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## BEAM Now Found at GattiTown



13th April 2011 *GattiTown restaurant and entertainment center has just installed EyePlay interactive gaming system.*

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**GattiTown restaurant and entertainment center has just installed BEAM interactive gaming system. GattiTown is known for their great pizza and food, as well as their amazing games and rides. ACS Amusements selected EyeClick's virtual playground as a unique attraction for the new Oklahoma City location. This was the first BEAM to be installed with pay per play connectivity allowing children to enter credits to start a round of play.**

Jeff Ernst, President of ACS Amusements shared, "We chose BEAM as an alternative to purchasing another kiddie ride. The beauty of the BEAM game is that being software driven, it has many game titles to choose from. Everyone at EyeClick was very responsive and great to work with."

BEAM uses projection and body movement recognition to create an entirely virtual experience. Children can play games like soccer and pop the balloon by jumping, skipping and moving to activate colorful graphics and sounds. GattiTown also has mini golf, mini bowling, bumper cars, go karts, video and arcade games, and even high-tech simulators.

"BEAM is a great solution for our younger customers," shared Nick Moore, President of Foodservice Management, LLC. "For them it's like magic! It's also a great way for the parents and kids to interact together."

An optional BEAM feature, the EyeMenu, was integrated into GattiTown's BEAM system. This application allows children to independently browse and select games from a motion activated menu. Owners are able to set the period of time per play in the settings. EyeMenu is an important feature for venues that would like to use BEAM with tokens or swipe cards.

### **About EyeClick**

EyeClick Ltd. ([www.eyeclick.com](http://www.eyeclick.com)) specializes in creating inventive products that transform designated spaces into magical experiences. EyeClick has helped leading brands, from Samsung and Volvo to NASA and GE, transform their floors, walls and window areas into spectacular interactive displays that leave a long-lasting impression on visitors. EyeClick gives designers, hospitals, event planners, retailers, media companies and other organizations the ability to showcase rich interactive digital content in public spaces, including family entertainment centers, medical centers, museums, malls, airports and chain stores.

### **About GattiTown**

The All You Care-to-Eat buffet includes Gatti's signature pizzas, Spa-Gatti pastas, a salad bar, baked potato bar, soups and desserts. Diners can choose from four themed dining rooms: the Courtyard Café for relaxed, quiet dining; the Theatre, which shows movies and cartoons; Gatti's Park, featuring sports on the big screen; the Library, featuring another quiet dining option. The 25,000 sq. ft. Midway arcade and attractions section includes state-of-the-art video and redemption games of skill, bumper cars, mini bowling, Go Karts, mini-Golf and more. Tickets won in these games can be redeemed at the Gatti's Goods counter for games and toys.

The new Gattitown is located at 5833 NW Expressway in Oklahoma City (Warr Acres) on NW Expressway.

### **About ACS Amusements**

ACS AMUSEMENTS has been bringing family-friendly fun to entertainment centers, retail establishments and restaurants for over 30 years. We have industry-proven processes, systems and supply chains which have improved the profitability of existing operations throughout the country. Whether seeking games, machine maintenance, operational support, prizes, center design or reconfiguration support, ACS Amusements is your partner of choice. Our knowledge, capabilities, services and supplies will increase both the fun and the profit in your family fun center.

