



Press Release

Gravity Expands Pixel Floor Portfolio with Ten Additional Play Fields

Magdeburg, June 2026 – British leisure group Gravity is once again investing in interactive gaming experiences from Pixel Games, expanding its existing portfolio with ten additional Pixel Floors. The new installations will be rolled out at Gravity Active Castleford, Gravity MAX Wandsworth, Gravity MAX Liverpool, Gravity Active Bluewater, and Gravity MAX Cardiff.

Gravity has been a Pixel Games customer since 2024. According to the operator, the first two installed Pixel Floors have performed successfully and will now be introduced at additional locations. The renewed investment highlights the role of interactive movement-based gaming as a versatile addition to a wide range of leisure and entertainment concepts.

The various Gravity brands cover a broad spectrum of attractions, ranging from family entertainment and social entertainment to active leisure experiences. Expanding the concept across additional venues demonstrates the versatility of the Pixel Floor and its ability to integrate seamlessly into different operational models and target group strategies.

“We see Gravity’s decision to invest in our systems once again as a strong vote of confidence. I am particularly pleased to see how the concept has developed since the very first installation at Gravity MAX Westfield Stratford. Watching a single venue grow into a multi-site rollout confirms both the success of our collaboration and the potential of interactive movement-based gaming within the leisure industry.”

Philipp Hacker, Founder and CEO of Pixel Games

With these new installations, Gravity continues to expand its portfolio of interactive attractions.

“Since introducing our first Pixel Floors in 2024, we’ve seen first-hand how interactive, movement-based gaming enhances the guest experience across our venues. The strong performance of the initial installations has given us the confidence to expand the concept into additional locations across both our Gravity Active and Gravity MAX brands. As we continue to invest in innovative attractions that



encourage social play, physical activity and repeat visitation, Pixel Floor has proven to be a versatile addition that resonates with a broad range of guests. We're excited to bring this experience to even more customers across the UK."

Harvey Jenkinson, CEO, Gravity

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.

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