

**If You Buy This Laser Tag System
You'll Soon Be Cryin' The Blues**

...here is now to save yourself a lot of grief

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!***

If You Buy This Laser Tag System You'll Soon Be Cryin' The Blues...

This is going to be short and sweet...

Like a Jennifer Lopez relationship. Or a Britney Spears wedding.

Listen up...

I can name at least 6 laser tag companies that have *"bitten the bullet"*.

They're history.

Gone.

Tubed.

Out of business.

Bankrupt.

If you lined up all of their equipment, it all looks very different.

Different styles of vests...

Different designs of phasers...

Different arena styles.

Everything's different...

Except one thing. There is one thing that all of these failed companies have in common.

Wanna know what it is? Of course you do.

I'll tell you what it is...

**Every one of these failed companies that
is now out of business offered equipment
that was an Infrared (IR) System.**

Every one. No exceptions.

Let me take this one step further...

What do you think happened to all the customers who put their trust in these failed manufacturers?

They're basically SCREWED. Period.

That should say something to you. To increase your chances for success...

Avoid all infrared (IR) Systems. Avoid them like the plague!

More and more of our sales every year are to these poor souls who originally bought old-style unreliable IR laser tag systems.

"Old-technology" IR systems are ticking time bombs.

IR equipment was OK when there was nothing else available, but it's a relic of a bygone age.

Some IR systems have gone the way of the 8 track tape player. Remember that? (I'm aging myself here talking about the 8 track player, but to people my age Harry Potter was the colonel on MASH – so there you have it.)

Owners of these high-maintenance old-technology systems have to either make a switch to a much more reliable system or it's back to goat herding, or a quiet life of growing cabbages or whatever.

I know of at least three other companies that offer IR equipment that are "circling the drain". Stay away from this technology.

You can do better.

Much better.

And, believe it or not, you can do it for less money!

You should only consider a laser tag system that uses i-LDT; intelligent Laser Data Transmission.

Here's a quick tip...

If a manufacturer uses IR technology for ANY part of their main system – especially targeting, say "Good-bye".

If a manufacturer tells you that they have download or recharge stations - say "Good-bye". And run. Fast.

Almost all manufacturers use OBSOLETE infrared technology.

This is unacceptable!

Here is what I want you to do...

Immediately after you finish reading this report, go directly to the report entitled...

The One Big Problem With Most Laser Tag Systems And How to Avoid it Entirely

This report will really open your eyes and will save you time, money and grief. If, after reading that report you still think that an IR system is the way to go, you should be institutionalized for clinging to that delusion.

The difference between IR and intelligent Laser Data Transmission can best be summed up like this...

It's like comparing launching stones from a medieval catapult (IR) with the STAR WARS anti-ballistic missile defense system (RF).

That is a very accurate analogy.

The difference in the technology and performance between an IR system and the much more efficient LaZer Runner system is astronomical!

Anyway...

Here's a short course in IR (infrared) and i-LDT – intelligent Laser Data Transmission...

The general rule of thumb is simply this...

Always choose an intelligent Laser Data Transmission system over an old-style IR system whenever possible.

Always!

Never expect an IR system to be as accurate, as advanced, as functional or as easy to maintain as a system with laser data transmission.

Never!

There are many, many problems with IR systems. Much of the way that this system operates causes the design of the vests and phasers to be much more prone to problems. But this is just the depressing tip of this iceberg of misery!

And that translates into a word that you don't want to hear – DOWNTIME. I wrote an entire report on that topic, so I won't discuss it here. I want to discuss another topic...

Following is info about one of the major problems with IR systems...

To put things in perspective, an IR system is similar to playing laser tag with your television remote control or garage door opener.

When you use your remote control to change the channel, you'll notice that you don't have to be very accurate to get the channel changed do you? Just point "in the general direction" of the TV and presto, the channel changes.

In fact, the farther away from the TV that you are, the LESS ACCURATE you have to be to change the channel.

