



Explorium of Lexington: Children's Museum Gets Kids Moving with BEAM Interactive Exhibit



14th June 2012 *The Explorium, Lexington's children's museum has a new EyePlay™ interactive exhibit, "Let's Move".*

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The Explorium, Lexington's children's museum, Kentucky, has a new BEAM interactive exhibit, "Let's Move".

Inspired by **Michelle Obama's** Let's Move initiative to encourage children to be more physically active in an effort to fight childhood obesity, this interactive exhibit was created by EyeClick, the specialists in innovative products that transform spaces into magical experiences.

The exhibit rotates through six different interactive screens, each using BEAM technology to engage children with the content in fun, exciting and innovative ways. BEAM technology enables children to use their intuitive movements, hopping, twisting, dancing and using both hands and feet, to activate sounds and colorful graphics projections on the floor.

The "Let's Move" programs include an interactive soccer game; disco floor squares that light up and change color when danced over; frogs on a pond that croak when jumped on and a drum that plays when stepped on. In addition two new interactive programs have been

specially created for the Explorium which teach children about the different parts of the human eye and its functions.

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The “Let’s Move” exhibit is perfectly aligned with the Explorium’s mission “to create a fun and dynamic hands-on learning environment that inspires imagination and curiosity”. In addition to “Let’s Move”, the Explorium has nine discovery zones and also features exhibits on nutrition, homes, and water, as well as an open art studio and a bubble room.

The “Let’s Move” exhibit was funded by the Explorium of Lexington, the presenting sponsor Lexington Clinic Foundation and the Dr. James L. Stambaugh Fund.



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