



Virtual playground BEAM lights up Tampa Bay Rays' Tropicana Field

20th April 2017

85
Shares

[Leave a comment](#)

Tropicana Field, home of Major Baseball League team, the Tampa Bay Rays, now boasts a virtual playground.

BEAM, a motion-sensitive projection gaming system developed by [EyeClick](#), brings active family fun to the Florida stadium.

The system has been designed to combine the immersion and engagement of digital, with the sociable, active fun of a playground.

A state-of-the-art projection screen, together with dual motion sensors, transforms a normal floor into an outdoor play experience.

Designed to promote energetic play, BEAM offers dozens of different games to choose from so kids never get bored. Options include sports games, music games and colour games. Kids can stomp monsters and pop balloons. Whatever the game, they're being encouraged to keep fit and have fun. And, because 15 players ages two and up can play together at a time, the system also promotes social interaction.



What's more, the virtual nature of BEAM means there are no toys to disinfect – the only things kids touch is the floor. According to EyeClick, this makes play safer and virtually germ-free. And, a lot less hassle for venues.

"Kids love BEAM because it's like playing on a giant tablet," explains EyeClick CEO, **Ariel Almos**. "Parents love it because, unlike other video games, kids are active and interacting with others.

"BEAM makes a great addition to Tropicana Field as a way for kids to stretch in between innings or burn energy before the game."



Justine Maunder

News editor and writer. Cut my teeth in London's advertising industry. Museum and art gallery addict. Love live music and theatre.

Leave a comment

Your email address will not be published. Required fields are marked *

Name *

Email *

Website