

Active Play Meets Virtual World

EyeClick's BEAM Offers Uncomplicated Fun for Kids

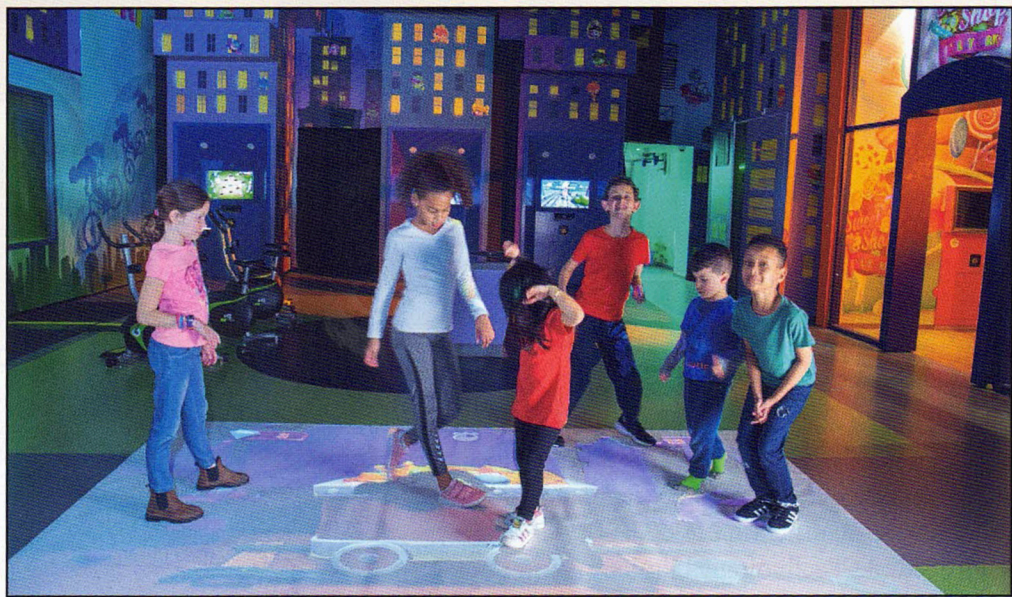
Give toddlers a tablet today, and they know how to use it. The same goes for the BEAM by EyeClick interactive projection system – essentially a 10 x10-foot touchscreen that can be displayed on an FEC floor. It offers many different types of games aimed at kids 2-10 years old.

Dubbed as a “virtual playground,” the BEAM system has more than 200 custom games in its library, which includes mainly active, team sports and education-related games made by their in-house games studio based in Vietnam.

Among them are *Math Pop*, where kids pop virtual balloons by using their math skills; *Dino World*, which is a jigsaw puzzle game where kids learn about dinosaurs; *Into Space*, a “journey to find the planets spinning around the sun in our solar system”; and *Champions*, a virtual soccer game for the *Super Cup Championship* (visit www.joinbeam.com/the-games for more).

Oh, and don't forget *Ball Pit* – a much, much cleaner alternative to an actual ball pit. (EyeClick boasts the BEAM product as the hygienic alternative to a lot of entertainment options on the market.) But speaking of ball pits, BEAM has a lot of installs at McDonald's and Burger King locations. The fast food chains are moving away from the old-school “Gymboree” play areas and bringing in something new, EyeClick contends.

Part of what makes it great, the company says, is that the system is



fully customizable. It's a projector that can be mounted to display on floors, walls and tables. An 8 x 8-foot projection is the smallest floor option, but the 10 x10 is the most commonly used, which fits up to a dozen kids.

For FEC operators, most of whom choose the floor product, it's a turnkey product that doesn't take up a ton of space. Just connect it to the internet, and run it. Any system updates are automatic, says the company.

It's not only in fun centers and forward-thinking fast food restaurants, but churches, educational facilities, children's hospitals, malls, doctor's offices and so many more places around the globe – basically anywhere younger kids are, EyeClick advises.

“One of the things we stand for is getting kids active,” said Leah Sushelsky, marketing communications manager at EyeClick. “We get a lot of feedback from parents who say, ‘My kid went to bed on time because he played BEAM all day.’ People say

their kids just don't want to leave.”

Again, they note, it's also simple to use.

“Kids just understand how to work it,” she said. “It's not complicated. The motion-sensing technology is as accurate as a touchscreen.”

Founded in 2005 by CEO Ariel Almos, BEAM was his MBA project at Northwestern University. It had some notable installs over the years, including being featured at the Beijing Olympic Games in 2008 and at the Kennedy Space Center in 2009.

In 2010, Burger King jumped aboard, followed by McDonald's in 2012. As an official interactive game system vendor for both of those companies, the BEAM system really began to take off, Sushelsky said.

“We have a product so unique that people have never seen it before,” she added.

For more information about the system, visit www.joinbeam.com.