

**2 Dirty Little Secrets
That Some Laser Tag Manufacturers
Don't Want You To Know**

...an unwritten code of silence is EXPOSED!

This report is brought to you by...



**When it comes to laser tag the choice is
LaZer Runner...**

**Number one in systems sold for
*12 consecutive years!***

2 Dirty Little Secrets That Some Laser Tag Manufacturers Don't Want You To Know

In this very special report, I am going to give you a glimpse of “reality” in the laser tag business...

I'm going to lift the lid off the puppet show...

I'm going to pull back the curtain like on the Wizard of Oz...

I'm going to tell you about two things that most laser tag manufacturers simply do not want you to know. But first, let me set the stage...

When it comes to Laser Tag, (or any other amusement product for that matter) its all about “throughput”...

Throughput, Throughput, Throughput

Throughput, as you know, is all about how quickly you can get paying customers through your laser tag arena and how quickly you can get the next ones in. Another way of saying this is how the old-time farmers say it...

You gotta make hay while the sun shines.

That is, when you have a money-in-hand crowd lined up to play laser tag, you want to “get ‘em in and get ‘em out” as quickly as possible so that you can...

Maximize your Profits!

When you're not so busy it really isn't as important, but when you are “crazy busy” throughput is absolutely, positively critical.

If you are in the family entertainment business, I'm sure that you are familiar with the term “throughput”. I'm also certain that you realize the severe impact that it has on your profitability...

Poor throughput = Poor profits

Good throughput = Good profits

Simple. Let's move on...

Let me tell you two things about laser tag systems that will kill your throughput as sure as crabgrass seeks out cracks in your driveway. These two closely guarded secrets are things that you will NEVER hear from the manufacturers that it

affects. The best that those manufacturers can do is to attempt to put a “positive spin” on these design failures, and that is exactly what they try and do.

I’m about to expose those dirty little secrets that have been an “unwritten code of silence” among some manufacturers. To illustrate the problems in these laser tag systems, let me start by describing how most laser tag games are played.

How Old Infrared Technology Works

Many laser tag systems on the market are old-style IR systems. They are more prone to breakdown and require lots of maintenance. Let’s examine the “old technology” IR (infrared) systems...

Like all laser games, the players put on vests with phasers attached to them. Players shoot at each other attempting to score “hits”. So far so good.

- **Let’s assume Player #1 scores a hit on Player #2...**

Here is what really happens behind the scenes...

Players #2’s phaser is deactivated. It must be “recharged” before he can continue to play the game.

Player #2, being deactivated, must first find a “recharge station” located somewhere in the playing arena. In an attempt to “get back into the game” he frantically searches for the recharge station, running throughout the playing arena (running is bad – it causes accidents and your insurance company doesn’t like that too much).

The game continues...

- **Player #2 finds the “recharge station” and puts his phaser into it to get “recharged” and back into the game. His phaser is activated again.**

Here is what really happens behind the scenes...

The real reason that Player #2 actually has to find a recharge station and put his phaser into it is to “download information”. You see, the equipment is not intelligent enough to do this by itself because it is old-style Infrared equipment. When Player #2’s Phaser is put into the “recharge station” the information stored in it (I got hit by Player #1) is downloaded into the main computer which is keeping score.

Huh? How primitive. After this tedious task, Player #2 is ready to resume playing the game.

The game continues...

- **Player #2 gets back into the game and “runs to find the action”. He gets hit again and is deactivated again. He runs to the “recharge station” to again reactivate his phaser.**

Here is what really happens behind the scenes...

Player #2 is doing a lot of running (remember, this is not good). Player #2 goes back to the “recharge station” again, and repeats the recharge process, again. Once again, the computer receives the information stored in Player #2’s phaser and updates the score.

Note that the score cannot be updated until all players download the information in their phasers at the “recharge station”. Recharge stations can get crowded and rowdy. Oh well...

The game continues...

