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MESA's software application allows messages and information to come alive through gesture control. People automatically experience the sensation of fun because of the natural association people make between (CHRL) "Cheryl" and the gaming experience. This technology allows people to engage kinesthetically. MESA brings together sight, sound and motion to enhance this multi-sensory experience, which activates more of the brain and allows information to be more easily accessible, thereby increasing the overall engagement experience.

However, gesture control had an interesting side effect. We found that when someone is engaging with Cheryl, their movement causes other people to become curious and they want to engage. One interaction leads to many engagements.