

6 Important Points That You MUST Pay Attention to When Choosing Laser Tag Equipment

*...the information contained in this report will
to a large extent determine your success.*

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!***

6 Important Points That You MUST Pay Attention To When Choosing Laser Tag Equipment!

Let me get right to the point...

When you are choosing laser tag equipment and deciding on which company to partner with, it can get confusing.

There have been many manufacturers come and go during the years. In fact, some have only been in business for a few months before closing their doors.

The laser tag equipment that is available ranges greatly in price, performance, quality, and technology.

Not only is it difficult to compare systems, most people would not know what they should be comparing. In the pages that follow, we hope that we can shed light on the situation and educate you, not only about the business in general but what points are critical when you make your purchase decision.

The critical 6 points are as follows...

- 1) Pick the best technology - it's not necessarily the most expensive.
- 2) ***MAKE SURE THE EQUIPMENT IS DURABLE AND RELIABLE.***
- 3) Pick a system that requires low maintenance.
- 4) Examine the scoring system to be doubly sure it offers the options necessary for success.
- 5) Scrutinize the electronic circuit boards and the manufacturing process to make sure it will stand up to the harsh environment kids will subject it to.
- 6) Make sure that the company that you purchase from is committed, stable and reputable.

Please read on and discover the finer points to choosing the best and most reliable equipment.

- **Laser Tag Systems...(i-LDT) Intelligent Laser Data Transmission vs Infrared (IR)**

The general rule of thumb is simply this...

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

Always!

Never expect an IR system to be as accurate, advanced, as functional or as easy to maintain as an intelligent Laser Data Transmission system.

Never!

Here is the major problem with IR systems...

To put things in perspective, an IR system is similar to playing laser tag with your television remote control. 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 *e x p a n d s* 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 intelligent Laser Data Transmission systems???

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. Remember the Edsel?

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 take 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 their product to a much more reliable system - a system with fibre optic technology and intelligent Laser Data Transmission.

There are far too many problems with old-style IR systems. Too many to mention in this brief report. **Avoid all IR systems if you can!**

Let me tell you a little bit about the history of LaZer Runner...

When we initially entered the 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.) However, very 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.

And that is exactly what they did. 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 old technology IR systems. If you hired any independent electronic engineer and had him compare our system to ANY other on the market, I GUARANTEE that in 100% of the cases he 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. 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...

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! 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 one item causes you far less maintenance for your laser tag system.

IR systems are much more expensive to maintain.

Kids love that our game is more challenging than the old 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!

- **Durability and Reliability - It's What You Really Need**

The underpinning of the LaZer Runner system is its unparalleled reliability and durability. Our system was engineered to be durable from the ground up. Durability and reliability were not an after-thought but the foundation upon which our business philosophy was built.

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.

Reliability and durability are paramount! Nothing deserves more attention in your purchasing decision. Nothing! It simply is the difference between success and failure. Between ease of operation and intense frustration.

Let me tell you why I am so passionate about reliability and durability...

Many years ago (before LaZer Runner was designed) our company operated several laser tag systems that were manufactured by another company. Every day was a challenge just to keep the vests and phasers operating. Some days we had so few vests and phasers working properly that it was difficult to keep the doors open at our facilities.

We were spending countless hours repairing the equipment. Not to mention the cost of the downtime we had, and the refunds we had to return to guests when their equipment stopped working.

Finally, the equipment was in such a state of disrepair that the manufacturer refused to repair it any longer. Game over!

In retrospect, this was a blessing in disguise. It helped us to realize several things:

First we learned that laser tag was very popular!

Secondly we knew that new equipment had to be developed that could "take a beating and keep on ticking".

Remember this...

Although laser tag has been in the amusement marketplace in excess of 15 years, the majority of the laser tag systems today are still outdated infrared (IR) technology systems.

Over the years, these same products have cost the purchasers of the equipment hundreds of hours and thousands of dollars in repair costs and downtime.

This was the catalyst that caused us to develop LaZer Runner Laser Tag Systems and set the standard in the industry for reliability and durability.

A word about electronic manufacturing techniques...

Every year a greater and greater portion of our sales are to owners of other laser tag equipment who trade in their old technology systems for a LaZer Runner system. The owners are tired of the problems with the downtime and maintenance costs. They are tired of having their equipment in constant disrepair and being left floundering from a lack of manufacturer support.