- **Player #2 gets “recharged” and back into the game. He runs to the action. “Stop running Player #2.”**

Here is what really happens behind the scenes...

Running is bad but Player #2 is starting to get sick of doing all of this running and very little playing.

The game continues...

- **Player #2 gets back into the game. He fires a few shots, but is hit yet again. His phaser is deactivated and needs to be “recharged”. “This can’t be happening,” he thinks. He asks someone to check his equipment. He then trudges back to the “recharge station” to recharge his phaser. Other players are waiting to download their information as well.**

Here is what really happens behind the scenes...

At least Player #2 is not running anymore. He ends up back at the “recharge station” where 4 other players are in line to download their information. He waits. A few players ahead of him download their information and get reactivated. Before he gets to the “recharge station” the game is over.

Now look what happens...

- **Player #2 exits the playing arena, takes off his vest and waits for his scorecard to see how well he faired in the game.**

Here is what really happens behind the scenes...

For some reason, no scorecards get printed. Player #2 didn't download his information before he hung up his vest. In fact, no one gets score cards until someone finds the vest that Player #2 was wearing, goes to a "recharge station", and downloads the information stored in the phaser. The computer can now update the score and the printer can now start to print out the scorecards.

And now the grand finale...

- **Player #2 is crowded around the printer with all of the other players waiting for their scorecards. It is a very slow process. Where is player #2's scorecard? Nope, that one is Player #1. Nope, that one is Player #4. Nope, that one is Player # 3. Here it is...Player #2 finally gets his scorecard.**

Here is what really happens behind the scenes...

There are more players waiting to play laser tag but there is so much confusion that it takes some time to sort everything out, and distribute the scorecards. Finally, the next group of players can be suited up and sent into the playing arena.

You paid how much for this archaic system?

I'm exhausted and frustrated just reading about this. How would you like to manage that headache on a daily basis?

The 2 Dirty Little Secrets Revealed

Two miserable things (dirty little secrets) make this type of system an absolute nightmare and a "throughput killer"...

DIRTY SECRET #1... "Recharge" or "download" stations (you don't want these)

Please. This technology is so old it should be banned! Look at the problems...

- ✘ Kids running – that's bad, very bad...
- ✘ Crowding and pushing at recharge stations – that's bad...
- ✘ Kids pee'd off that they do more "recharging" than playing – that's bad...
- ✘ Waiting for scorecards to be printed out – that's bad...
- ✘ A game that is B-O-R-I-N-G – that's bad...
- ✘ Lousy throughput – that's very bad.

DIRTY SECRET #2... No “Real Time Scoring” (you want real time scoring)

Whenever you have “recharge stations” or “download stations” you DO NOT have an important ingredient to increase your throughput...you do not have Real Time Scoring. Real Time Scoring means this...

As soon as a player scores a hit, the computer INSTANTLY and AUTOMATICALLY updates the score right when it occurs. There is no need for primitive download stations.

LaZer Runner Solves the Problems

First of all, there is no need for cumbersome download stations. Our technology eliminates the need for them. With a LaZer Runner System, as soon as a player scores a hit, his phaser will automatically send the information through radio waves to the computer. The score gets updated instantly! And the game moves on.

Secondly, there is no waiting around for scorecards to be printed. By the time the players take off their vests and exit the arena, the score cards are waiting for them. It's that quick!

The best part is that all of this happens AUTOMATICALLY.

- ✓ It's better for the kids (less running, more fun, a quicker game)...
- ✓ It's better for the equipment (no smacking it around at recharge stations)...
- ✓ It's especially better for your bottom line, your repeat customers and...

Your Profits!

Zowie Batman! I'm so excited just talking about this that I may have to start cutting my Prozac in half!

Listen...

Don't ever purchase an "old-technology" IR (infrared) laser tag system. If you do, you will be stuck with recharge stations, download stations, waiting for scorecards to get printed and all this adds up to lots of frustration and...

Loss of Throughput.

