



"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, Restaurant Manager,  
McDonald's Sunnyside, South Africa*

## 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-filled 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



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



[joinBEAM.com/McD](http://joinBEAM.com/McD)



## 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.

88% of parents prefer a business with the BEAM experience – this leads to more repeat customers.\*



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

With BEAM, you receive a full warranty, onsite installation and guidance only the best in customer support. BEAM requires little maintenance, with nothing to take, break, pick up or put away, doesn't require special cleaning and won't lose its value over time.

*\* 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."

*Marcello Ricceri. Owner of Ceribe S.R.L.,  
Franchisee of 6 McDonald's restaurants, Italy*



## 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.



### 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.

"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."

*Richard Niadzani. Restaurant Manager  
McDonald's Craighall, South Africa*