



CASE STUDY

SPACE MAGIC

ENTERTAINMENT CENTER

Immersive Visual Experiences That Take Visitors to Orbit

Space Magic in Aurich, Germany is the ultimate destination for anyone looking for an out-of-this-world experience. Guests are transported to an immersive environment filled with breakthrough adventures and futuristic fun where they experience a “space station on Earth” complete with augmented reality challenges, laser tag battles, escape rooms for all ages, and a 300+ seat Sky High restaurant serving cosmic views and a menu truly out of this world.



Founder Steve Schröder, an engineer by trade, came up with the idea of Space Magic after repeatedly finding indoor leisure parks outdated, lacking innovation, yet always packed with families. He was convinced there was room for something new – a place focused on shared family experiences and emotion where parents actively participate rather than merely waiting on the sidelines.

Seeking to make their galactic vision a reality, Space Magic teamed up with SpinetiX Certified Silver Dealer [davitopro](https://davitopro.com). The result exceeded expectations, proving just how far digital signage can turn an ambitious concept into reality.

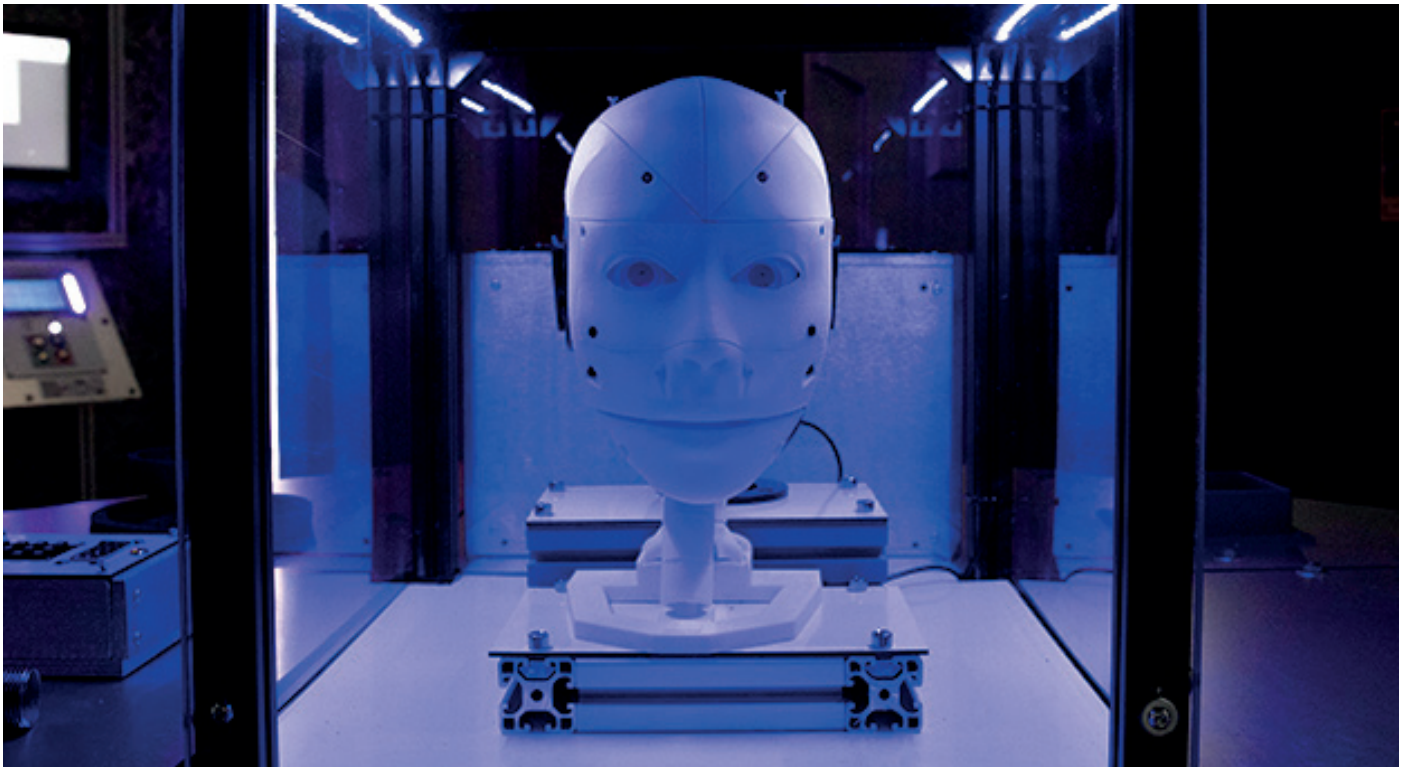


"Indoor parks were always packed but felt tired: old tech, old buildings. I wanted a place where the whole family plays together, not where parents just drink coffee"

Space Magic founder Steve Schröder

THE CHALLENGE

From the very beginning the Space Magic team envisioned a space-station-inspired venue so immersive that visitors forget they were still on Earth. Achieving the goal required more than just mounting a few screens here and there. The key project goals can be broken down as follows:



Create an “out-of-this-world” environment

The project called for visually striking multi-screen formations, all perfectly synchronized to deliver a consistent sci-fi vibe. Screens also had to link with the venue's custom soundtrack and subtle “shuttle” rumble sound effects, so the integrated audio-visual experience stayed on brand from entrance to exit.