I speak from experience because when I first got into the laser tag business our company sold an IR system. It was horrible. It was unreliable. The downtime was not acceptable. The throughput was a disaster. The maintenance was costly. We quickly realized that we had to redesign our system to make it more durable, more reliable, more user friendly, more fun to play and...

More Profitable to Own!

Here is how the LaZer Runner Laser Tag System performs by comparison to the “old technology” IR systems...

Like all laser games, the players put on vests with phasers attached to them. Players shoot at each other attempting to score “hits”.

- **Let’s assume Player #1 scores a hit on Player #2...**

Here is what really happens behind the scenes...

Player #2’s phaser is deactivated for 5 seconds and then it **reactivates on its own!**

There is no need to run to a “recharge station”. The information from Player #1’s phaser and Player #2’s phaser is **instantly and automatically** sent to the main computer. The computer updates the scores as they happen – in real time! Cool! Sophisticated! State of the art!

The game continues...

- **Play resumes automatically without each player running to a “recharge station” and the game is fast, fun and clean.**

Here is what really happens behind the scenes...

The LaZer Runner RF (radio frequency) system takes control of everything automatically. You do not need to supervise players to make sure that they “download” their information at a “recharge station”.

The game continues...

- **Players enjoy an action-packed game that delivers a lot of enjoyment to them and no problems for you. The game ends.**

Here is what really happens behind the scenes...

Before the players even take off their vests, ALL of the scorecards are already printed and waiting to be picked up by the players.

You’re ready for the next group.

Fantastic!

Look what this does for your throughput.

It increases it substantially when you are very busy. And it does it with no “drama and frustration” for you. Quickly and cleanly!

Remember this...

LaZer Runner is not more expensive, it's just more advanced.

Don't make the huge mistake of getting into a laser tag system that has recharge or download stations, lacks real time scoring or uses IR (infrared) for ANY part of their system. It is something that you will regret.

Listen To This

In our “You're not going to believe this” department...

One of the manufacturers of IR equipment told me that he *intentionally* designed his equipment so that the kids would have to run to a “recharge station” every time they were “hit”. He also told me that he *intentionally* designed it so that everyone had to “download” the information at the end of the game even though he agreed that it was more confusing and required more maintenance.

Of course I had to ask the question, “Why would you do that?”

His answer...

“I get more money from my customers by repairing their equipment all the time”.

WOW! Will someone please call the Nobel Committee? I wonder where he got that inspiration?

- Maybe it was a prophetic vision in the middle of the night...
- Or maybe it's because recently Mars was closer to the Earth than it will be for the next 60,000 years...

Personally, Mars is a planet that I never trusted much because it's inhabitants are always hatching some sinister invasion plan against Earth. Or they are always beaming some kind of mind-controlling rays our way.

I suggest this manufacturer protect himself by putting a foil plate on his head.

The fact of the matter is that these old-style IR systems are a nightmare to operate. Not only that, but it is true that the maintenance on an “old-technology” IR system is something that is very, very expensive. And it's constant. There is not much you can do about this. It's old technology and it's fraught with problems...

Don't take my word for it. Many of our sales are to customers who made the terrible mistake and first bought one of these "old technology" infrared systems.

They were not happy campers.

Following are quotations taken from actual letters sent to us from satisfied LaZer Runner customers. Like I said, some of them first made the mistake of owning an infrared system with recharge stations and download stations.

Big mistake.

Anyway, we have copies of all letters in their entirety in our office. I do not take these letters lightly and I certainly don't make this stuff up. They are...

100% Genuine!

"When we first got into the business we started out with another Laser Tag Company. This was a huge mistake. We had nothing but problems. The moment we installed the LaZer Runner system our sales and profits increased."

Gary Schmaltz
Gateway Rec Centre

"We switched over to LaZer Runner after 4 ½ years of using another system, and it was the best decision of the year for us. We can [now] run several teams at once, individual play, [or] a combination of teams and individual play."