Do you know why?

Here's why...

The infrared (IR) "beam" is a DIVERGENT BEAM. That means that the beam expands as it travels (that's good for a TV remote but very bad for laser tag). Here is what happens when you adapt old IR (television remote) technology to try and make it work for laser tag...

The game is not very challenging - it is too easy to hit another player (just aim anywhere close). In fact, the "secret" to being a good player with an IR system is to stand as far back as possible and let the divergent beam spread out.

Kids discover this fact very quickly. It's fun at first, but soon there is no more challenge to the game and playership drops dramatically.

The owner/operator finds that they have to do lots of advertising to keep playership at a level that makes a profit.

Manufacturers have tried all sorts of devices to try and correct this problem and "focus" the beam but with very little success.

So, the question that needs answering is this - If IR is clearly an inferior system, why don't the companies that offer it switch to the newest technology and offer systems with intelligent Laser Data Transmission?

Good question. Here is the answer...

Cash.

It takes a tremendous investment to scrap a system that you have built your organization around and totally redesign your laser tag system. Even though a product may be inferior, many companies have a great deal invested and are in no position to start over with a better product.

This is what has happened to many manufacturers in the laser tag business today. They have gone too far down the path with old technology and are not willing to put in the investment that it takes to develop a better product. In fact, some of these companies have taken their product with them to their graves.

Many, laser tag companies have gone out of business because they were plagued with the problems of old technology. They refused to upgrade to a much more reliable system - a system with fiber optic technology and laser data transmission.

Let me tell you why I know so much about inferior IR systems...

When we initially entered the laser tag business 15 years ago, we too offered an IR system for sale (because of that, I am very familiar with IR systems and their shortcomings.) Furthermore, I once owned an electronic manufacturing facility. I know the many problems and headaches with infrared systems. Laser Data Transmission is so much more superior – and it's no more expensive!

However, early on in our business we decided to hire electronic engineers to develop the most advanced laser tag system available. One that was durable, reliable, challenging and affordable - a system with all the “bells and whistles”.

And that is exactly what they did.

By the way, you must read my report entitled:
*[How I Got Ripped-Off
Purchasing Laser Tag Equipment.](#)*

They developed the most advanced system on the market today. It was a very, very expensive process for us to do that. In retrospect it was the best thing that we did, but I did have some reservations at the time.

Today, LaZer Runner is the best selling laser tag system in the world.

Furthermore, we offer it at a price that is, in many instances, less than some of the unreliable, old-technology IR systems.

If you hired any reputable electronic engineers and had them compare our system to ANY other on the market, I GUARANTEE that in 100% of the cases they would choose LaZer Runner as the most advanced - hands down!

There are many, many more problems with the old IR systems...

Maintenance is much higher for a number of reasons. You can read more about the benefits of the LaZer Runner RF system vs the old technology IR systems when you order our **FREE FACT KIT**, but let me just say a few more things about the superiority of the LaZer Runner Laser Tag System...

Instead of a glorified TV remote control, here is how our system works...

Old-style IR systems must try and align their lasers with their IR beam.

This causes mis-aligned beams, inaccuracy and unhappy customers.

Plus, the maintenance is very, very high.

Avoid all IR systems.

We use a laser beam for two reasons:

- 1) For show - it looks great! Everyone else (well, almost everyone else) uses a laser beam for show as well. But...
- 2) We also transmit electronic data through the beam. Earlier I told you that the old IR systems use a divergent beam to transmit information and this is why they are not accurate? LaZer Runner transmits information and data right through the actual laser beam. What you aim at is what you hit! Lasers are **PINPOINT ACCURATE!** Our game is much more challenging because of this. This is also a much more efficient way to transmit data. This is very, very, important and I can't stress it enough!

Kids love that our game is more challenging than the old IR technology.

However, even though our system is pinpoint accurate and much more challenging, there are times that you actually want it to be less challenging (like when very young kids are playing). With LaZer Runner, you can "handicap" players if you want. With the push of a button you can make it easier for younger kids to play and more difficult for your "hard core" laser tag players. The kids love this feature!

