

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 tradeshow 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

