



## EyeClick Sets Sail with Viking Line Cruises



9th August 2011 *Viking Line installed six BEAM virtual gaming systems in July 2011*

**Viking Line, a family-friendly cruise line, installed six BEAM virtual gaming systems aboard ships during July 2011. Viking line sails the Baltic Sea between Finland, Sweden and Estonia and offers an array of activities for the entire family including live entertainment, dancing, casino games and world class dining options. The colorfully painted kid zone areas of the ships have a selection of games such as pinball and gaming consoles. BEAM was also installed in the kid zones aboard the six ships as a unique and sea worthy amusement.**

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BEAM is a full blown virtual playground that allows children to activate colorful sounds and graphics projected onto the floor. Multiple kids can play games like soccer or pop the balloon with this safe, hands-free platform. It is an excellent entertainment solution for cruise ships as there are no parts that can shift when sailing. Additionally, BEAM is tamper-proof, therefore pieces of the system can't be broken or go missing.

"BEAM was an excellent entertainment solution for kids aboard Viking Line cruises," shared **Tom Lågwall**, Producer at Viking Line. "Multiple children can play at once plus there are no parts to move, break or get lost aboard the ships. We have had such a great response from

passengers, that we have plans to add an interactive floor to the lobby to welcome, inform and amuse guests of all ages!"

**About EyeClick** — EyeClick Ltd. specializes in creating inventive products that transform designated spaces into magical experiences. The company's BEAM™, EyeStep™, EyeWall™, EyeTouch™, and EyeBoard™ products open up a world of possibilities to engage audiences in out-of-home locations. EyeClick has helped leading brands, from Samsung and Volvo to NASA and GE, 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 and other organizations the ability to showcase rich interactive digital content in public spaces, including family entertainment centers, medical centers, museums, malls, airports and chain stores.

**About Viking Line** — Step on board the Red Ships and discover a world without Mondays. Besides luxury and glamour at affordable prices, we offer you every day and night the best live entertainment and artists on the Baltic Sea. Try your luck in the casino playing games from roulette to one armed bandits. Enjoy good wines, cocktails and champagne, have a perfect dinner, dance your legs tired, disco all night long — everything is possible. Welcome to the Viking World!



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