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BEAM Interactive "Playground of the Future" at Brookstreet Hotel, Ottawa



21st June 2012 EyeClick has installed an EyePlay game platform at the Brookstreet Hotel, Ottawa.

EyeClick, a world leader in interactive technology with innovative products that transform spaces into magical experiences, has installed a BEAM game platform at the Brookstreet Hotel, Ottawa.

The Brookstreet Hotel is the leading four-diamond hotel in Canada's capital city, taking pride in offering customers cutting edge technologies like BEAM. BEAM "virtual playground" has been installed in the hotel's new ZONE 525 games room which also includes arcade games, video games, and a cinema-style movie theater. BEAM has transformed the floor into an exciting play space for up to 15 participants.

 EyePlays Interactive Playground of the Future at Brookstreet Hotel, Ottawa

With

BEAM's interactive technology, colorful graphics and sounds can be projected onto a floor or walls through games downloaded to a console. State-of-the-art MotionAware technology reacts when movement is detected so when children moving on the display it is activated and becomes a captivating interactive environment.

Meike Buechler, Marketing Manager for the Brookstreet Hotel, said, "Since implementation, the EyeClick game has been a huge success in our newly created games room. We see not only the little kids play for hours, but we also see grown-ups from neighboring businesses

come to the hotel for lunch and then stop at ZONE 525 for a quick and fun game of soccer or hockey."

The Brookstreet Hotel has chosen EyeClick's Gold Package of 30 games ranging from sports-focused games like "Super Soccer" and "Ice Hockey", to music games such as "Piano," "Drums" and "Disco Floor." Educational games like "Capitals" and "Solar System" are also available.

EyeClick's VP Marketing **Yuval Golan** said, "The Brookstreet Hotel Ottawa is truly offering guests something unique by choosing to offer our technology. We believe more hotels will be choosing to adopt our technology in the near future to get the edge over other establishments."

BEAM can be easily adapted for a wide variety of locations including airports, department stores, malls, museums, and medical centers, with the option to customize games to promote products or to include corporate branding.



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