



BEAM Partners With:

Bounce Magic

Bounce Magic is a New York based family entertainment center featuring 20,000 sq. ft. of attractions, including 10 different bounce houses, an arcade, mini golf and a restaurant. In 2014, Bounce Magic decided to lease out BEAM on a trial basis for one year to see if it engaged its customers. The results were nothing short of extraordinary.

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Bounce Magic Is One of the Longest Running FECs in the Country. It Got Here By Sharing Active & Engaging Experiences with Its Customers

With over 20,000 sq. ft. of space and sky high vaulted ceilings, Bounce Magic knows what it means to go big when it comes to entertainment. Obstacle courses, mini-golf and interactive slides give children every opportunity to run wild and burn off energy. Bounce Magic attracts children as young as 4 and as old as 12—so sourcing attractions that engage a wide age range really matters to the company.



Bounce Magic's Main Attractions Are Its Bounce Houses. But It Also Doesn't Want to Be Seen as a One-Trick FEC Pony



Even Kids Need a Break from Bouncing

Bounce Magic maintains over 10 bounce houses—and the kids absolutely love them. But in order to keep their customers happy, Bounce Magic wants to diversify their attractions and engage kids in other ways, while still focusing on active play.



Entertainment for Kids and Adults

Parents love watching their kids play. But you can't blame them for wanting to join in from time to time! A bounce house may not be appropriate for an adult, so Bounce Magic wants to find attractions for kids and parents to share together.



Affordability Is a Factor

Bounce Magic had looked at a number of different virtual systems and found them exceedingly expensive. Finding new technology that isn't going to cost a year's worth of profit is critical for Bounce Magic and FECs like them.

Bounce Magic Leases BEAM for a Year to Add Additional Diversity to Its List of Attractions. The Results Go Far Beyond Their Expectations.

Bounce Magic has been in business for over 15 years. That doesn't happen in the FEC world unless a company is dedicated to sourcing innovative new entertainment. BEAM gives kids a chance to experience interactive virtual games in a fun, social environment. The system is so fun, even parents join in! And thanks to BEAM's attractive pricing options, it's never been easier to offer virtual technology to kids and families.

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Final Result

BEAM proved to be exceptional at keeping kids engaged between attractions, and it gave parents a chance to join in on the fun. Additionally, Bounce Magic now offers a brand new kind of entertainment—one that its competitors aren't even aware of yet.



"We're thinking about getting a second one in the fall. It is a great product, the kids love it and the system has been running flawlessly now for five or six months. We're very thrilled with the way it works. The speaker system, the installation, the way it hangs—that's all beautiful."

-Tim Wood, CEO, Bounce Magic



Bounce Magic Looked Beyond Its Core Entertainment Options to Share An Unexpected Experience with Its Customers.

A desire to think creativity about their entertainment options helped Bounce Magic stay relevant while also attracting brand new customers to its doorstep. Contact BEAM today to learn how your FEC can offer the same great customer experience to its visitors.

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