Our technicians study all of the competitor's equipment that we take in trade (literally hundreds of vests and phasers). Many of these manufacturers use the same unreliable, crude, manufacturing techniques like "**through-hole electronics**". The nature of through-hole manufacturing is that the components used on the circuit boards are large and bulky. This results in a larger circuit board surface area which increases the chances of board flex and ultimately cracked solder joints (that's bad - very bad).

The preferred method of manufacturing is **Surface Mount Technology** (that is exactly what LaZer Runner uses). The components are 1/10 the size or smaller and accordingly the circuit boards are considerably smaller and sturdier. You get more features and more durability in a smaller package).

Order the **FREE FACT KIT**.
It comes with a report
entitled...

*How I Got Ripped-Off
Purchasing Laser Tag
Equipment*

It's a **MUST READ!**

At LaZer Runner we do what we say - namely we provide a product that is durable, reliable and affordable. Reliable electronics provides your players with a higher level of enjoyment and allows your operator to concentrate more on promoting sales than "putting out fires" all day and giving refunds.

All of our electronics have been built to the same standards and specifications as demanding industrial and military applications!

I know what I'm talking about here. I used to own and operate an electronics assembly factory.

Does our system still require some maintenance?

I know that our electronics are far superior to anything else on the market!

Of course it does. But relatively little when compared to every other system. In the rare event of a problem, we provide you with "loaner equipment" for any critical component of the system. This means "Zero Downtime" for you. We also provide our customers with a 24-hour service hotline and mobile service crews that criss-cross the continent installing, training and maintaining our customers' laser tag sites.

The bottom line is this - LaZer Runner Laser Tag Systems are legendary for their durability and reliability. That is why there have been more LaZer Runner systems installed than all of our competitors combined.

Did I mention our 7 year Premium Protection Warranty?

- **Advanced Design and Fiber Optic Technology = Less Maintenance**

Have a good look at our Battle Vest and Phaser (see page 8 of the color catalogue in the FREE FACT KIT). When you compare our Vests and Phasers with others products you will notice one thing immediately...

Our vests are much lighter and much flatter. This is not an accident. There are no bulky sensors protruding from our vest. We have replaced these bulky protrusions because they are a source of much damage and maintenance. These bulky sensors house the sensitive receivers. If they get damaged (which they do) your vest is out of action and must, most likely be sent back to the manufacturer to be repaired. Unfortunately, these receivers are the first items to get smashed, hit, knocked, or broken.

I know what I'm talking about here because when we first entered the business we used to have these unreliable, bulky sensors prior to redesigning our product.

LaZer Runner uses **advanced fiber optics** instead! They are durable, functional, and visually stunning when they light up in the laser tag arena. The fiber optic sensors are mounted flush to the vest eliminating the need for the bulky, protruding, high maintenance receivers that are the norm in the industry.

LaZer Runner vests are virtually maintenance-free!

With no protruding sensors to get knocked and smashed, your service costs are reduced substantially. Never mind the service costs, the downtime costs are the real problem. When you have a lineup of customers ready to play and most of your vests are not operational, you have a problem.

"The addition of advanced fiber optic technology to replace the bulky sensors on the Battle Vest has reduced maintenance for our customers by an average of 92% in that area. This is a major improvement to a part of the system that is traditionally high maintenance." Shannon Carriere - Service Manager

By redeveloping our system and adding fiber optics, you can now change the color of the vests with the touch of a button. That's right. No more having to decide how many red or green vests to purchase. Our vests can be programmed to glow red, green, blue, yellow, purple or orange! Kids LOVE this!

But, there is a more practical reason that we built multiple colors into the system - **Parties**. Instead of only one birthday party group at a time using the laser tag arena, you could if you want play SEVERAL groups against each other. This means greater throughput if you need it! No one else offers this.

The one thing that I know for sure is that a LaZer Runner Laser Tag System will make your birthday party business BOOM!

But don't take my word for it. Read the many testimonials from satisfied customers that I have included in this report.

Our Battle Vests and Phasers have many more features that no one else offers besides being the most durable, the most advanced, the lightest, and the most maintenance free.

- **Innovative Scoring System Means More \$\$\$ In Your Pocket**

The scoring system of a laser tag game is a very important component. Almost all other manufacturers offer you "team scoring" for only 2 teams. This is the traditional way that laser tag has been played. LaZer Runner goes much further than this...

