

INTERACTIVE PLAY AT



SESAME STREET LAND™

at SeaWorld®
ORLANDO





"Sesame Workshop's mission is to help kids grow smarter, stronger, and kinder and what better way than to provide these wonderful playful learning experiences in a theme park?"

- Dr. Rosemarie Truglio
SVP, Curriculum & Content,
Sesame Workshop



interactive play at sesame street land

SeaWorld Orlando, FL.

Interactive play at Sesame Street Land is a new play experience at SeaWorld, Orlando, with over a dozen opportunities for kids and families to explore the iconic neighborhood like never before.

One of the early design goals for this project was **kid empowerment**. We built everything so that when kids enter the land they know everything here is for them. These activities, character encounters, and moments of discovery inspire kids to collaborate, learn, explore, and most importantly, to lead the day's adventures at Sesame Street Land, and beyond!

Learn more: <https://seaworld.com/orlando/sesame-street>

Project at-a-glance

Opened March 2019

11 Interactive play moments + Interactive Light Up Bubble Wand activation

Core Audience: Ages 3-5

Attraction on a Limited Budget

A photograph of two young children, a girl and a boy, interacting with a large, green, Sesame Street-themed water play structure. The structure is set against a stone wall and features a large, curved pipe and several circular, fan-like water outlets. The girl is on the left, looking into one of the outlets, while the boy is on the right, reaching up to touch the structure. The background shows a stone wall and a planter box with various flowers. The entire image is framed by a thick green border with a yellow inner line.

