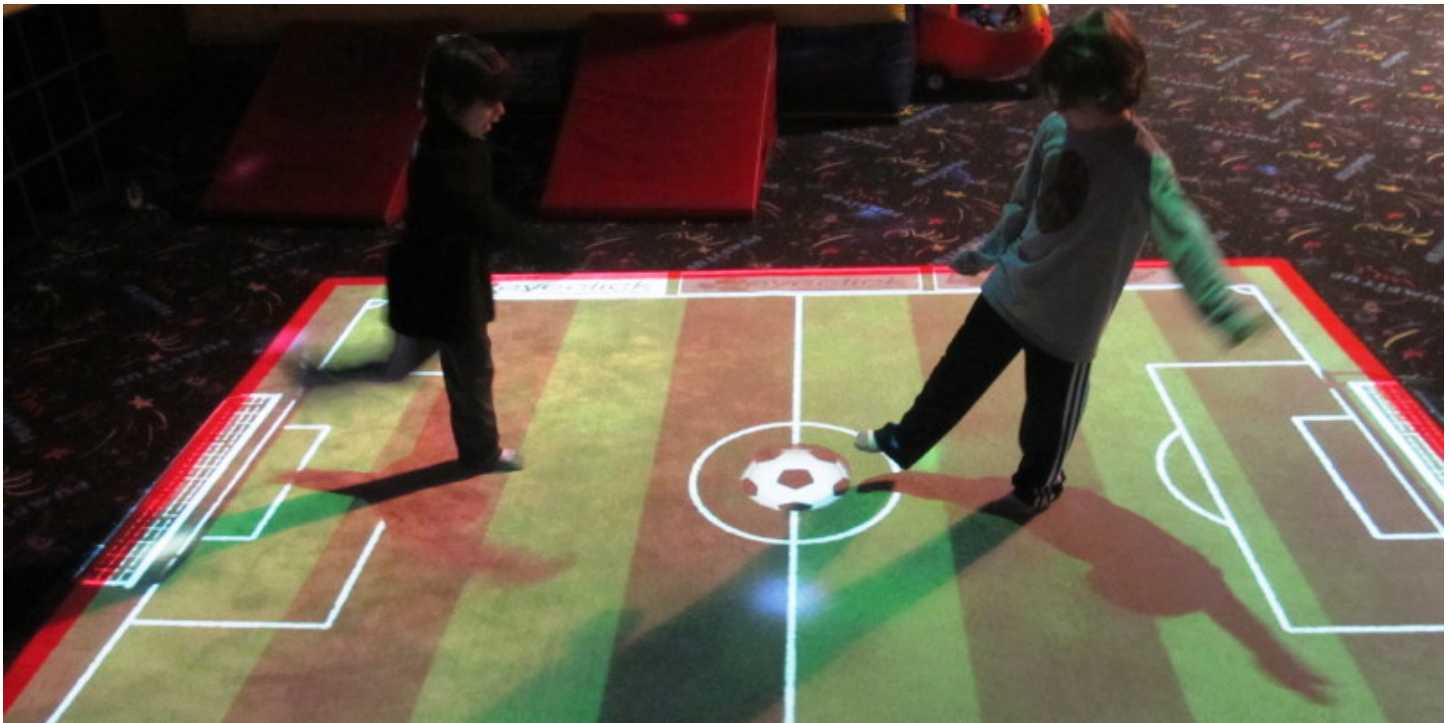




Pump It Up Launches Motion Mania™ Based On Cutting-Edge Interactive EyeClick Technology




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Pump It Up has integrated EyeClick technology into ten of its franchise locations. This virtual interactive playground takes children's birthday parties to the next level.

The national leader in children's entertainment, Pump It Up, has integrated EyeClick technology into ten of its locations across the country. This interactive environment for

children has been appropriately named Motion Mania™. The innovative motion activated system is geared towards children ages 2 and up. Exciting animated graphics are projected directly onto the floor of Pump It Up's indoor playground.

 **frogs eyeplay eyeclick pump it up interactive childs play** **Related:** [EyeClick profile / Playdium Children's Activity Center at the River Club of Mequon](#) [Installs EyeClick's EyePlay / North Platte Children's Museum Features the EyePlay Interactive Playground / EyeClick's EyeStep Interactive Floor at Country Music Hall of Fame® and Museum](#)

Motion Mania™ is based on EyeClick's BEAM system, which has won various awards including the 15th annual IIDA/HD Product Design Competition. This state of the art interactive playground provides a stimulating environment where children can engage their entire bodies and simultaneously cooperate with their peers. The Motion Mania™ customized playlist includes a wide variety of games including Balloons, Super Soccer, Ball Pit, Piano and Disco Floor.

Pump It Up and EyeClick are a natural fit as both companies recognize and understand the importance of improving children's playtime through imaginative play. Just as Pump It Up revolutionized the outdoor inflatable bounce-house industry by moving it indoors, combining the Pump It Up environment with EyeClick's industry-leading technology will provide a revolutionary and innovative playtime experience for all to enjoy.

Director of Safety & Site Development, **Randy Baker**, added "We take a lot of pride in the play experience we offer our guests. Our new Motion Mania, powered by EyeClick, will offer children and adults a unique, fun and safe experience unlike anything else they've ever seen at Pump It Up. We are very proud to have partnered with EyeClick to bring this experience to life, and look forward to working with them on future experiences over the coming years."

Pump It Up customers can now experience Motion Mania™ in ten locations across the country including McAllen, TX; Oakland, CA; Pleasanton, CA; Sunnyvale, CA; Las Vegas, NV; Plainview, NY;; Secaucus, NJ; Shawnee Mission, KS; Tacoma, WA; and Shrewsbury, MA.