

EyeClick signs \$50M interactive gaming deal with Beijing's Guoshu Technologies

Strategic agreement brings interactive projection technology to education and entertainment institutions in China.

New York, NY, November 6, 2018. Mixed reality gaming startup EyeClick and Chinese display and gaming company Guoshu Technologies have [signed a \\$50M strategic agreement](#) this morning in Shanghai. The signing ceremony took place on stage at the China International Import Expo, the first event of its kind, attended by Chinese president Xi Jinping.

EyeClick, makers of the [BEAM gaming system](#), are known leaders in the interactive play industry, utilizing projection and motion-detection technology to bring digital content to life by using body movement. Their systems are found in over 80 countries, in franchise chains like McDonald's, Burger King, Marriott Hotels and IKEA, as well as educational institutions, museums, hospitals, airports and other businesses catering to children and families. Millions of kids play over 200 games on the BEAM systems, from adventure games for toddlers, to educational learning games, to collaborative team sports offering an advanced mixed reality experience without the use of screens or wearable equipment.

Guoshu Technologies distributes technological systems and displays in science museums, educational establishments, play centers and fast food chains like McDonald's in China. The collaboration between the two began in October 2016, followed a year later by a [joint strategic agreement](#) with representatives of the Chinese Guizhou state. The agreement brought EyeClick's products through Guoshu Technology to Chinese museums and learning centers throughout the district.

This morning's deal enhances the cooperation of the two companies by the purchasing of \$50M worth of EyeClick products, and granting Guoshu exclusive manufacturing rights to EyeClick's global product line.

"Israel is an internationally recognized country of innovation. Innovation is also one of the key words of this Expo. As a member of the private enterprise, Guoshu Technology goes abroad, learns from advanced Israeli companies, learns Innovative technology to improve the level of innovation" Says Yuan Guoshu, CEO of Guoshu Technologies.

"The agreement signed this morning is an important milestone for EyeClick, directly continuing the successful collaboration between the two companies in the last two years. The Chinese

market is the largest market in the world, and we are happy to see its excellent reaction to EyeClick's products and technology. All over the world, children spend hours a day in front of television, tablet and cellphone screens, from an increasingly young age. EyeClick's technology inspires kids to move and play actively without giving up the rich and versatile gaming experience they love" Says Ariel Almos, EyeClick's CEO.

EyeClick has been mentioned in the [French press](#) last week as well, when its BEAM system was selected to be installed in the Hematology and Oncology Pediatric Institute in Lyon, France. In the context of a children's hospital, BEAM games provide value well beyond education and entertainment, as the system responds to physical movement of the entire body. Children fighting cancer will play EyeClick's BEAM games as part of their hospital stay, in order to increase their physical activity and thus assist in their battle against the disease.

"In the two years of chemotherapy our son at the Institute of Hematology and Pediatric Oncology we found that the treatments could cause not only physical and mental fatigue, but also muscle wasting." Says the father of a recently recovered cancer patient at the institution. "This combination of factors means that little ones tend not to want to exercise, which is extremely important for their morale, well-being and, more generally, for giving their body the means to fight against the disease. In our personal case, we had to be cunning and imaginative on several occasions to encourage our son to leave his bed and room. BEAM is a way to encourage the sick child to exercise without realizing it and especially in a fun and collective way."

About EyeClick

EyeClick, founded by Ariel Almos in 2005, is a longtime leader of the interactive gaming industry. Its products utilize motion-sensing technology in combination with machine learning to create a mixed reality experience by projecting digital content onto blank surfaces such as floors, tables and walls. BEAM systems are sold in over 80 countries, with millions of children playing adventure games, sports challenges, and learning-by-movement curricula at schools and early educational centers. BEAM can also be found at various chains and franchise enterprises such as McDonald's, Burger King, IKEA and others, worldwide. The EyeClick team of 60 is spread between its offices in New York, Tel Aviv, and Ho Chi Minh city. Among its investors are Guy Gamzu, Jonathan Kolber and Roy Oron. Learn more about BEAM by EyeClick at joinBEAM.com. For further details contact Neta Dumai at neta.dumai@eyeclick.com