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# Educational Attractions: Louis Tussaud's Wax Museum in Thailand now features EyeClick's interactive platform.



24th February 2010



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**EyeClick is proud to announce the installation of two EyeStep interactive floor and surface solutions at Louis Tussaud's Wax museum, Pattaya, Thailand. Tussaud's Waxworks, a US based international wax museum has established its fifth worldwide branch with the opening of the branch in Thailand. Located on the 3rd floor of the Royal Gardens Shopping Mall, part of Ripley's Believe It Or Not world entertainment center in the seaside resort town of Pattaya.**

The complex, proclaimed as the world's most unusual museum, features world class entertainment attractions such as Haunted adventure, infinity maze, mirror maze, 4D movie theatre as well as Louise Tussaud's Wax museum.

EyeStep is a revolutionary display system that merges intuitive human body motion with floors and surface areas. It converts open floor spaces or unnoticed areas into an ongoing experience of movement, action, fun and excitement in a way that enthralls audiences. At Louis Tussaud's Wax museum two systems were permanently installed as part of the Thai Sunset Garden Party display. Various celebrities such as Will Smith, Victoria and David Beckham, Tiger Woods and others overlook the virtual ponds. Olympic champion, Michael Phelps actually seems to be preparing to jump into one pond and commence his training regime.

While visitors get close and personal with the waxworks they are surprised to find out that their presence and motion creates realistic water ripples on the floor. Lilies floating on top of the water drift away as visitors approach, creating a magical atmosphere in the space and adding to the centers goal of making visitors feel as if they were actually in the presence of the exhibited celebrities.

**Somporn Naksuetrong**, the General Manager of the Louis Tussaud's Wax Museum in Thailand expressed excitement over the addition of the new interactive display "The EyeStep system is bringing innovative approach and creating a special atmosphere in the museum "

[EyeClick's](#) Founder and CEO, **Ariel Almos**, is also enthusiastic about the installation of EyeStep at Tussaud Wax Museum in Thailand. "EyeStep's cutting-edge technology offers a

unique, interactive element in museums and exhibition centers, and we are pleased to be a part of bringing this important resource to Tussaud Wax Museum in Thailand," Almos said.

EyeStep is a prime example of the type of fun, innovative solutions that have come to define EyeClick over the years. The new platform is designed to be a highly-effective marketing and brand-enhancing tool that captivates consumers in retail environments, trade shows, museums, lobbies, open spaces, playgrounds and visitor centers. EyeStep software solutions can deliver effective and engaging messages to any audience at any time.

### **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.



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