



Pixel Games GmbH – Company Profile & Fact Sheet

Company Profile

Pixel Games GmbH is a globally leading provider of interactive gaming floors for leisure and entertainment locations. Founded in 2023, the company develops movement-based games that combine physical activity with digital game worlds, creating a new form of immersive gameplay.

The products are characterized by intuitive accessibility, modern game design, and versatile application—from families and children to adult players across a wide range of leisure environments. The goal is to make movement a playful experience while enabling new attraction formats for modern entertainment concepts. The underlying software and hardware are developed at the company's headquarters in Magdeburg. The Pixel Floors are patented and form the technological foundation of the scalable overall system.

Pixel Games supports operators in the leisure and attractions industry in optimizing their space utilization. The systems are designed to operate autonomously, integrate quickly, and ensure consistently high utilization rates over time.

With more than 350 installed systems in over 40 countries across six continents, Pixel Games has a strong international footprint. In addition to its headquarters in Magdeburg, the company operates another German office in Schwetzingen near Heidelberg, as well as international offices in Australia and the United States.

Pixel Games GmbH is led by CEO Philipp Hacker.



Fact Sheet

Business Model	Development and distribution of interactive gaming floors for leisure and entertainment locations (B2B)
Founded	2023
Management	Philipp Hacker
Product	Patented interactive gaming floors and digital play environments
Core Benefits	Space optimization, autonomous (attendant-free) operation, fast integration, high utilization
Market Position	Global leader in the interactive gaming floor segment
Market Presence	350+ systems in 40+ countries across 6 continents
Applications	FECs, trampoline parks, indoor entertainment, mixed-use concepts

Contact

Pixel Games GmbH
Sophie Jungnickel
Leipziger Chaussee 23
39120 Magdeburg
Germany

Mail: presse@pxl-games.com