Order our **FREE FACT KIT** for a very thorough explanation about the benefits of laser data transmission and fiber optics. It is written so that anyone can understand it.

It will also give you information about every aspect of the laser tag business. Important information that will help you make an informed decision.

Listen...

You need a solid foundation to operate a successful laser tag business. If you purchase an unreliable IR system, your business will be...

Sitting on a burning platform!

It will just be a matter of time before your equipment turns into a maintenance nightmare.

Laser tag takes up a major portion of the space that you have available in your facility. Space that has to be productive.

More than anything else, your equipment must be durable and reliable. You need equipment that is dependable to make you profitable.

One thing is certain...

**No matter what features a laser tag system has to offer,
No matter how popular your laser tag location is,
No matter how good you are at organizing parties at your facility,
None of it matters if your laser tag equipment isn't working.**

Finally, we've installed more LaZer Runner Laser Tag Systems than all of our competitors combined. We've got tons of happy customers – many of them operating the very same equipment that they purchased 10 years ago with very few problems.

And we get lots of letters from satisfied customers. I'm going to include a few excerpts from customers who operated IR systems and switched to LaZer Runner equipment. These letters are...

100% Genuine.

They are all on file at our office. I take all of these letters very seriously and I guarantee you that every word in them is legitimate.

"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.**

"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**

"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'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**

“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

“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.

“We have seen our Sales Increase every week since the system was installed! All of our “LaZer Runner” customer surveys have always displayed satisfaction with the experience in the battle station! (We still do periodic surveys and keep them on file for anyone to view.)”

Mark Picard
Family Entertainment Centers

“We were going to purchase another laser system when you first called us to inform us about “LaZer Runner”. We are so glad that you got in touch with us. LaZer Runner has exceeded our wildest expectations on revenue generation! Not only for LaZer Runner, but also for all of our other attractions, miniature golf, video arcade, fun karts and snack bar. Everything that we offer is up by 20%-35% from the same time a year ago. We attribute the increases to LaZer Runner. During our first three months we averaged nearly 1200+ plays/week.”

Larry Ault
Putter’s Family Entertainment Center
Mishawaka, IN

“\$33,116 in 60 Days! Can you Believe it?? If you don’t believe me, then just come on out and check the books! Everyone that walks through our doors and into the smoke filled, specially lighted arena has laid down their money to play the hottest and best laser tag gaming centers around us but we have been told that we are the best. Why? Because of our 2200 square foot battle station. Oh, the money. We really have made over \$33,000 in just 60 days. Remember in that one movie, “If you build it, they will come!” Well, we built it and they did come...With their money in their hands!”

Lazer Runner at Heritage Square
Golden, CO

The moral of the story is clear...

If reliability, durability, and dependability are important to you (Duh), then don't even think about purchasing a laser tag system that uses unreliable and high maintenance IR technology for ANY part of the laser tag system.

A Laser Runner Laser Tag System will deliver you great performance!

It doesn't cost any more to get the best technology available. RF, laser data transmission and fiber-optic technology will ensure your experience is profitable and hassle-free. Laser data transmission ensures accurate targeting for your guests.

Now, as you can see I've taken some liberties telling you "things you ain't spozed to know about old-style IR laser tag systems"...

I really don't know the owners of the other laser tag companies personally. So, if they come to my house to yell at me because I revealed this sensitive information, I will handle them with my standard excuse, namely..."Me no speakee English...him move...me live here now."

Sincerely,



Kenn Schurek – Founder
LaZer Runner Laser Tag Systems

PS To order the **FREE FACT KIT** pick up your phone and call **Paul Savard** at our office...**780-496-9058 ext 248**. He will send it out, the same day.

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

PPS Wanna really open your eyes as to what's going on in the laser tag business. I thought so...

Have a look at the report entitled...

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