Firstly, our "Team Play Mode" allows you to program the system (with our simple touch screen) for not only 2 teams, but also 3 or 4 teams to all play against each other. As I stated earlier, you will find this feature very valuable when you are overbooked with parties (a good thing) and want to get a very high through-put in a very short time.

And remember, LaZer Runner uses fiber optic sensors that glow in the dark. Each team will automatically glow a DIFFERENT COLOR as soon as the game is started! So if you have four teams all playing against each other the teams will automatically be red, green, blue and yellow. You don't have to purchase vests

that are different colors (most systems have only two colors that you can buy - red and green).

Secondly, you MUST be able to offer CONTINUOUS PLAY as an option for your players. If your laser tag system does not offer Continuous Play, you will simply make about "38% less money with your system."

Continuous play is the "plum" of a laser tag system.

This one feature will make you more money than any other!

Continuous Play allows players to join a game "already in progress". Turnover is continuous, constantly evolving and action-packed! There is no need to wait around for large groups before they can play. Four players could be inside playing. Three more players could suddenly show up and IMMEDIATELY you could put them into the arena to play even while the initial players are still playing. You could do this all day long (many of our operators do just that).

Our Continuous Play scoring feature packs more dollars into your prime time hours or it allows you to use your system efficiently during your slower periods. This integral feature allows you to make as much income with one of our 20 player systems as most traditional laser games generate with 30 player systems!

Our "Continuous Play Feature" is exclusive LaZer Runner!

This one feature alone will make you more money than any other feature! This is a feature that our operators compliment us on again and again! It provides you with a very efficient way to maximize your income during slow periods as well as during the times that you are very busy as well.

When the chips are down, and you have to get people through as efficiently as possible, there is no other laser tag system that can do it as well as a LaZer Runner System. We've perfected this system over the years to allow you to operate as profitably as possible!

Thirdly, our GAME WITHIN A GAME technology can increase your party profits by up to 25%. It allows you to allow regular customers to play laser tag while SIMULTANEOUSLY using the laser tag arena for several birthday parties as well!

Not only does our scoring system offer a wide range of options, it is developed to pack more dollars into your operating day! The TOUCH SCREEN technology makes sure that the system is straightforward and simple to operate. Just look at the screen, find your option, touch it - you're good to go!

- **LaZer Runner is the Driving Force in the Laser Tag Business**

LaZer Runner has over the years developed an entire company that manufactures, installs, and services the finest and most advanced laser tag game available. When you deal with us you deal with the factory.

We stock all spare parts (hundreds of thousands of dollars of them) and get them to you immediately if and when you need them. We fix any of your problems immediately. Our 24-hour service hotline is manned by trained electronic technicians that will handle your concerns immediately.

Our factory is fully equipped with highly skilled electronic technicians and the latest and best equipment. Our factory assembly crews specialize in every aspect of putting together the system.

Our quality control division makes sure that everything is assembled to our highest standards and specifications.

And, we offer the best possible prices on the most advanced and durable equipment on the planet.

Consider this...

Most of the "major amusement players" in the business use LaZer Runner.

Brunswick Zone, Knott's Berry Farm, Palace Entertainment, Paramount Parks, NASCAR Speed Parks etc. are all very successful amusement corporations, most with multiple locations throughout the USA. They do a lot of research prior to purchasing a laser tag system. They can afford any system they want. All of these "big boys" chose a LaZer Runner Laser Tag System to anchor their centers. We are not the most expensive laser tag game on the market, but "everyone who is anyone" in the amusement business chooses our product.

Why is that?

- ✓ It's because our systems are the most advanced technologically.
- ✓ It's because our systems are the most durable and reliable.
- ✓ It's because our service department is the best in the business.
- ✓ It's because we do what we say - you can depend on us to keep you running.
- ✓ It's because we have been in business longer than any other laser tag company and we have a big stake in the business.
- ✓ It's because we have installed more systems than all of our competitors combined.

Here are some comments from letters that we have received from our satisfied customers. These letters are all on file at our office and are all 100% genuine...

"After looking at several manufacturing companies and several laser tag facilities, we chose LaZer Runner. Our analysis showed that your system and your product line were superior to the competition. Our business has increased by more than 50% since we added laser tag and we have received several compliments from our customers regarding the "look and feel" of the LaZer Runner system."

