

Consumer Products

How do you take your parks to the next level of immersion?

For many years, theme parks have offered merchandise to augment the park experience and to provide keepsakes for guests to recall their time in those special places that once only existed in the imagination. How do you take that to the next level? How do you allow your guests to participate in the experience, to become a part of your park and your shows?



Birket creates interactive consumer products designed to complement major theme park shows and lands. Whether the need is the interactive technology to supplement existing products and lines or to create entirely new products from your creative teams' imaginations, Birket can help translate those ideas and dreams into reality, and into a profitable way to build new adventures and stories into your parks.

Sample Projects:

- Interactive lighted character glove, Disney Theme Park Merchandising
- Interactive lighted wand, Disney Theme Park Merchandising
- Interactive light-up flip flops, Disney Theme Park Merchandising



Orlando | Shanghai | Hong Kong | Guangzhou
www.birket.com | (407) 290-2000