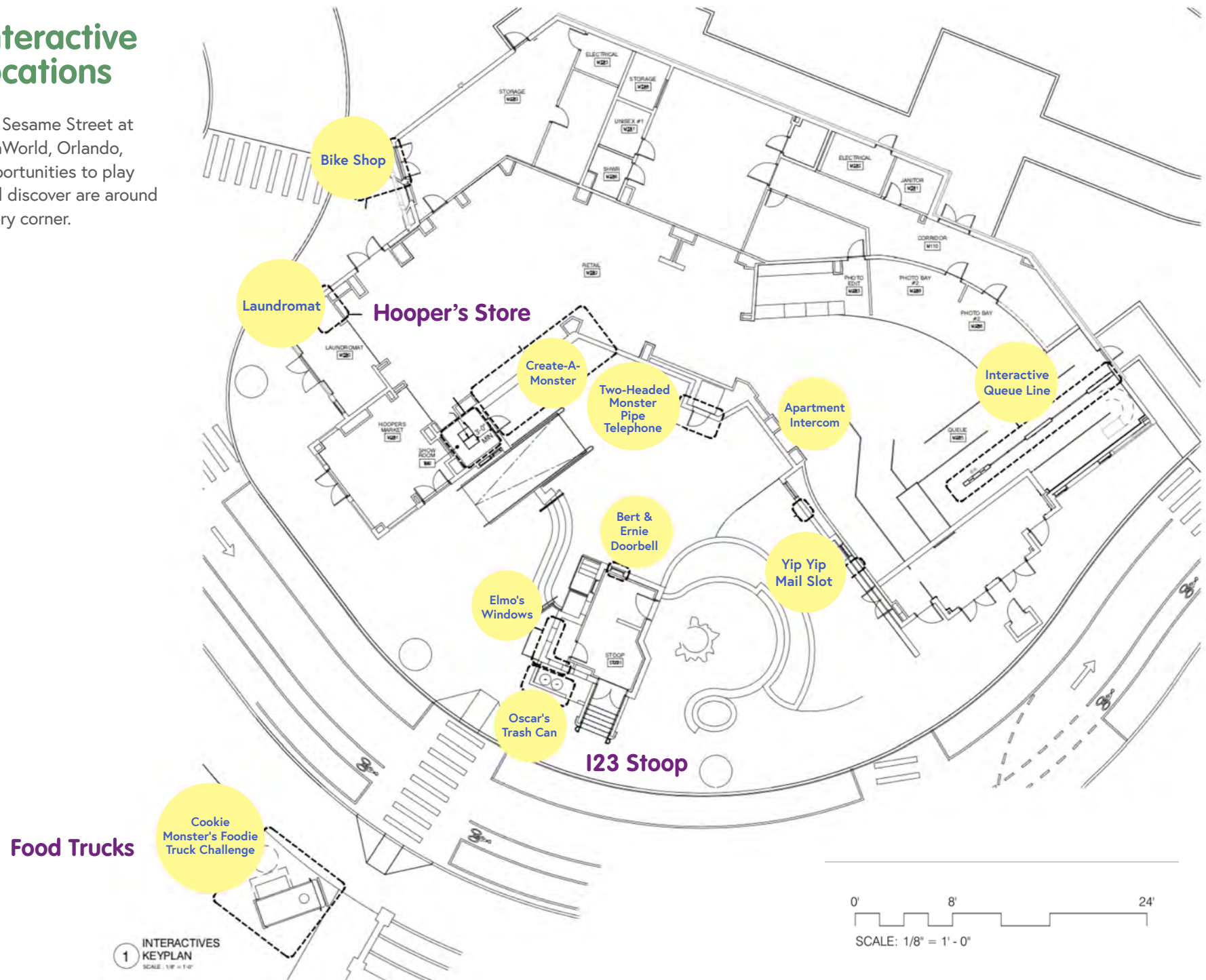
THE INTERACTIVES

The interactives throughout the land range from intimate character encounters to group game play and participatory show moments.

Together they make a day at Sesame Street feel personalized and unique to each and every guest.

interactive locations

On Sesame Street at SeaWorld, Orlando, opportunities to play and discover are around every corner.





"It's fortunately becoming more common in our industry to have the creative minds behind themed entertainment attractions and museums playing in the sandbox together. Often, this is to bring story, theming, and even a little theatrics to an educational experience (the sugar that helps the medicine go down)."

For Interactive Play at Sesame Street Land, the focus was first and foremost on FUN (this is a theme park after all!). But it's also Sesame Street and therefore vital to the brand that we fortify the play with a strong early learning foundation. In this unique experience, it was the theme park designers that actively sought out the expertise of early learning educators to ensure those goals were met."

- David Beaudry
*Principal & Experience Designer,
Beaudry Interactive*

EARLY LEARNING...IN A THEME PARK!

We wanted the interactives to reflect the diverse ways in which kids interact and engage with their own world.

Just like on the show, cleverly hidden behind each interactive at Sesame Street Land are early learning goals.

Beaudry Interactive and SeaWorld partnered with early learning subject matter expert, Dr. Kathy Hirsh Pasek, as well as the Sesame Workshop curriculum team, to better understand how young children **grow and learn through play**.

Below are types of learning you will find at Sesame Street Land:



IMAGINATION & CREATIVITY



CAUSE & EFFECT



PATTERN RECOGNITION



CO-PLAY & COOPERATION



LIFE SKILLS



COUNTING



MATCHING



SOCIO-EMOTIONAL SKILLS



FINE & GROSS MOTOR SKILLS



LANGUAGE SKILLS



ACTIVITIES & DIGITAL GAMES

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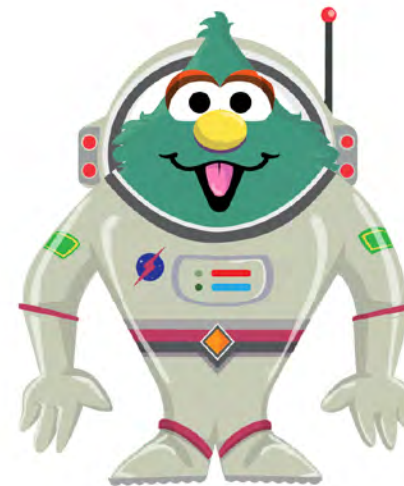


"What we ended up seeing is that kids were expressing how they felt that day. At the end of the day, we have a collage of children in our park, expressing themselves through art."

create-a-monster




The Create-A-Monster game at the Sesame Street Community Center offers guests a chance to put on their creative hats and assemble their very own fun digital monster from a selection of shapes, features, and accessories, including everything from spacesuits to cowboy boots. With over 100 million possible combinations, no two guests' monsters will ever be quite the same.

When guests are finished personalizing their creation, their new special monster launches off of the easel and appears on the colorful Community Center windows for guests to find. A nod to themes of community and neighborhood, the windows feature an evolving collection of monsters, created by families throughout the day.



