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CELEBRITY CRUISES UNVEILS LEADING-EDGE EXPERIENCE DESIGNED FOR A LEADING-EDGE SHIP

The augmented reality Celebrity Edge Access Tour app takes guests behind-the-scenes like never before



Note: Hi-res images and video are available for download at www.celebritycruisespresscenter.com.

MIAMI – November 20, 2018 – [Celebrity Edge](#) represents a monumental leap in cruise ship design and innovation. Now, [Celebrity Cruises](#) is introducing its most technologically advanced ship in the most technologically advanced way – with the launch of the **Celebrity Edge Access Tour app**.

Narrated with fascinating insights by Royal Caribbean Cruises Ltd. Chairman and CEO, Richard Fain, and Celebrity President and CEO, Lisa Lutoff-Perlo, the tour uses binaural audio, soundscaping, and 3-D augmented reality technology to give guests ultimate behind-the-scenes access to the story of this groundbreaking new ship.

“This is not your standard museum audio tour. With the new *Celebrity Edge Access Tour* app, we augmented the reality of the ship with a 3-D tour of the behind-the-scenes stories available right in the palm of our guests’ hands,” said Fain.

“Bringing guests closer to the world than ever before is such a driving-force behind *Celebrity Edge* – with our innovative outward-facing design, unique new experiences, and world-opening itineraries – and now we’re excited to bring guests even closer to the ship herself,” added Lutoff-Perlo. “And now, the *Celebrity Edge Access Tour* app will offer guests a behind-the-scenes look at what makes *Celebrity Edge* truly exceptional, all in breathtaking 12-megapixel clarity.”

The eye-opening tour showcases more than a dozen of *Celebrity Edge*'s most innovative spaces to guests on board, including:

- **The Grand Plaza:** Spanning three decks at the heart of the ship, this spectacular Italian piazza-inspired space acts as the epicenter of *Celebrity Edge* and the start of this innovative tour
- **Magic Carpet:** This transformative venue is world's first cantilevered, floating platform that reaches heights of 13 stories above sea level along the ship's exterior
- **Resort Deck:** Revolutionary in its vision, this outward-facing space offers endless ways for guests to enjoy the outdoors and connect with the sea
- **Rooftop Garden:** A living, outdoor playscape offering everything from live concerts to dinner and movie under the stars
- **Eden:** A unique venue where state-of-the-art design is fused with culinary and entertainment to excite guests' every sense
- Guests can also take a 360-degree peek at the **Galley**, the **Bridge**, the **Engine Control Room**, and the luxurious new **Edge Launches**

Guests can download the groundbreaking *Celebrity Edge* Access Tour app at the [Apple App Store](#) and [Google Play Store](#). To take an insider's tour of the most iconic spaces on *Celebrity Edge* and learn more about the revolutionary new app, visit www.celebritycruises.com/edge.

Celebrity Edge will begin her inaugural season sailing alternating seven-night [eastern](#) and [western Caribbean itineraries](#) before transporting guests to the stunning vistas of the Mediterranean with a range of seven- to 11-night sailings from iconic cities like Barcelona and Rome in 2019. [Sailing round-trip from Fort Lauderdale, Florida](#), *Celebrity Edge* will make her first maiden voyage on December 9, 2018. Bookings are now open at www.celebritycruises.com/edge, or through a travel advisor. Building on *Celebrity Edge*'s incredible momentum, she'll be joined by *Celebrity Apex* in 2020, and two additional sister ships in 2021 and 2022.

About Celebrity Cruises:

Celebrity Cruises' iconic "X" is the mark of modern luxury, with its cool, contemporary design and warm spaces; dining experiences where the design of the venues is as important as the cuisine; and the amazing service that only Celebrity can provide, all created to provide an unmatched experience for vacationers' precious time. Celebrity Cruises' 13 ships offer modern luxury vacations visiting all seven continents. Celebrity also presents incredible Cruisetour experiences in Alaska and Canada. Celebrity is one of six cruise brands operated by global cruise vacation company Royal Caribbean Cruises Ltd. (NYSE: RCL). For more information, dial 1-800-437-3111, visit www.celebritycruises.com, or call your travel advisor.

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