Keep content fresh & event-ready

As an entertainment venue, Space Magic hosts everything from family getaways to corporate gatherings, so updating pricing boards, promotional clips, and safety messages in real time were all part of the project's essentials. The end customer insisted the restaurant double as a rentable events space, meaning the signage throughout the space had to flip into presentation mode easily.

Support multiple attractions

Space Magic includes a large dining area, escape rooms, trampoline and other activities areas, and more. Each of these zones needed its own distinct mix of digital signage, all managed in an easy way.

This is where SpinetiX technology proved invaluable in bringing the end-customer's ideas to life.



THE SOLUTION

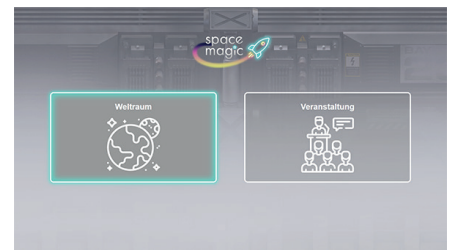
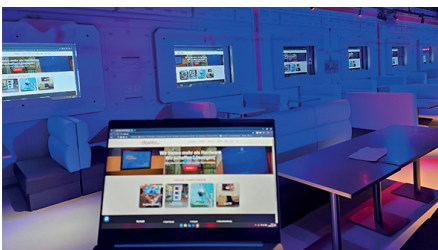
The end customer's brief focused on delivering emotion and experiences rather than defined technical specs. As a result, the integrator had room to propose creative, out-of-the-box solutions, ultimately delivering immersive visual experiences across multiple attractions. Therefore, Space Magic selected the SpinetiX Complete Digital Signage Solution, deployed by davito.pro, to power everything from the "space windows" in the Sky High restaurant to menu boards, welcome screens, and promotional displays.

SpinetiX Players for Impactful Experiences Across Multiple Use Cases

Known for their award-winning robustness and reliable performance, SpinetiX players are ideal for large-format, high-resolution signage that also stays flexible in function. Space Magic selected both the iBX440 and iBX410 player models for the project. The iBX440, capable of driving 4K multi-output content in perfect sync at 60 fps, creates the panoramic window in the restaurant that simulates gazing down at Earth from orbit. Meanwhile, the versatile iBX410 powers individual screens for essential updates, including safety instructions throughout the site.

Multiple Zones, One Seamless Experience

SKY HIGH RESTAURANT



Two iBX440 units operate eight displays arranged in a sweeping arc reminiscent of a spaceship's observation deck, each screen framed out in its own niche to heighten the illusion.

During corporate events, staff effortlessly switch from the cosmic view to event agenda view and live laptop presentations triggered by a one-click web interface routed through private Wi-Fi.

Three additional displays at the restaurant's ordering counter, all driven in perfect sync by one iBX440, showcase a digital menu board that auto-updates from a cloud-based spreadsheet.

WELCOME AREA



Six displays in a hexagonal formation at the entrance of the venue greet visitors with real-time admission pricing in the front and promotional clips in the back.



The price list itself is tied to a simple spreadsheet on Google Drive while uploading new visuals to the cloud also refreshes the promotional messaging. No advanced technical skills required.

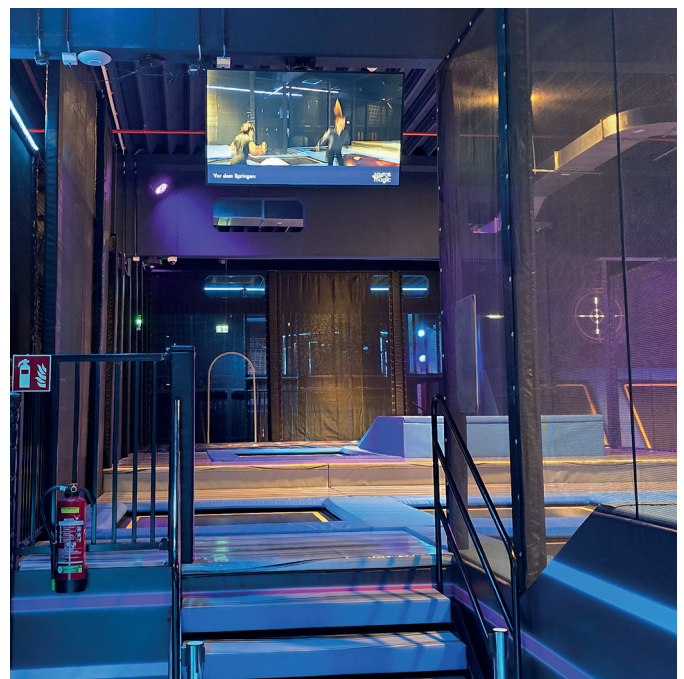


IN FRONT OF ESCAPE ROOMS

A single display stands behind the counter, revealing story details and instructions before guests dive into their next mission: from Curse of the Warlock to a galactic Space Lab Outbreak. A future update will pull live room availability so walk-in guests can book the next open slot directly.

