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BEAM Pops in Creative Kidstuff Airport Store



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CBR Specialty Retail included BEAM in their newest Creative Kidstuff location at the Minneapolis-St. Paul International Airport in Minnesota. Creative Kidstuff stores are designed in a kaleidoscope of vivid, kid colors on zig-zag, swervy-curvy walls that celebrate the creative energy of a child at play. The BEAM interactive system, positioned in the front window of the store, adds another dimension of motion, activity and fun to the storefront and invites travelers passing by to “come in and play.

“The BEAM interactive game system is an excellent match with the Creative Kidstuff concept,” shared **Matthew O’Donnell**, Chief Marketing Officer at CBR Speciality Retail. **“We were looking for a storefront that would be colorful and eye-catching but also innovative, recognizing that technology is becoming a big part of the way kids play and learn. BEAM offered a solution that answered all of our needs.”**

BEAM turns any indoor area into a full-blown virtual playground. Multiple players can run, twist and dance using their hands and feet to activate colorful graphics projected on the floor. The BEAM at Creative Kidstuff projects onto a red and yellow activity wall. There is lots of space for kids to explore games such as the magical coloring book, balloon party, basketball, soap bubbles, and more! Each game has the Creative Kidstuff logo embedded to add a personal touch to their BEAM.

The Creative Kidstuff Store Manager enthused, “Our customers really enjoy the BEAM wall. We have both kids and adults playing it. The kids don’t want to leave it and that keeps their parents shopping longer.”

Airports are an excellent location for installing BEAM virtual playground and other interactive products by EyeClick. As BEAM is a complete virtual experience, passengers en-route will be immersed in the interactive projection on floors and walls. Airport retail locations with BEAM are sure to stop people in their tracks. Dynamic advertisements can also be created with elegant effects to enhance a product.

About EyeClick Ltd.

EyeClick specializes in creating inventive products that transform designated spaces into magical experiences. EyeClick has helped leading brands, from Burger King and NASA to Namco and GattiTown, 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, family entertainment centers, restaurants, and other organizations the ability to showcase rich interactive digital content in public spaces.

About Creative Kidstuff

“We know kids, we like kids, we know what kids like!” This is the fundamental truth behind Creative Kidstuff and its success. Creative Kidstuff is a friendly, colorful, award-winning toy

store that parents believe in, children dream of and teachers trust... a haven filled with bright colors, fantastic ideas, continuous excitement and unbridled creativity. Creative Kidstuff is a true specialty toy store that is all about imagination, learning, creativity and most of all, fun.

About CBR Specialty Retail

CBR Specialty Retail, an affiliate of HMSHost Corporation, is an industry leader with over 30 years experience in developing, designing, and operating successful airport specialty retail stores. CBR is seasoned retailer, small enough to be responsive and hands-on in all aspects of daily business, yet large enough to deliver first class facilities in the sophisticated, fast-paced airport environment. CBR operates multiple concepts including; Spirit of the Red Horse, Radio Road, Talie and Creative Kidstuff in large hub airports throughout the United States.



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