



# Educational Attractions: EyeClick Adds Special Touch to Blue Fin Tuna Exhibit at Palma Aquarium



29th June 2010



**64**  
Shares

**Related:** [Interactive Playground from EyeClick dazzles kids at Kings City / Louis Tussaud's Wax Museum in Thailand now features EyeClick's interactive platform](#)

**The Palma Aquarium located in Mallorca, Spain is spearheading a campaign to “Save the Blue Fin Tuna.” The aquarium features sharks, a tropical aquatic tank, and even a jungle environment, but they place a particular emphasis on the Mediterranean aquatic system and conservation.**

The Blue Fin Tuna became a special project for the aquarium as overfishing, illegal fishing and bad management led to alarming drops in fish stocks in the Mediterranean.

It is extremely difficult to raise Blue Fin Tuna in an aquarium so EyeClick was brought on board to help build, together with the Palma aquarium designer, a virtual interactive experience with the fish. Palma visitors are engulfed in a one-of-a-kind deep water atmosphere amid schools of Blue Fin Tuna. The exhibit includes 5 wall projections. The large interactive floor features dozens of fish swimming below your feet, while the fish on the interactive wall spook if you get too close! EyeClick CEO **Ariel Almos** stated, “EyeClick was very proud to work on such an important project with the Palma Aquarium. This was a fantastic solution to the delicate nature of the Blue Fin Tuna plus it is a unique way to engage visitors.”

The dynamic line of products from [EyeClick](#) offer innovative ways to catch clients' and guests' attention. Imagine stopping people in their tracks as the floor or surrounding walls begin to react to their presence and movements. With products from EyeClick, it is easy to integrate content into exciting templates, create customized content, and tailor any effect or theme you have in mind. Our products bring a “wow effect” to any museum, exhibition center, aquarium, public space, and more.

### **About EyeClick Ltd.**

EyeClick Ltd. ([www.eyeclick.com](http://www.eyeclick.com)) specializes in creating inventive products that transform designated spaces into magical experiences. The company's EyeStep, EyeTouch and EyeBoard products open up a world of possibilities for brands to effectively communicate with target audiences in out-of-home locations. EyeClick has helped leading brands, from Samsung and Volvo to Nokia and GE, transform their floors, walls and window areas into spectacular interactive displays that leave a long-lasting impression on consumers. EyeClick gives event and trade show organizers, retailers, advertisers and media companies the ability to showcase rich interactive digital content in public spaces, including convention centers, promotions, malls, airports and chain stores.

## About Palma Aquarium

Palma Aquarium ([www.palmaaquarium.com](http://www.palmaaquarium.com)) is much more than an aquarium; it is a spectacular Marine Park that faithfully recreates the habitats and ecosystems of the world's seas and oceans. Located in the heart of Playa de Palma, on the island of Mallorca, it has become a benchmark for tourism in the Balearic Islands. Palma Aquarium belongs to the Coral World International group (CWI), a world leader specialising in the creation of marine parks, with over 30 years of professional experience in the development of aquariums. CWI's marine parks are renowned for being the most beautiful in the world. At present, the group comprises four aquariums: Palma Aquarium in Palma de Mallorca, Europe; Maui Ocean Center in Hawaii, United States; The Underwater Observatory in the Red Sea and The Aquarium of Western Australia in Perth, Australia.



---

### Leave a comment

#### Previous article

[Great Wolf Resorts Announces License and Management Agreement for New Great Wolf Lodge in Garden Grove, CA](#)

#### Next article

[PARC Management Announces New Smartphone App for two of its Parks](#)

#### Related articles

#### More from author