

# EyeClick

## for Restaurants and the Food Industry

EyeClick interactive surfaces transform floors walls and window areas into magical spaces. EyeClick systems are based on a highly advanced motion aware technology. Colorful graphics, video and animation react to people's presence and gestures as they move across the surface. Whether you are looking for a kid-friendly restaurant attraction or an innovative way to brand your company, EyeClick has the creativity and experience to develop any effect or theme you have in mind.



- Stop people in their tracks – Surprise people as the floor or wall reacts to their presence
- Stand out – Create a virtual playground, interactive menu, or unique marketing platform
- Variety – Numerous effects, templates and games to choose from
- Customized solutions available – EyeClick's professional team can transform any concept into an eye-catching interactive display

## GattiTown

GattiTown restaurant and entertainment center installed EyePlay interactive gaming system. GattiTown is known for their great pizza and food, as well as their amazing games and rides. ACS Amusements selected EyeClick's virtual playground as a unique attraction for the new Oklahoma City location. This was the first EyePlay to be installed with pay per play connectivity allowing children to enter credits to start a round of play.

EyePlay uses projection and body movement recognition to create an entirely virtual experience. Children can play games like soccer and pop the balloon by jumping, skipping and moving to activate colorful graphics and sounds. GattiTown also has mini golf, mini bowling, bumper cars, go karts, video and arcade games, and even high-tech simulators.

An optional EyePlay feature, the EyeMenu, was integrated into GattiTown's EyePlay system. This application allows children to independently browse and select games from a motion activated menu. Owners are able to set the period of time per play in the settings. EyeMenu is an important feature for venues that would like to use EyePlay with tokens or swipe cards.

*"EyePlay is a great solution for our younger customers." shared Nick Moore, President of Foodservice Management, LLC. "For them it's like magic! It's also a great way for the parents and kids to interact together."*



## Burger King

EyeClick was recently made an official Burger King supplier for the EMEA region. Over a dozen interactive playgrounds, or PlayKings, have been installed at franchises in Mexico and Spain. BK kids can play games like soccer, dance on the disco floor, or even squash virtual packets of ketchup and mustard!

There are a number of advantages of having a virtual projected playground rather than physical play equipment including reduced maintenance costs and increased safety. The system is flexible allowing you to set game times, play lists and even add new games. Burger King has a special event customization feature which allows you to take a picture of a birthday boy or girl and insert it into the game. You can choose from boarders with balloons, crowns, confetti and more. You can write a colorful message like "Happy Birthday Sam!"





## Mighty Fine Burgers

Something mighty innovative can now be found at Mighty Fine Burgers, Fries and Shakes. The Austin born restaurant, Mighty Fine is known not only for the high quality food but also their innovative restaurant design. In addition to Mighty Fine's one-of-a-kind crinkle cut fry machine and the automatic hand washer, EyeClick's interactive displays have been installed on the famous viewing windows where guests can see the patties being hand-formed daily. The interactive screen, EyeWall uses motion detection so that when people pass by dazzling effects are activated.

Mighty Fine Burgers, Fries and Shakes selected EyeWall as a tool to share restaurant news with patrons in a fun, state-of-the-art way. Cheeseburgers scatter as people approach the screen, revealing Mighty Fine's Community Impact program, recycling campaign, and the status of the company's fundraising efforts for Austin Habitat for Humanity. EyeClick can be found at all three Mighty Fine locations in the Austin area.

*"We think EyeClick has been the perfect addition to the overall experience at Mighty Fine. We hope our guests can enjoy EyeClick as much as they enjoy our food."*

*Ken Schiller, Co-Founder and Owner, Mighty Fine Burgers*



## Perrier

The first ever MELTING storefronts were created using EyeClick's interactive touch technology. Perrier's "Melting" advertising campaign was brought to life in New York and Los Angeles. The one-of-a-kind interactive experience implemented EyeClick technology which allowed people to actually melt a picture of them and share with friends.

As pedestrians passed the large-scale street level executions, their body temperature melted elements in the creative on the screen in the windows. Pedestrians were prompted to take their own melted photo by touching a glowing interactive Perrier bottle. Once their photo "melted", the pedestrian could enter their phone number to have it sent to their mobile phone to share with friends.

Perrier interactive storefronts were melting in Soho, New York and West Hollywood, Los Angeles through September 2011. EyeClick partner, Pearl Media, headed the project and won the Digital Signage Expo 2011 Silver Interactive Content Award in the Advertising/Promotional category.



## About EyeClick

EyeClick Ltd. specializes in creating inventive products that transform designated spaces into magical experiences. The company's EyeStep™, EyeWall™, EyePlay™, and EyeTouch™ 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 restauranteurs, designers, and marketing professionals the ability create rich interactive digital content in public spaces, including restaurants, airports, FECs, malls and other retail locations.



**EyeStep** - turns open floor spaces into an ongoing experience of movement, action, fun and excitement



**EyeWall** - a unique interactive surface where graphics and content are affected by movement



**EyePlay** - a virtual playground with motion activated games that everyone can play with their entire body



**EyeTouch** - transforms any glass, window or LCD display into a touch activated surface



For more information on EyeClick for the food industry, email us at [contact@eyeclick.com](mailto:contact@eyeclick.com) or visit our website [www.eyeclick.com](http://www.eyeclick.com)