- Erik Baeumlisberger
Corporate Manager
of Experience Technology
SeaWorld Parks & Entertainment

early learning objectives

-  imagination creativity
-  socio-emotional connection
-  shapes & colors

ACTIVITIES & DIGITAL GAMES



bike shop tricycle challenge

Tricycle Challenge at the Bike Shop invites guests to steer a digital tricyclist on-screen using their body movements as the game controller. Stepping left and right on the painted bicycle path, the tricyclist moves with the player in real time. Guests must gather all of the numbers that appear along the path, while avoiding obstacles that will stall their tricycle, all before the clock winds down. If guests collect all of the numbers before time's up, they are rewarded with a celebratory animation featuring favorite Sesame Street friends.

early learning objectives



gross motor
skills



counting



cookie monster's foodie truck challenge

This fast-paced matching game invites kids to help Cookie Monster and Chef Gonger find the ingredients needed to complete each recipe. The game is housed in a full-scale replica of the Foodie Truck from the Sesame Street show and features 24 unique ingredient buttons, from each of the major food groups. After completing two successful recipes, kids become the chef, with an opportunity to design their very own pizza using any of the ingredients as toppings. The game station is designed to accommodate both single players and multiple families for cooperative play.

Cookie Monster's Foodie Truck Challenge features original video media written and produced for Sesame Street Land at SeaWorld, Orlando.

early learning objectives



fine motor
skills



matching
categorization



co-play



life skills

characters



ACTIVITIES & DIGITAL GAMES



backstage queue line warm-up

The Sesame Street meet-and-greet queue takes guests on a journey backstage of the neighborhood Community Theater. To help everyone prepare for their upcoming moment in the spotlight, our interactive queue panels offer fun theater warm-up exercises, from silly mirror stretches and practicing your monster smile, to "find and seek" puzzle panels featuring everyone's favorite Sesame Street characters.

The queue line design is driven by guests' imagination, curiosity, and the desire to play. Each panel is 100% analog: no electronics, power, or data required to keep guests engaged and entertained.

early learning objectives



imagination



gross motor
skills



pattern
recognition



laundromat

The Laundromat game is a sorting challenge in which players pop bubbles to find out what's washing inside. As bubbles clear, three category buttons appear, inviting guests to guess which one matches the item in their washer.

A correct selection refills the washer with bubbles and it's time to start all over again. With over 40 unique items to wash, this play-at-your-own-pace game allows guests to stay as long as they'd like, while families shop at the adjacent Hooper's Store. Laundry time has never been so much fun!

early learning objectives



fine motor
skills



matching
categorization



life skills



CHARACTER ENCOUNTERS

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elmo's windows

Elmo's apartment comes to life each time you stop by with short show moments that invite you to dance, sing, and play with Elmo and his friends. Elmo entertains guests both on the side and front windows of his 123 Stoop Apartment, wrapping a dynamic and immersive storytelling canvas around the building that feels new and exciting with each visit.

Equipped with invisible motion sensors, Elmo knows when a friend has come to say hello and is always ready to pop in and play. The longer you stay, the more Elmo will play with you. Elmo's windows are always active but sometimes, he and his friends are away doing other things on Sesame Street. Each character-based media interactive communicates with land-wide show control to know when special events, like a parade, are about to begin, allowing characters to make a graceful exit before they appear elsewhere in the land.

Unlike the traditional "follow me" activities in children's television shows, the integration of mechanical props in Elmo's flowerbox provides guests with opportunities to actively participate in the story and help Elmo achieve a goal or solve a problem. By blowing on a pinwheel or doing the Happy Dance to raise the Happy Meter, Elmo and guests' worlds collide in a way that is truly unique to location-based entertainment.

Elmo's Windows feature original video content that was written and produced for Sesame Street Land at SeaWorld, Orlando.

early learning objectives



imagination
creativity



socio-emotional
connection

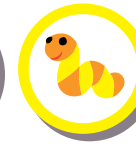


language



gross motor
skills

characters



CHARACTER ENCOUNTERS



two-headed monster pipe telephone

Have you ever wanted to speak monster? Grab a friend and push the button to start talking into either of the pipes and hear your voice instantly transformed into a friendly monster voice. The Two-Headed Monster in the Ivy Wall apartment window is eager to hear what you have to say and will happily take a break from their own playful antics to listen to your monster conversation.

The Monster Pipe Telephone features original video content that was written and produced for Sesame Street Land at SeaWorld, Orlando.

early learning objectives



imagination



cause & effect



language

characters



oscar's trash can

Ring Oscar's doorbell or give his can a good knock to hear a grouchy reply. When no one is bothering him, passersby may notice Oscar snoring away in his trash can or thinking out loud about a sardine anchovy milkshake from the nearby Foodie Truck.

early learning objectives



fine motor skills



matching categorization



life skills

characters



A young boy with short brown hair, wearing a blue t-shirt, is seen from the side, looking into a large wooden crate. The crate is filled with various items, including a sign that reads "DO NOT KNOCK I CAN!". The scene is set outdoors, with a brick wall and a decorative stone pedestal visible in the background. The entire image is overlaid with a semi-transparent red filter.

