



THE CUSTOMER

ODYSEA AQUARIUM

OdySea Aquarium, located in Scottsdale, Arizona, is America's newest aquarium and was recently voted Kids Best Indoor Entertainment. It offers an educational, interactive and entertaining experience for guests of all ages by combining theme-park style amusement with highly engaging presentations of aquatic life featuring more than 65 exhibits, 370 species, the world's only Russian Sturgeon touch exhibit, stingray touch exhibits, a tide touch pool, Voyager, SeaTREK,® a Penguin Interaction Program, Shark tours, and walk about Animal Ambassadors.



WHY BEAM?



Amit wanted a wide selection of amazing, high quality, interactive games that would really excite the kids.

OdySea Aquarium built a new "Kids Cove" play area next to their popular cafe. Amit Dongerdive, OdySea Aquarium's IT Director, wanted to include an interactive digital experience in the Kids Cove to entertain and engage the younger visitors.

Amit wanted a wide selection of amazing, high quality, interactive games that would really excite the kids. He was looking for a solution that was easy to set up and would then run by itself, requiring minimal ongoing maintenance.



THE RESULTS



Adding BEAM has boosted the guests' dwell time. With their kids entertained, the parents are spending more time in the Aquarium cafe.

Adding BEAM to the Kids Cove has been a big hit, both for kids and parents. The BEAM floor is always filled with kids eager to play the variety of auto-rotating games.

And, seeing that their kids are entertained, the parents are able to relax, spending more time in the cafe.

As a result, adding BEAM to the Kids Cove has boosted the guests' dwell time.



ANIMALS LOVE BEAM TOO!

And it's not just the kids who love to play on BEAM... watch this video of 2 Aquarium penguins enjoying a game of BEAM Soccer!



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Kids are always filling the BEAM floor at our Aquarium's "Kids Cove" play area. The high quality interactive games are a big hit for both the kids and their parents. Also BEAM is hassle-free, as the system requires almost no maintenance, basically running by itself.

AMIT DONGERDIVE:

Director of IT at OdySea Aquarium

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