70 75 74 20 6d 75 73 74-20 62 65 20 69 6e 20 6c put must be in 1	69 74 74 6c 65 2d 65 6e-64 69 61 6e 20 6f 72 64 ittle-endian ord	65 72 00 73 65 74 20 6d-65 64 61 6c 6c 69 6f 6e er.set medallion	20 74 79 70 65 20 74 6f-20 47 55 45 53 54 00 73 type to GUEST.s	65 74 20 6d 65 64 61 6c-6c 69 6f 6e 20 74 79 70 et medallion typ	65 20 74 6f 20 43 52 45-57 00 73 65 74 20 6d 65 e to CREW.set me	0006cf50 64 61 60 62 65 6c 00 74 70 70 6f 00 74 65 00 medallion type to