



Child's Play Day Care Facility in Reno Offers Interactive Gaming with BEAM



9th July 2014 "The EyePlay fits just what we were looking for..."

Reno's innovative Child's Play day-care facility has installed a new attraction that makes it one-of-a-kind. Children visiting Child's Play now have access to BEAM, a life-size interactive playground activated by the children's body movements.



EyeClick, the company behind **BEAM**, specialises in creating products that deliver interactive digital content, transforming spaces into virtual playgrounds. Companies including Burger King, Namco, GattiTown and NASA have benefited from EyeClick's interactive gaming systems.

Heather Taylor, owner of **Child's Play**, which offers full time day-care and hourly drop-off seven days a week, wanted a system that made her small, independently run company unique. The licensed childcare facility takes children from birth until age 12, and though she invested in BEAM with the older children in mind, she is finding it appeals to all ages. Since the installation of BEAM, 450 children a week have been visiting Child's Play, 20 – 30 at a time.



Visitor numbers are high, and one of the advantages of the BEAM system — which is versatile and can be used to deliver daily curriculum content — is the lack of fragile controllers and buttons to press.

Taylor explained: "Generally we are using it to entertain older children that are harder to keep occupied. It is hard to find a gaming system that is appropriate for public settings. Wii and Xbox are difficult because of the controllers and content. The BEAM fits just what we were looking for; no controllers to break or mess up."