

Product Re-Launch

Beamz Interactive

Interactive Musical Instrument | Re-Launch | Patent / IP | Consumer / Human Interest

CHALLENGE: An interactive music products company, Beamz Interactive came to Eye-To Eye after the company had launched the Beamz musical instrument at a \$599 price point, signed a distribution agreement with Sharper Image and then was told that Sharper Image was going out of business. In an effort to recoup some of its losses, new management came in with a plan to redesigned this cool, interactive musical instrument with a diversified library of innovative software to enable people of all ages and skill levels to play popular music with no formal training using laser beam technology. With the new design came a much more affordable \$299 price point and the ability to reach the mass market.

Eye-To-Eye re-launched the Beamz into the consumer market, promoting its ease of use, and targeting vertical markets such as DJs, musicians, special education and broadcast. Over a two-year period, Eye-To-Eye helped Beamz establish a presence at tradeshows such as NAMM, CES and some of the Hollywood award events. We garnered media attention from key music rags to top daytime talk shows such as The Talk.

RESULTS:

- ▶ Successful Product Re-Launch
- ▶ Published Articles in Engadget, CNET, Gadget Review, Phoenix Business Journal, TMC Net, Yahoo! News, MobileBeat, Drummer Cafe
- ▶ More Than 2,000 Total Online Placements
- ▶ More Than 850 Total Social Media Mentions on YouTube, Twitter, Digg, etc.
- ▶ Retail Partnerships with ToysRUs, QVC, FaoSwartz, SamAsh, B&H, Fry's Electronics
- ▶ Awarded 2010 Toy Insider Best Tween Toy Winner, NAMM's Most Innovative Teaching Tool
- ▶ Partnerships with Sony Creative Software Applications and DynaFlex
- ▶ Crisis Management on branding

"Getting the attention and time of the right press at trade shows is challenging. Eye-To-Eye's targeted media outreach consistently delivered new relationships and press to my booth. Overall, working with Eye-To-Eye is more than just getting out another news release; they are skilled in refining product messages and company news into compelling stories."

- Al Ingallinera Jr.
VP of Product Management and Business Development

This image shows a screenshot of the Mobile Beat website. At the top, there's a banner for a 'Gear Giveaway!' which includes the Beamz laser instrument. Below the banner, there's a section titled 'Beamz - Freakin' Lasers in The Mix!' with a sub-section 'Beamz Player - WIN \$4k LEARN A GROW!'.

This image shows a screenshot of the Mommy Kat and Kids website. It features a large graphic of a woman holding a baby and a child, with the text 'Mommy Kat and Kids' overlaid. Below the graphic, there's a navigation bar and some text about the Beamz Player Interactive Music System.

This image shows a screenshot of the Music Inc. website, specifically the '2010 HOLIDAY SALES GUIDE'. The main feature is a large graphic of the Beamz player with the text '2010 HOLIDAY SALES GUIDE' overlaid. Below the graphic, there's information about the Beamz Professional Interactive Music System, including a 'Breakout Gear Dealer Picks, Profit From Your One-Stop Source For Ringing Cash During The Biggest Holiday Season.'

This image shows two screenshots of tech reviews. On the left is a screenshot from Engadget, showing a person playing the Beamz instrument and a headline 'Beamz laser instrument allows even the least deaf to rock out for \$199'. On the right is a screenshot from CNET UK, featuring a review of the 'Beamz Theremin hero' with a photo of a person playing it.

This image shows two screenshots of business reviews. On the left is a screenshot from the Phoenix Business Journal, featuring a headline 'Beamz debuts revamped product aimed at professional users'. On the right is a screenshot from Deloitte, showing a photo of three people standing next to the Beamz instrument.