Rich Arnold
Arnold's Gokart & Family Fun Center

"There's nothing like hearing from customers about how happy they are with LaZer Runner. Since I get this a lot from my customers I thought, in turn, I would let you know how happy your customer, Grand Slam Sports Center is with LaZer Runner. With the low overhead and virtually no "down" time for vests, we are enjoying great business. Thanks again for a great first day and the intervening 5 years from LaZer Runner."

Dave Herald
Grand Slam Sports Center

"The LaZer Runner system has been very reliable and the service from their office has been impeccable. This is mostly due to several items, technology and design, service and dependability."

Gary Schmatlz
Gateway Rec Centre

"We took delivery of a 40 suit LaZer Runner system in early May 2003 and have been extremely pleased with the installation and operation. We replaced another system that was prone to breakdowns at awkward times, usually on Saturdays when our facility was full. As you can imagine, the stress levels for staff increased significantly when this occurred. I'm happy to report that this situation no longer exists and our staff no longer has to explain to irate parents why their birthday party suddenly can't include laser tag."

Eric Hutchingame
Gamecasters Interactive, Inc.

"It's nice to feel important as a customer. We know that we can count on [your] company to completely stand behind all of its products. There are a lot of companies doing the selling, but so few understand the concept of service. We would absolutely purchase another unit from LaZer Runner, and we would recommend your company over any other company in the business."

Jay Hirst
Spintacular Entertainment

"Maintenance is of great importance to us, and the fiber optic vests are a tremendous plus for having no down time."

Tony Martin
The Playground

"We are now entering our 8th year and continue to be extremely satisfied with LaZer Runner Laser Tag game. In fact, we not only upgraded our original arena but also purchased another complete system for another fun center we got involved with in Utica, MI, called the Bayou Fun Center. There is no reason for any fun center to look beyond LaZer Runner. We highly recommend it to anyone."

**Bud Umbach & Hall Shilling
Kokomo's Family Fun Center**

"The Battle Station has enabled us to expand our market from children to teens and adults. In fact, our teen and adult market clearly is the area in which we have experienced our most significant growth. The Battle Station almost single-handedly is responsible for this expanding market share. But the other great aspect of the Battle Station is that children love to play LaZer Runner as well. In fact, many of the kids' birthday parties select LaZer Runner as an option instead of other attractions that are available at our FFC."

**Timothy Fedele
SeaBase Family Fun Center**

"LaZer Runner Battle Station is the reason we are making money. Don't miss the opportunity!"

**Glen Grady
Electric Glide Fun Zone**

"This new RF controlled system is truly second to NONE!"

**Joe Mutter
GameMasters**

"Thanks to your excellent engineering, quality control during construction and follow-up after initial sale, we have had year after year after year of reliable use with our LaZer Runner system."

**Brooks & Schrader Grady
Fantasy World Entertainment**

"I chose LaZer Runner because I liked the idea of working with a company that not only manufactured their own product, but was a user just as I would be. Thanks again for all your help and for providing Sports N Stuff with a real money maker."

**Ken & Nancy Felt
Sports'n Stuff**

"You may be interested to know that one of your competitors approached us with what seems to be a very good deal for the establishment of our fourth center. My customers, my past experiences with the products, my bottom line, and my thorough knowledge of other systems convince me that the LaZer Runner Laser Tag Systems is the only way to go."

**Alex Kuchnia
Cyberzone VRA, Inc.**

"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%..."

**Larry Ault
Putter's Family Entertainment Center**

In Conclusion...

Should you have any questions or need further clarification on any point, please call one of our representatives. We hear from new purchasers almost daily and we would be happy to answer all of your questions.

Keep in mind that we offer design services for your laser tag arena. These services are absolutely free. Just fax us a floor plan – we do the rest!

Our company also offers several financing packages to make your purchase easier.

Who you purchase from is just as important as what you purchase. When it comes to purchasing laser tag equipment we know that you have a choice...

Please consider our experience in the business, our stability as a company, our reputation as the largest laser tag manufacturer in the world, and our commitment to the amusement industry when you make your decision.

Sincerely,



Kenn Schurek – Founder
LaZer Runner Laser Tag Systems

PS For a very revealing look at some other important items that affect the profitability of laser tag systems read the reports entitled...

***“How to Instantly
Increase Your Profits
By Up to 38%”***

and...

***“2 Dirty Little Secrets
That Some Laser Tag Manufacturers
Don’t Want You to Know”***

Both of these informative reports (and many others) are included in our **FREE FACT KIT**. To order, call Paul Savard at our office...**1-780-496-9058**.

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