Tony Martin
The Playground

"Since we have changed to your product, our profit margins have increased considerably. The difference it has made in the last two years has astonished us all."

Shelley Mailman
North Shore Lazer Dome

"...we've gone through three different laser tag systems. [In] the past we had to deal with systems that were hard to maintain, offered limited game play options, and weren't as accurate during the game. LaZer Runner has solved those problems..."

Graham Nardone
Adventure Landing

"Hickory Dickory Dock has been through (3) three laser tag companies. The first two companies went out of business... After having experienced so many failures... we just did not expect very much success! ...[W]hat is the difference between the last laser tag arena and this one? This one works! LaZer Runner's products have exceeded our own expectations."

Andrew & Sylvia Vassello
Hickory Dickory Dock LLC

"We had previously had another brand of system that was only six

years old, but we had problems with it almost since it was installed. We have now been using the [LaZer Runner] system... Our sales of laser tag tickets have increased, and our customer satisfaction is much improved."

**Lois Powers
Putt Putt Golf & Games**

"We took delivery of a 40 suit LaZer Runner system in early May, 2003 and have been extremely pleased. We replaced another system that was prone to breakdowns at awkward times... I'm happy to report that this situation no longer exists and our staff no longer have to explain why their birthday party suddenly can't include laser tag."

**Eric Hutchingame
GameCasters Interactive, Inc.**

"Camelot purchased another laser tag system from another manufacturer... and had so much trouble keeping the equipment running, with no support from the factory, we had to throw out the system and install 30 LaZer Runner lasers and vests. Even though it cost Camelot a tremendous amount

of money to replace the defective equipment, it has proven to be a huge success, born out by the higher sales and lower maintenance costs by using LaZer Runner equipment."

**Ronald Rameson
Camelot Parks**

"We have other laser systems but the LaZer Runner blows them away every time! [The customers] love all the features you provide... and we love the profits!"

**J. Price - Williams
Airbounce Amusements**

"After months of agonizing with frequent repair problems, a service department of very little help, ... the search for truly dependable laser tag equipment began. We began speaking with [LaZer Runner] on the purchase of equipment... every promise made and [every] price quoted was kept... All the way to the delivery date. Thanks for a truly great and well thought out product..."

**Kevin Kauffman
Frederick Putt – Putt Inc.**

Well, there you have it.

This is just a small sample of customers that decided to get rid of their old-style IR systems and invest in technology that is much more reliable and much more profitable. And the good news is that you do not have to pay any more money to get a better system.

The moral of this story is very clear...

If you purchase an old technology IR system you are very likely going to regret that decision. We have come a long way from that kind of unreliable and high maintenance technology. There is no need to saddle yourself with this kind of nightmare.

You have alternatives today.

Every year more and more of our sales are to owners who are tired of having their laser tag equipment in constant disrepair, or they are just fed up with old-technology laser tag systems and lousy throughput.

Do you want to know more about what a LaZer Runner Laser Tag System can do for you.

Don't wait another minute...

Call our office and speak to **Paul Savard** at **780-496-9058 ext 248**.

He's got a **FREE FACT KIT** that will explain all of the important aspects about laser tag systems. Information that you need to make an informed decision. It comes to you in a huge envelope stuffed with all kinds of reports, color catalogues, fact sheets and much more.

Call him today and he will send it out, usually the same day!

Or [CLICK HERE](#) if you want to order the FREE FACT KIT online.

Sincerely,



Kenn Schurek – Founder
LaZer Runner Laser Tag Systems

PS Your very first question to a laser tag manufacturer should be this...

Is ANY part of your laser tag system infrared (IR) technology?

You can then sit back and listen to them try and put a good spin on a bad technology. Oh yeah...don't mention my name.

PPS To discover 3 very important facts that are CRITICAL to the success of your laser tag business, read the report entitled...

**How To Instantly
Increase Your Profits
By Up To 38%**