**Nitzan Direct Approach Senniors UK Aug 2020**

**EyeClick significantly improves seniors’ quality of life during COVID-19**

Dear XXX,

These are challenging times for people across the globe, and I hope that you are all keeping safe.

My name is XXX, from EyeClick, a global leader in interactive display solutions. https://lp.playobie.com/seniors

During the COVID-19 pandemic, senior living facilities are struggling to fill in the endless free time of the residents with meaningful activities. EyeClick aims to improve the seniors’ quality of life by means of interactive games and activities, using advanced projection, motion sensing technology and hundreds of games.

Our products are highly hygienic and safe to use during the pandemic. They have also been shown to promote gentle physical activity, socialising and problem-solving, and increase the overall vitality of residents in different cognitive and physical conditions.

Please let me know when it would be a good time for an e-coffee zoom call 😉

Have a great day,

Nitzan

XXX@eyeclick.com

**Version 1 – SHORT**

Dear **[Name],**

My name **[SALES-PERSON NAME],** from EyeClick **[COUNTRY NAME],** a global leader in interactive display solutions.

During the COVID-19 pandemic, senior living facilities are struggling to fill in the endless free time of the residents with meaningful activities.

Our company aims to improve the seniors’ quality of life by means of interactive games and activities, using projection and motion sensing technology.

Our products are highly hygienic and safe to use during the pandemic.

They have also been shown to promote gentle physical activity, socializing and problem-solving, and increase the overall vitality of residents in different cognitive and physical conditions.

We would welcome an opportunity to discuss the benefits of our products for your residents.

Please let me know when a good time would be to reach out to you.

Looking forward to hearing from you.

With best regards,

**[SALES-PERSON NAME]**

**Version 2 - MEDIUM**

Dear **[Name],**

My name **[SALES-PERSON NAME],** from EyeClick **[COUNTRY NAME],** a global leader in interactive display solutions. Our products are sold in more than 40 countries around the world.

During the COVID-19 pandemic, senior living facilities are struggling to fill in the endless free time of the residents with meaningful activities, to improve their quality of life, and maintain their cognitive and physical health.

Our company aims to improve the seniors’ quality of life by means of interactive games and activities, using projection and motion sensing technology.

Our products are suitable for 1 on 1 therapy sessions or for multiple participants playing together, and are highly hygienic and safe to use during the pandemic.

They have also been shown to promote gentle physical activity, socializing and problem-solving, and increase the overall vitality of residents in different cognitive and physical conditions.

After a successful implementation and research in several senior living centers, we are expanding our reach and would welcome an opportunity to discuss the benefits of our products for your residents.

Please let me know when a good time would be to reach out to you for a brief phone call or Zoom call.

Looking forward to hearing from you.

With best regards,

**[SALES-PERSON NAME]**

**Version 3 - LONG**

Dear **[Name],**

My name **[SALES-PERSON NAME],** from EyeClick **[COUNTRY NAME],** a global leader in interactive display solutions. Our products are sold in more than 40 countries around the world.

During the COVID-19 pandemic, seniors are confined to their homes. Senior living facilities are struggling to fill in the endless free time of the residents with meaningful activities, to improve their quality of life, and maintain their cognitive and physical health. With the drastic limitations on outside visits and professional staff resources, this task becomes even more challenging and unfortunately not expected to change any time soon.

Our company aims to improve the seniors’ quality of life, by means of interactive games and activities, using projection and motion sensing technology. The games are projected on either tables, floors or walls. Until now we have designed more than 40 games and activities for residents of senior living facilities, and our total portfolio consist of more than 200.

Our products are suitable for 1 on 1 therapy sessions or for multiple participants playing together, and are highly hygienic and safe to use during the pandemic.

They have also been shown to promote gentle physical activity, socializing and problem-solving, and increased the overall vitality of residents in different cognitive and physical conditions.

After a successful implementation and research in several senior living centers, we are expanding our reach and would welcome an opportunity to discuss the benefits of our products for your residents.

I have attached our brochure with more information. Please let me know when a good time would be to reach out to you for a brief phone call or Zoom call.

Looking forward to hearing from you.

With best regards,

**[SALES-PERSON NAME]**

“*Residents are responding with love and are delighted by the activities with Obie. It helps them to interact at a level which is not normally easy to attain for them*.”

- Lisa Mc Allen, Owner of Senior Healthcare Facility

**Sentences you can use**

**Number of games / activities**

* We have already designed more than 40 diverse games and activities for seniors (out of 200 games we have in total).
* Since March 2020, we work “around the clock” to support the fast-growing need, adding more and more games and creative ideas.

**Projection and hygiene**

* Our projectors are installed on the ceiling. Simple to install and do not require much space.
* Games are projected on either tables, floors or walls, so the participants are playing within a highly hygienic environment
* OBIE is the perfect solution to combine the pleasure and safety of all, since the activities take place in a completely hygienic and germ-free environment.

**How it feels**

* The game takes place through the movement sensors that recognize the player's gestures.
* The participants are playing inside interactive arena which is so realistic that it feels like they are actually there.
* Eyeclick is a global leader in interactive projection systems and is the creator of OBIE, an award-winning game solution that transforms any physical space into an engaging and fun experience.

**Benefits**

* For seniors, it’s not just about fun. Our activities are used to improve cognitive perception and memory, boost physical activity, promote socializing and problem-solving, and increase vitality.

**History**

* Since its foundation, the company mostly focused on games for kids. Please see examples : <https://www.youtube.com/watch?v=v8eC26Nx4gk> / [www.playobie.com](http://www.playobie.com) / [www.joinbeam.com](http://www.joinbeam.com)
* However, during COVID-19 pandemic, we have received multiple requests from senior houses, governmental organizations and non-profit-organizations, asking us to adapt our games to be used by senior population. Understanding the benefits, we made a swift shift to adjust our games to suit this population.

Attention! could sound opportunistic. Use wisely.

**Video (soon you will have tailor made for seniors)**

* Our game console is present in hospitals, autism centers and residences. Below video in the center for Autism: <https://vimeo.com/173648111>

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