



Press Release

From Pixel Floor to Pixel World: Pixel Games launches its first standalone attraction

With Pixel World, Pixel Games is growing from a supplier of interactive gaming floors into a developer of complete entertainment attractions. The new multi-room concept lifts the proven Pixel technology off the floor and into immersive rooms for the first time. A public beta test has been running since mid-August; pre-orders open at IAAPA Expo Europe.

Magdeburg, August 2026 – An interactive playing surface becomes an entire world: with Pixel World, Pixel Games is presenting its first standalone attraction and taking the next step in its product strategy. After more than two years of development, the company is transferring the technology and the gameplay principle of the internationally established Pixel Floor to a complete multi-room experience for the first time.

Pixel World is designed as a modular main attraction, yet it can equally be integrated into existing family entertainment centres as a premium extension. A minimum of eight rooms makes up one installation. Eleven different room concepts are available at market launch, bringing together various forms of movement, dexterity, reaction and logical thinking.

From Pixel Floor to a complete entertainment attraction

Teams of three to five people make their way through Pixel World together and take on a range of challenges. Physically active tasks alternate with dexterity and reaction games as well as logical puzzles. Light, sound, sensors and interactive play elements respond immediately to what happens, making the players themselves part of the room.

This opens up a new product area for Pixel Games for the first time: instead of individual attractions, the company will in future be able to cover a substantial part of a location's entertainment offering with its own systems – up to and including independently operated Pixel World sites.

“Pixel World is the next step in our product strategy. Our vision is to be able to equip complete locations with our entertainment systems,” says Philipp Hacker, Managing Director of Pixel Games. “From the outset, we knew that our technology still held

considerable potential for new play experiences. With Pixel World, we are carrying over what made the Pixel Floor successful into other dimensions, movements and challenges.”

Replay value as part of the product concept

A central focus of development lies on replay value. The individual rooms are therefore not laid out as one-off challenges. Several games, differing stages and difficulty levels, along with cooperative and competitive play mechanics, create a large number of varied experiences within a single Pixel World. High scores, achievements and unlockable content add further goals beyond one visit. Regular expansions of the game library are also intended to keep supplementing the system with fresh challenges.

At the same time, Pixel World is built for high capacity. Several teams can move through different rooms in parallel instead of having to work through a linear sequence of stations. The modular concept also allows operators to match the number and combination of rooms to floor space, target groups and expected utilisation.

Varying difficulty levels widen the potential audience: families, groups of friends, school classes and companies can experience the same rooms at different levels.

Eleven rooms, a range of technologies

The breadth of rooms available at launch shows how far Pixel Games has developed the original concept of the interactive floor. Eleven room concepts are on offer to begin with. Among them are Labyrinth, Climb, Spider Web, Tower, Mega Bounce, Hoops, Toss, Ball Target and Quick Shot.

The attractions do not rely on a single input technology. Alongside the patented Pixel systems, Pixel World combines various sensor and interaction technologies with light, sound and digital gameplay. Hardware and software are developed at the company's headquarters in Magdeburg. There, the team has spent almost two years working on play mechanics, hardware and new room concepts with a development prototype.

For Pixel World Quick Shot, Pixel Games is additionally cooperating with the international laser tag specialist Laserforce. Its expertise in laser targeting technology adds a further play mechanic to the Pixel platform and brings elements of classic laser tag gameplay into the multi-room concept.

Proof of concept: opening in Karlsruhe

Since mid-August, Pixel World has moved beyond the development prototype for the first time: at a test site in Karlsruhe, the concept is open to the public. The location serves Pixel Games as a proof of concept under real operating conditions. Insights from live play feed directly into the further optimisation of games, processes and technology. In this way, Pixel Games deliberately links its in-house product development with practical operating experience before the first systems are delivered at the end of the year.

Pre-orders open at IAAPA Expo Europe

The next step follows in September: at IAAPA Expo Europe in London from 22 to 24 September 2026, Pixel Games officially opens pre-orders for Pixel World. Interested operators will receive advice tailored individually to their location at the show and can find out on site about possible room combinations, space requirements and operating models.

First deliveries are already scheduled for the end of the year. According to the company, order enquiries for Pixel World projects have already been received from Europe, Canada and Australia.

About Pixel Games

Pixel Games GmbH is an internationally active supplier of interactive gaming floors for leisure and entertainment locations. Founded in 2023 and based in Magdeburg, the company develops and sells systems that combine physical movement with digital play mechanics, opening up new forms of active, spatial play.

With more than 350 Pixel Floors installed in over 40 countries across six continents, Pixel Games is the world's leading supplier. Developed in Germany, its solutions are used in a variety of leisure and experience 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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