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Virtual Football Game by EyeClick Enhances State-of-the-Art NFL Store



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On August 16, 2010, the Flagship NFL Reebok store opened its doors in East Rutherford, NJ at the new Meadowlands Stadium. It will be a sought after destination for New York football fans as the Jets and Giants are celebrated throughout the space.

Shawmut Design and Construction designed the innovative retail concept and propositioned EyeClick to create an interactive football game. Four BenQ projectors created the virtual display on the central floor of the store. The game is complete with the Jet's and Giant's names and colors in the end zones. On the opening day, former players Ottis Anderson from the Giants and Joe Klecko from the Jets went one-on-one to experience the virtual football challenge!

Visitors can look forward to purchasing merchandise and interacting with the high tech elements centered on the two legendary teams. One of the other unique features of the store is its ability to be transformed on each team's game day. If the Giants are playing, mirrors and clothing walls can be flipped revealing their blue and red memorabilia and then flipped back to see the Jet's green and white merchandise on their respective game day. EyeClick's interactive football game can also be flipped to highlight one team or the other's logo in both end zones. Touted as one of the most cutting-edge sports stores to date, fans are sure to be wowed not only by their beloved teams, but also the design.

EyeClick's interactive gaming system offers clients the ability to engage visitors in an innovative and exciting way. Not only will the display catch people's attention, but it will entertain and engage them with your brand and leave a long lasting impression. EyeClick's products have a fun and modern appeal that is sure to make your location stand out. Content such as logos, audio, and video can be easily integrated into a wide variety of games. The professionals at EyeClick can also tailor any effect or theme you have in mind. An interactive gaming system is perfect for retail locations, lobbies, amusement centers and any other public venue.

About EyeClick Ltd.

EyeClick Ltd. (www.eyeclick.com) specializes in creating inventive products that transform designated spaces into magical experiences. The company's EyeStep, EyeWall, 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 NASA 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.

About Shawmut Design and Construction

Shawmut Design and Construction is a national construction management firm with offices in Boston, New York, Providence, Las Vegas, and New Haven that builds exciting projects from coast-to-coast. Our main objective is delivering exceptional, personalized service to our clients. We accomplish this by truly listening to

our clients' goals and concerns as well as implementing comprehensive tools and services. Our unique business model allows our project teams to better service our clients by focusing their specialized expertise within one of the following areas: academic, commercial, corporate interiors, cultural and historic preservation, healthcare and science, hotels, gaming, restaurants, retail, and spas and health clubs. This approach also has allowed us to diversify as a company, attract the best people, and cultivate a team of expert project executives, project managers, superintendents, and estimators.



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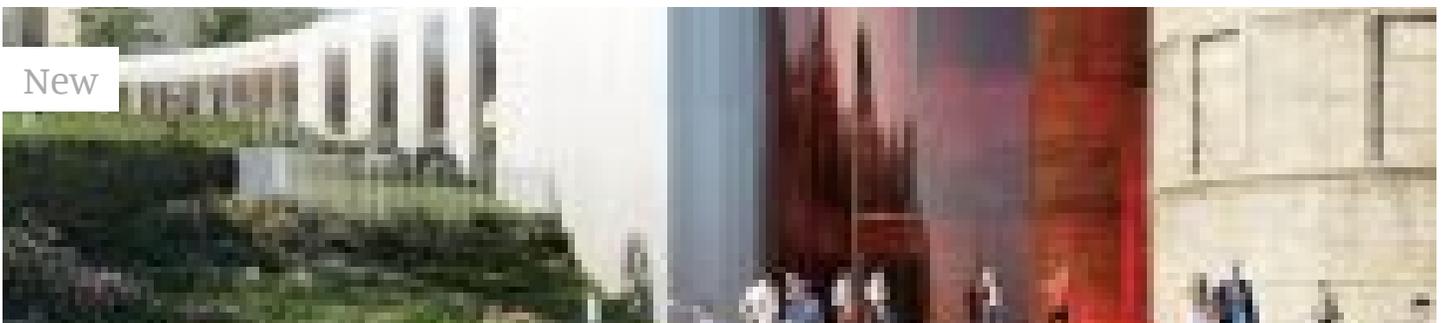
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