

EyeClick selected as a 2012 Red Herring Top 100 Europe

The Red Herring editorial team selected EyeClick from a pool of hundreds of companies from across Europe. EyeClick offers an innovative platform for interactive out-of-home media displays. EyeClick's system integrates into any open space creating dynamic floor and wall displays. EyeClick's leading product is the EyePlay a highly advanced video game platform for the professional market with motion-activated games that kids can play with their entire body

Red Herring announced its Top 100 award in recognition of the leading private companies from Europe, celebrating these startups' innovations and technologies across their respective industries.

Red Herring's Top 100 Europe list has become a mark of distinction for identifying promising new companies and entrepreneurs. Red Herring editors were among the first to recognize that companies such as Facebook, Twitter, Google, Yahoo, Skype, Salesforce.com, YouTube, and eBay would change the way we live and work. "Choosing the companies with the strongest potential was by no means a small feat," said Alex Vieux, publisher and CEO of Red Herring. "After rigorous contemplation and discussion, we narrowed our list down from hundreds of candidates from across Europe to the Top 100 Winners. We believe EyeClick embodies the vision, drive and innovation that define a successful entrepreneurial venture. EyeClick should be proud of its accomplishment, as the competition was the strongest it has ever been."

Red Herring's editorial staff evaluated the companies on both quantitative and qualitative criteria, such as financial performance, technology innovation, management quality, strategy, and market penetration. This assessment of potential is complemented by a review of the track record and standing of startups relative to their peers, allowing Red Herring to see past the "buzz" and make the list a valuable instrument of discovery and advocacy for the most promising new business models in Europe.

EyeClick offers an innovative platform for interactive out-of-home media displays. EyeClick's system integrates into any open space creating dynamic floor and wall displays.

[EyeClick](#) gives advertisers and media companies, event and tradeshow organizers the ability to display digital content in various public locations, including convention centers, retail spaces, airports, exhibition spaces and other commercial locations.

Each system is equipped with MotionAware technology, which "comes to life" and reacts when human movement is detected. By interacting with the projected images, people activate animations, trigger sounds, play games or interact with content applications in an exciting and memorable way.

One of EyeClick's major product is the [EyePlay](#). The EyePlay is a highly advanced video game platform for the professional market with motion-activated games that kids can play with their entire body. Multiple players can run, jump, twist and dance, using their hands and feet to activate sounds and colorful graphics projected on the floor or wall. The games are extremely intuitive and easy to play, so everyone can enjoy them. EyePlay is a perfect solution for Hospitals, Restaurants, Entertainment Centers, Airports and Retail locations that cater to a young audience.



Contact Information

Online Web 2.0 Version

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