

# TOUCH2PLAY<sup>®</sup> MAX

## Planning Guide



**Product Placement Suggestions for Locating Kidzspace  
Touch2Play Max in McDonald's Restaurants**

# TOUCH2PLAY MAX

There are numerous ways that Kidzpace products can be added to the décor of either the Dining Area or the Play Place. No matter where they are located they will enhance your customer's visit and give them a reason to choose your establishment the next time.

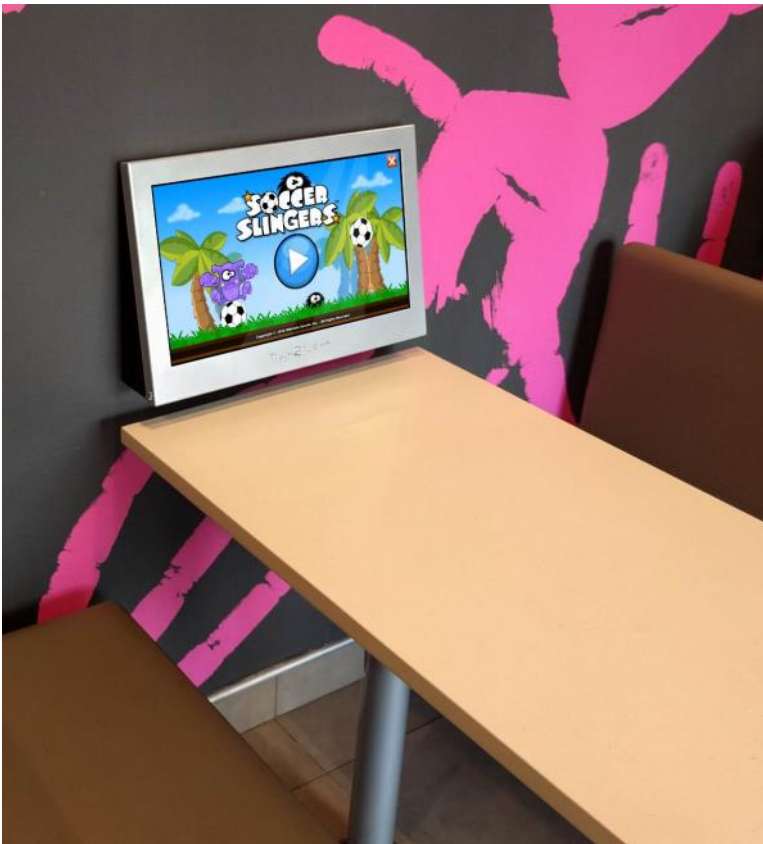


2 different mounting heights to accommodate different ages



Shown is 2 Touch2Play Max units wall mounted.





Here we see units mounted at standard tables – one is wall mounted and one is table mounted.



## Parsons Bench Solution. Includes:

- 6' x 12" eating counter on one side with 2 Touch2Play Max
- Other side has 3 Touch2Play Pro units
- About the same footprint as a regular booth
- Unit comes pre-wired and just needs electrical brought to the counter
- Good for multiple ages
- Won't take away valuable seating

A clean, easy way to create an appealing quiet entertainment area your customers will love.



Here is an examples of 2 wall mounted units – on a free standing Parson's Bench with counter and a divider wall with no counter.

# WHY KIDZPACE?

## What Appeals To Your Customer:

**Content, content, content** – Touch2Play Max features 65 games approved for McDonald's.

**Family entertainment** – there are games for all ages many of which are multi-player games that encourage inter-generational play.

**Ease of play** – game play is easy to play even if you have no computer experience – simply touch the screen to play.

**Unique and appropriate** – games are not available on today's popular home gaming systems. Games increase mental acuity, hand-eye coordination and are non-violent.

## What It Means to You:

**Durability** – Touch2Play Max is encased in a cabinet within a decorative metal cabinet. Highly resistant to damage.

**Reliability** – 5<sup>th</sup> generation of Touch2Play has proven track record in McDonald's rigorous play environment. **3 year warranty on Touch2Play Max – 3 year on Touch2Play Pro.**

**Cost** – Low to no maintenance make Touch2Play Max extremely cost effective over it's life span.

Provides Owner Operator with a low liability, low impact, low maintenance, quiet play alternative to Play Place.

The "Location is the Destination" – Touch2Play can make a business a preferred destination for Kids, Adults and Families

Repeat visits – many customers express the following sentiment: ie. *We love your games! The only place my grandson ever wants to eat is the McDonald's with the games :-)* - Debra Ray Beddard

Higher per visit sale!

Whether the Kidzpace products are located in a Play Area or in Dining room, they have been proven to drive business and provide an excellent return on investment.