

OBSERVATION / SENIOR & DAY-SERVICE CARE

BEAM Mobile in Japanese Senior Care.

A pilot evaluation at Amikkusu Higashi-Kōjiya Day Service Center.

PILOT PERIOD

14 May - 6 June 2025

DURATION

24 days

CADENCE

3 to 4 sessions / wk

FACILITY OBSERVER

Nakamura Tadayuki

THE CHALLENGE

Day-service centers in Japan face a sustained engagement problem: how to keep residents physically active, cognitively stimulated, and socially connected – particularly when traditional recreation fails to motivate users with intellectual disabilities or low baseline mobility. Operators are also looking to differentiate as the senior-care market continues to expand.

Amikkusu Higashi-Kōjiya set out to evaluate whether BEAM Mobile could meet four goals: activate cognitive and physical function, introduce ICT-based recreation, build motivation for daytime activity, and differentiate the facility for new user acquisition.

THE PILOT

Over 24 days, staff ran 3 to 4 group sessions per week with BEAM Mobile. Five game titles formed the core of the evaluation: Cheese Heist, Zombots, BINGO, MATCHUP, and PaintStudio. Sessions included tabletop physical games for upper-body activation, and short-form static content for calmer engagement.

FIELD NOTE

Previously sedentary users walked to the activity table when invited to play.

RESULTS / OBSERVATIONS / VERDICT

The Results.

BEHAVIOR CHANGE

The headline finding from staff observation: previously sedentary users walked to the activity table when invited to play. Across 24 days, four patterns recurred consistently in staff notes:

- Audible laughter and verbal expression during reflex-based games.
- Sustained conversation with staff and other users during sessions.
- Voluntary upper-body movement calibrated to each user's ability.
- Strong engagement across cognitive baselines, including users with intellectual disabilities.

STAFF WORKLOAD

Initial sessions required staff to explain controls and play alongside users. As users learned the games, support requirements dropped. The report projects burden reduction as use continues.

GAME / USER RESPONSE

Cheese Heist & Zombots

Reflex. Clear rules, intuitive controls.
Universal — incl. cognitive challenges.

BINGO

Suspense, group fun.
Active groups up to 4 players.

PaintStudio

Touch-driven creative output.
Calm engagement; popular with women users.

MATCHUP & STOP! POLICE

Memory and attention.
Rehab and functional-training settings.

THE VERDICT

"BEAM Mobile shows very high potential as an ICT-based support tool for seniors and the disabled. Simple, response-eliciting games drew out significant user motivation and smiles."

NAKAMURA TADAYUKI / AMIKKUSU HIGASHI-KŌJIYA

NEXT AT AMIKKUSU

Expansion to Flos (senior care) and Aqua (rehabilitation) for multi-environment evaluation.

ABOUT BEAM MOBILE

Portable interactive projection system for senior care, day-service, rehabilitation, and special-needs settings. 350+ no-touch games.

PHOTOGRAPHIC EVIDENCE / PLATES 01 - 03

From the floor.

Activity photographs supplied with the operator's pilot report. Documentary, untouched apart from tone harmonisation.



PLATE 01 / BINGO / GROUP SESSION

AMIKKUSU / MAY 2025



PLATE 02 / DETAIL



PLATE 03 / GROUP