



BEAM Partners With: Diddalidoo

An exclusive focus on infants and toddlers has allowed Diddalidoo to carve a niche for itself within the crowded family entertainment industry. The company's focus on indoor entertainment and exploration made it a perfect candidate for BEAM's interactive virtual playgrounds.

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Diddalidoo's Intimate Setting Allows Infants and Toddlers More Freedom to Explore and Play

Husband and wife team Michael and Bernice Soon hadn't considered starting a family entertainment center until after their first child was born. They quickly realized just how much FECs skewed toward post-toddler entertainment. The Soons saw an opportunity to create an entertainment center just for infants and toddlers—one where younger children could play and explore on their own terms.



The Idea Behind Diddalidoo Showed Promise from the Beginning. But Sourcing Entertainment Options for This Age Range Is Tricky



Intuitive enough for infants

Infants and toddlers often play on their own terms, so games with rules or games that focus on competition and social interaction aren't always the best choice. No matter what, Diddalidoo needed to find options that could engage this age range.



Exploration is a primary focus

Diddalidoo is focused on creating a comfortable setting where children can explore on their own terms, with or without their parents. Entertainment options need to reflect this exploratory concept as much as possible.



The fewer toys, the better

Toys will keep a child's engagement for a time, but the novelty quickly wears off. In addition to that, the more toys that an FEC has, the longer it takes to clean all those toys at the end of the day.

Diddalidoo Partners with BEAM to Deliver a Safe, Hands-On Interactive Environment for Infants and Toddlers to Explore

BEAM is both virtual and interactive, so children can see how their actions have a reaction without the need for toys or game pieces. Promoting both sensory development and exploration are imperative for Diddalidoo, and BEAM provides both in a safe, fun indoor environment

Final Result

BEAM's popularity with children and their parents has improved customer retention and provided safe, interactive fun for infants and toddlers.



"It's a technology that's new and exciting, but at the same time, not intrusive for young children. It allows them to experiment at their own pace while keeping them entertained. For parents and guardians, they enjoy interacting with the children. That's the cool part, that it can accommodate different ages and skill set and physical levels."

-Mike Soon, Founder and Owner



Diddalidoo Saw In BEAM an Opportunity to Engage Young Children While Promoting Play and Exploration

Diddalidoo's goal of engaging very young children makes it a perfect fit for BEAM's virtual interactive environment and age appropriate games. Contact BEAM today to learn how your family entertainment center can offer the same great customer experience to its visitors.

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