





BEAM's digital play solution is changing the way families dine.

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"BEAM is attracting more families to the restaurant, which is boosting sales. It adds real value because children are happy, having fun and burning off energy."

> Bruce Mosetlha. Re McDonald's Sunnys

## BEAM Interactive Digital Floors Convert floors into giant tablets

- Active Run, jump and pounce your way to victory
- Social Team up and play in a fun-lled social environment
- + Hygienic Nothing to wipe down, nothing to clean, zero germs!

## BEAM Interactive Digital Walls Bring your walls to life

- Children of almost any age can step right up and begin playing
- Motion-activated games that kids can play with their entire bodies
- Colorful & exciting graphics get children up on their feet, playing & laughing

## BEAM Interactive Digital Tables Interactive tables at your finger tips

- + Fun, cooperative play for the entire family
- Projects directly on to tables and easily turns on / off
- + Fits on all standard McDonald's rectangle and circle dining tables

taurant Manager, ide, South Africa



# Give your customers an amazing family dining experience with **BEAM**

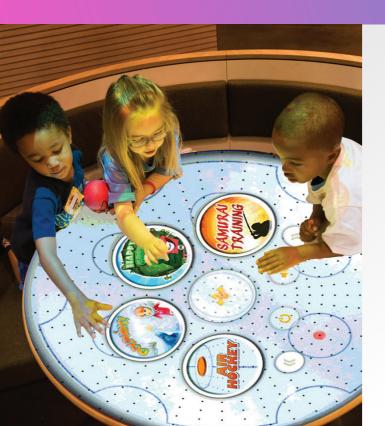
McDonald's restaurants across the globe trust BEAM to deliver on its promise of creating an unforgettable family dining experience. With BEAM, you will plunge into virtual entertainment, creating a family meal time packed with fun and excitement.



# Running your business gives you enough stress, the last thing you need is more stress from another system. So don't with BEAM!

\* Based on a market study performed by Ipsos Connect 02/2016

"BEAM is a great success! Families and especially children are attracted to this game, which is enjoyed by all ages and is an excellent solution for entertainment and recreation."



# **Build Customer Enthusiasm and Loyalty Through Unique Dining Experiences**

BEAM, the interactive game system, creates magical and memorable experiences that boost customer retention. Fun and innovative, BEAM captivates and entertains children and parents alike.

# The Value of BEAM



#### **Return Visits**

Families will return to your restaurant for the experience BEAM provides - a virtual playground that creates magical, unexpected experience that families crave. Those families will reward your restaurant by returning again and again.

#### Sales Growth

With the impact of digital technology, traditional play is no match for a child's short attention span. Restaurants are turning to BEAM to deliver a level of engagement that keeps families in their restaurants longer. That translates into more sales.

### "BEAM adds new value to the McDonald's brand and builds customer loyalty. The system encourages repeat visits, enhances our brand and helps to increase our sales."



#### Marketing Economy

BEAM creates such a unique dining experience that customers will become your strongest advocates. With BEAM, you take advantage of your customers bringing new customers in the doors without investing time & money in marketing.