Funway Runway: A New Play Area Concept at CVG

December 6, 2013 — Families traveling through Cincinnati/Northern Kentucky International Airport (CVG) now have the opportunity to entertain themselves in the new “Funway Runway” play area located in the Food Court Seating area of Concourse B.

CVG has partnered with The CTM Group Inc. to develop the latest in children’s play areas. This new development provides entertainment for the whole family. The room features an interactive floor equipped with MotionAware technology, which “comes to life” and reacts when human movement is detected. By interacting with the projected images, people activate animations, trigger sounds, play games or interact with content applications in an exciting and memorable way. There are touch screen monitors with educational and fun games for the younger members of the family and individual rides for all ages.

“With the airport industry focusing on customer services and improving the flying experience for families, we developed a new play area concept with this motivation in mind” said Tom Coco, CEO at CTM Group Inc. “Our focus is to bring cutting edge technology to entertain the entire family while creating a room that highlights the local market. At the same time, we look to build relationships with local businesses through our marketing program.”

The CTM Group is installing their first to market “iReality” ride which incorporates augmented reality. While experiencing the thrill of four way motion, the rider watches as their face is featured as part of the ride in real time. The technology is further enhanced through “hand mapping” allowing the customer to participate in the action through simple hand movements. While all of this happens, everyone can watch the exuberance on a 55” flat screen monitor positioned above the iReality.

“Passengers of all ages are important to CVG,” said Candace McGraw, Cincinnati/Northern Kentucky International Airport chief executive officer. “We are excited for the ‘Funway Runway’ to complete our overall food court renovations.”

The “Funway Runway” play area is designed with colorful walls that provide the back drop for gorgeous images of local landmarks and sights provided by the Cincinnati Enquirer. Located strategically near the food court, the play area provides an entertainment spot for the whole family before taking off to their next destination.

About CTM Group
The CTM Group is the leading owner and operator of children's rides and penny presses in the United States. Currently, the Company has coin-operated entertainment equipment located in 650 malls nationwide and more than 900 high traffic consumer locations such as theme parks, tourist destinations and souvenir shops across the U.S. as well as internationally. Visit: www.ctmgroupinc.com
About CVG
Airline partners at CVG offer passengers more non-stop flights than any other airport in the region, including direct international service to Paris, Toronto and Cancun. Book your next flight now at www.cvgairport.com, where low fares are updated daily.

CVG is home to DHL’s North America hub. CVG has been rated the Best Regional Airport in North America three straight years by SkyTrax, an independent, London-based air transport research organization. In 2011, CVG became the first airport in the country to receive Safety Act Designation and Certification from the Department of Homeland Security (DHS), giving the airport the highest level of protections under the Act.

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