



Press release

## Produkthighlight: Pixel Floor

**Pixel Floor surpasses 350 installations worldwide: Interactive gaming platform establishes “Engineered in Germany” as a standard in leisure and entertainment concepts**

**Magdeburg, April 2026** – Pixel Games GmbH has reached another milestone with its highlight product, the Pixel Floor: More than 350 installed systems in over 40 countries across six continents, along with more than 1.4 million games played per month, demonstrate the growing establishment of interactive gaming floors in the professional leisure and entertainment market. Since its market launch in 2023, the Pixel Floor has rapidly evolved from a gaming innovation into an easily integrable, effective industry standard for operators—particularly in family entertainment centers, trampoline parks, and mixed-use concepts.

### Pixel Floors: physical-digital play spaces for all

The Pixel Floor is an interactive floor made up of modular, sensor-integrated LED tiles that capture movement in real time and translate it directly into game mechanics. Every step, jump, or change of direction is instantly detected and processed visually and acoustically. The floor creates dynamic game worlds with color-coded zones, as well as reaction and skill-based challenges in competitive or cooperative modes. Control is intuitive via movement—without controllers or instructions—ensuring easy access for different age groups. A game library with more than 15 games, combined with short, high-intensity sessions, drives high usage frequency and repeat play.

### High usage as an indicator of space performance

The high number of monthly game sessions highlights one key aspect: the Pixel Floor is intensively used in day-to-day operations. The combination of physical activity and digital gameplay creates a low-threshold offering that appeals equally to diverse age groups—from primary school children and siblings of different ages to grandparents with grandchildren and young adults. For operators worldwide, this results in consistently high utilization rates and an enhanced visitor experience. At the same time, the modular design allows flexible integration into existing spaces—from compact installations to large-scale play areas.

### Patented technology as the foundation for scalability

Unlike simple, often hardware-centric solutions on the market, Pixel Games pursues an integrated hardware and software approach. Development, production of key



components, and continuous product advancement are all carried out at the company's headquarters in Magdeburg. This enables short iteration cycles, stable system quality, and a long-term product strategy. A key success factor of the Pixel Floor is its patented system architecture. Both the modular construction and the connection of individual tiles are technologically protected, ensuring high durability in continuous operation and consistent performance across different use cases.

Current figures underline that this approach is gaining traction in the international market: the Pixel Floor is increasingly evolving from a single installation into a globally deployed, standardized component of modern entertainment spaces.

---

### About Pixel Games

Pixel Games GmbH is an international provider of interactive gaming floors for leisure and entertainment venues. Founded in 2023 and headquartered in Magdeburg, the company develops and distributes systems that combine physical movement with digital game mechanics, enabling new forms of active, spatial gameplay. With more than 350 installed Pixel Floors across over 40 countries on six continents, Pixel Games is the global market leader in this segment. The solutions, developed in Germany, are used in a wide range of leisure and entertainment formats and are designed for efficient use of space and reliable operation. Pixel Games GmbH is led by Managing Director Philipp Hacker.

## Contact

Pixel Games GmbH  
Sophie Jungnickel  
Leipziger Chaussee 23  
39120 Magdeburg

Mail: [presse@pxl-games.com](mailto:presse@pxl-games.com)