



Log in or Create Account

- Animal Show or Attraction
 - Aquariums
 - Marine show or attraction
 - Other Facilities
 - Petting zoo
 - Sanctuaries
 - Shelters
 - Traveling Animal Shows
 - Wildlife Rehabilitation
 - Zoos
-
- Advertise on Zoo and Aquarium Visitor's Web Site
 - Advertising in Zoos and Aquariums
 - Technical specifications for Zoo and Aquarium Visitor ads
 - Yes, You Can Use Our Logo
-
- Animal Anniversaries
 - Blogs
 - Blog for Us
 - Contact Us
 - eNews Archive
 - Facility Free Link Form
 - Free Animal Newsletters
 - Have an Aquarium Question?
 - Have a Zoo Question?
 - Home
 - Links - Zoo & Aquarium Organizations
 - Meet the Aquarium Director Archive
 - Meet the Zoo Director Archive

Home > News Articles

Experience a Blue Fin Virtual Interactive Experience at Palma Aquarium

Tue, 6/29/2010 - 5:58 PM



Mallorca, Spain - The Palma Aquarium located in Mallorca, Spain is spearheading a campaign to "Save the Blue Fin Tuna." The aquarium features sharks, a tropical aquatic tank, and even a jungle environment, but they place a particular emphasis on the Mediterranean aquatic system and conservation. The Blue Fin Tuna became a special project for the aquarium as overfishing, illegal fishing and bad management led to alarming drops in fish stocks in the Mediterranean.

It is extremely difficult to raise Blue Fin Tuna in an aquarium so EyeClick was brought on board to help build, together with the Palma aquarium designer, a virtual interactive experience with the fish. Palma visitors are engulfed in a one-of-a-kind deep water atmosphere amid schools of Blue Fin Tuna. The exhibit includes 5 wall projections. The large interactive floor features dozens of fish swimming below your feet, while the fish on the interactive wall spook if you get too close! EyeClick CEO Ariel Almos stated, "EyeClick was very proud to work on such an important project with the Palma Aquarium. This was a fantastic solution to the delicate nature of the Blue Fin Tuna plus it is a unique way to engage visitors."



The dynamic line of products from EyeClick offer innovative ways to catch clients' and guests' attention. Imagine stopping people in their tracks as the floor or surrounding walls begin to react to their presence and movements. With products from EyeClick, it is easy to integrate content into exciting templates, create customized content, and tailor any effect or theme you have in mind. Our products bring a "wow effect" to any museum, exhibition center, aquarium, public space, and more.


About EyeClick Ltd.

EyeClick Ltd. (www.eyeclick.com) specializes in creating inventive products that transform designated spaces into magical experiences. The company's EyeStep, EyeTouch and EyeBoard products open up a world of possibilities for brands to effectively communicate with target audiences in out-of-home locations. EyeClick has helped leading brands, from Samsung and Volvo to Nokia and GE, transform their floors, walls and window areas into spectacular interactive displays that leave a long-lasting impression on consumers. EyeClick gives event and trade show organizers, retailers, advertisers and media companies the ability to showcase rich interactive digital content in public spaces, including convention centers, promotions, malls, airports and chain stores.

Links

Receive daily Zoo and Aquarium news
via RSS Feeds 



- Photo Submissions
- Press Release Archive
- Privacy Policy Statement
- RSS Feeds 
- Subscribe eNews
- Taking Photos at a Zoo
- Taking Photos at an Aquarium
- Top 10 Aquarium Visit Tips
- Top 10 Zoo Visit Tips
- Travel
- Welcome
- Work for Us

About Palma Aquarium

Palma Aquarium (www.palmaaquarium.com) is much more than an aquarium; it is a spectacular Marine Park that faithfully recreates the habitats and ecosystems of the world's seas and oceans. Located in the heart of Playa de Palma, on the island of Mallorca, it has become a benchmark for tourism in the Balearic Islands. Palma Aquarium belongs to the Coral World International group (CWI), a world leader specialising in the creation of marine parks, with over 30 years of professional experience in the development of aquariums. CWI's marine parks are renowned for being the most beautiful in the world. At present, the group comprises four aquariums: Palma Aquarium in Palma de Mallorca, Europe; Maui Ocean Center in Hawaii, United States; The Underwater Observatory in the Red Sea and The Aquarium of Western Australia in Perth, Australia.



http://www.zandavisitor.com/newsarticle-3835-Experience_a_Blue_Fin_Virtual_Interactive_Experience_at_Palma_Aquarium