TRAMPOLINE ENTRANCE

Another single-display setup runs a media playlist of videos and images, looping critical safety rules before guests bounce their way into the Olympus Mons jump zone.



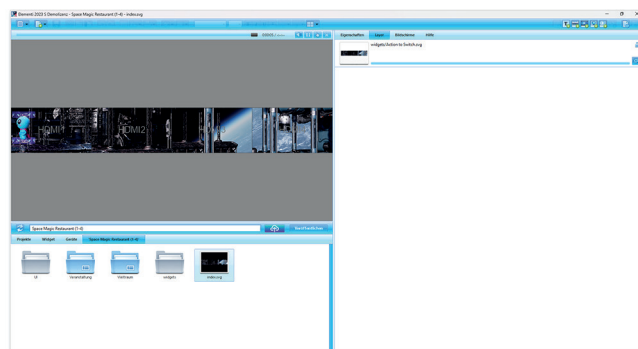
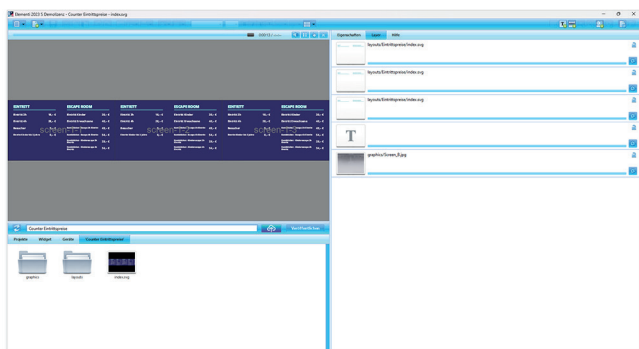
"We built Space Magic around creating experiences and emotion: our own soundtrack, our own visual identity. SpinetiX digital signage is the heart and soul that ties it all together; guests hear the theme music, see the space windows, and instantly think 'Space Magic.'"

Space Magic founder Steve Schröder



Elementi Software for Easy Content Management

Davito.pro leveraged SpinetiX Elementi software to configure the multi-screen layouts while ensuring easy content updates throughout the rest of the site. The Space Magic team simply edits a CSV or drops a new video into Google Drive; Elementi distributes everything automatically, giving the park independence for day-to-day tweaks while the integrator handles deeper creative updates such as HDR menu imagery and seasonal templates.



"We knew SpinetiX for its robust, reliable, and flexible digital signage solution," says Ralf Wurts, Managing Partner at davito.pro.

"When the idea of a full 'space window' with multiple synchronized screens came about, we gladly took on the challenge. We even advised the end customer ways to boost the immersive orbit illusion. The result left Space Magic positively surprised!"



RESULTS

Since opening on 1st March 2025, and already exceeding visitor forecasts, Steve enjoys looking at the smiling faces of his guests from his office beside the exit. Weekday corporate bookings are now filling downtime between family peaks, boosting return on the AV investment multiple-fold.



IMMERSIVE VISITOR EXPERIENCES

Whether it is the "space station windows" in the restaurant or the hexagonal display installation at the entrance, Space Magic guests find themselves immersed in a sci-fi atmosphere unlike any other indoor venue in the region.



OPERATIONAL EFFICIENCY ON A WHOLE NEW LEVEL

Because screen content is updated with tools Space Magic already uses, staff can easily revise menu boards, adjust promotional messaging, or switch to event-specific presentations on the fly.



BUILT-IN SCALABILITY

Should Space Magic decide to expand, their SpinetiX setup has them covered. More screens, new content sources, or advanced features like streaming can all integrate easily without the need to replace existing installation components.



VISION TO REALITY

The synergy between the integrator's creative approach and SpinetiX technology transformed the end customer's vision into a fully realized and immersive digital signage experience that exceeded initial expectations.

"We were blown away by how flexible the entire setup is"
says Space Magic Co-Founder and Managing Director,
Steve Schröder.

"It's not just for show – the digital signage installation has taken our guest experience to the next level exactly as we envisioned. Now it's up to us to keep adding detail to the content and expanding the installation, making the whole experience even more immersive. The scalability of SpinetiX technology gives us the freedom to do precisely that."



PARTNER SPOTLIGHT

davito.pro

A SpinetiX integrator and a SpinetiX Certified Silver Dealer, based in Germany responsible for the design and installation of the digital signage system at Space Magic.

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