MOMENTS OF SURPRISE & DISCOVERY

MOMENTS OF SURPRISE & DISCOVERY



In order to create the sense that this is a real neighborhood where guests' favorite characters live and play, everyday objects like doorbells, mailboxes and even trash cans become moments of surprise and delight.

yip yip's mail slot

Lift the door of the mail slot and take a peek inside for a surprise extraterrestrial encounter. The mail slot becomes a portal to see the Yip Yip Martians teleport to new and exciting destinations. As they explore their new environment, they take notice of something else strange and interesting, YOU! When the adventure ends, the Yip Yips are beamed back up to space...until the next time someone visits!

The Yip Yip's Mail Slot features original video content, written and produced for Sesame Street Land.

early learning objectives



fine motor
skills



cause & effect

characters



MOMENTS OF SURPRISE & DISCOVERY



sesame street apartment intercom

Follow the pattern next to the character you want to call and press the number buttons in the correct order to hear funny messages from Grover, Rosita, Abby, and a surprise Sesame Street friend. For guests that need a little extra help, Count Von Count provides additional instruction until a successful pattern is entered.

early learning objectives

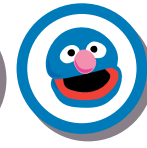


fine motor
skills



cause & effect

characters



bert & ernie's doorbell

Ring the doorbell on the back of the 123 Stoop to hear funny responses from pals, Bert and Ernie.

Tap your Elmo Interactive Light-Up Bubble Wand here and Ernie will serenade you with his favorite song, *Rubber Duckie*. The doorbell changes modes for this special moment, allowing you to add duckie squeaks of your own to the melody.

early learning objectives

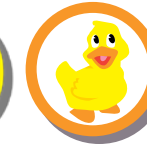


fine motor
skills



cause & effect

characters



MOMENTS OF SURPRISE & DISCOVERY

interactive light-up bubble wand

Beaudry Interactive worked with the SeaWorld team to develop a retail up-sell opportunity that takes a product beloved by guests across all SeaWorld parks, and adds a bit of magic to empower guests to unlock special content throughout the Sesame Street neighborhood. At designated locations, guests can tap their Interactive Light-Up Bubble Wand to recognizable touch points to discover new gameplay modes and exciting changes to the physical and acoustic environment.

Expreience the light up bubble wand at the following interactive locations:

- Bike Shop
- Laundromat
- Cookie Monster's Foodie Truck Challenge
- Create-a-Monster at the Sesame Street Community Center
- Yip Yips Mail Slot
- Bert & Ernie's Doorbell

early learning objectives



fine motor
skills



cause & effect



OVER 20,000 INTERACTIONS PER DAY

"Currently, realm-wide, we're tracking more interactions per day, than riders on our biggest roller coaster. That's something that is really unusual in our industry."

- Erik Baeumlisberger

Corporate Manager of Experience Technology
SeaWorld Parks & Entertainment



A FAMILY MOMENT

"One of the really unique things about the interactives is that it is really a family moment, sometimes you'll see kids teaching the parents, sometimes you'll see parents pointing at moments for the little ones to see.

But it's always a group of the family working together to do something during these interactives so it really becomes that moment where you can make a memory together."

- Amanda Trauger

Experience Design Manager,
SeaWorld Parks & Entertainment



PLAY WITH PURPOSE

Whether it's making new friends at the Foodie Truck, lending Elmo a helping hand with his pinwheel, or counting at the Bike Shop, the interactives at Sesame Street Land inspire kids to share, grow, and learn through play.

These are life-long lessons that make an impact beyond a day at the park, reinforcing Sesame Street's core values of inspiring kids to be smarter, kinder, and stronger with each visit to Sesame Street Land.

PROJECT TEAM - INTERACTIVE PLAY AT SESAME STREET LAND, SEAWORLD, ORLANDO



AWARDS & ACCOLADES



**2020
IXDA AWARD WINNER
MOST ENGAGING**



**2020
COMMARTS
SHORTLIST**



**2019
PRODUCERS GUILD OF
AMERICA INNOVATION
AWARD FINALIST**



**2019
IAAPA BRASS
RING FINALIST**



**Sesame Street Land™ voted #1
Best New Amusement Park Attraction**

- USA Today's 10Best
Readers' Choice Awards, 2020

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For more project details, visit binteractive.com

www.binteractive.com/sesame-street