

**What Does the Space Shuttle  
Have to do With Our  
7 Year Premium Protection  
Warranty?**

*...the space shuttle travels at the speed of a rifle bullet at  
temperatures approaching those on the sun*

**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!***

# **What Does the Space Shuttle Have to do With Our 7 Year Premium Protection Warranty?**

I once visited Cape Canaveral where I witnessed a night launch of the Space Shuttle. I had seen it before on TV, read about the launches in the newspapers and previously watched documentaries about the Space Shuttle.

But let me tell you this...

I was simply not prepared for the awesome display of raw power that I saw that night!

The deafening roar of the rocket engines...  
The quaking of the earth beneath my feet...  
The blinding flames that seared the launching pad...

It was quite literally indescribable by words!

The Space Shuttle is mankind's most powerful vehicle. It's the equivalent of passenger jet that rockets into space...

## **Bolted to the side of a gigantic hydrogen bomb!**

This remarkable machine takes millions and millions of painstaking man-hours to diligently construct. It is built so that it can endure traveling...

## **At the speed of a rifle bullet, and... At temperatures approaching those on the sun!**

Imagine the engineering that has to go into the construction of a vehicle that has to endure those kinds of demanding conditions!

When I think of it in those terms, I stop wondering why things went wrong when we hear about the tragic and horrifying accidents that occur. No, I wonder about something totally different...

## **I wonder why space disasters don't occur more often!**

Given the unimaginably harsh conditions of space flight, it is something of a miracle that there have only been two mid-flight disasters in 40 years of space travel. In fact, the launches and landings have come to appear as routine, scarcely drawing media attention away from Hollywood and teen idols.

But make no mistake about it...

Each space mission involving the Shuttle is a voyage in extreme danger and unpredictability. It severely tests the outermost limits of engineering, design and technology.

To further make my point, here are a few more facts that I found extremely mind-blowing about the Space Shuttle...

- On the launching pad, the Shuttle is essentially bolted to the side of an enormous hydrogen bomb – the gigantic fuel tank that is filled with liquid propellants!
- The thrust of the engines and booster rockets at lift off is about the same as the thrust caused by 38 jumbo jets at full throttle!
- The amount of raw power generated at lift off is approximately the same amount that is generated by all of Niagara Falls!
- The heat exiting the rockets is close to the same temperature as estimated on the surface of the Sun. This indescribable heat is high enough to vaporize solid steel instantly!
- The thunder at lift off is so extreme that the launching pad is flooded with about a million gallons of water in the first few seconds. The huge clouds that you see are mostly steam. This is done to prevent the spacecraft from being totally destroyed both from rumbling noise and searing heat!
- As the Space Shuttle rises into the atmosphere, it reaches speeds of up to 20,000 kph creating an almost immeasurable amount of heat from the friction with the air!
- The Shuttle encounters even higher temperatures upon reentry into the Earth's atmosphere creating a "fireball effect" on the nose and leading edges of the wings.

Can you think of more extreme conditions than the ones that I just described to you?

Can you believe that everything during a space launch works as well as it does (even though the accidents have been absolutely heart-wrenching and tragic beyond description)...and...

**Aren't you now positively amazed that there haven't been more complications in 40 years of space travel?**

Manufacturing precision equipment is serious business and the brain trust of all the people involved in the production and flight of the Space Shuttle are collectively a marvel of mankind!...

**But they're not infallible!**

Now, don't get me wrong. I'm not here to make any comparison between the importance of what NASA does and what our company does. I'm just concerned with communicating a concept. That concept is...

**No matter what product you name...  
No matter what the manufacturer says...  
No matter what materials they use or precautions they take...  
If man built it, sometimes your equipment may fail.**

I know. Bummer.

When I think of all the tiny electronic parts that we use and what's inside them, and how they are constructed, how electronic signals are molded and modified by them according to complex mathematical algorithms...I have to marvel.

Each minute part performs a particular and specific function and massages the electronic impulse to get it ready for the next part, which in turn does its magic. Then it goes to the next part, and the next, and the next. Each part working as a team in a symphony of choreographed formulas so complex that...

**Even trained electronic engineers marvel in wonder at the outcome!**

Construction of the electronic parts is one thing, but don't forget that these parts still have to be mounted on integrated multi-layered electronic circuit boards to deviations of 1/1000 of an inch by unbelievably precise robotic "pick and place" machines that were, once again developed by mankind.

When you take all of these complex electronic parts working together... and the engineers that design the parts... and the factories that physically make them, and the people who work out the complex formulas of what the parts will accomplish when linked together in a certain fashion etc. etc. etc...

**I liken it to a smaller version of launching the Space Shuttle.**

Hey, you know what else...  
I just can't get my head around one more thing...

**It simply amazes me that everything  
works as well as it does and we have  
so very few problems!**

The world's capabilities with technology absolutely mesmerize my little brain.

I am so very proud of the product that we have developed! With few exceptions the people who worked with our company to conceptualize, design, manufacture and bring to reality our laser tag system...

### **Have been stellar in their performance!**

And it was this confidence in our product that inspired us to offer the very best and most comprehensive warranty in the business.

Not only do we stand by the fact that our manufacturing techniques are the finest in the industry...

Not only have we proven year after year that our reliability and durability are superior to anything else in the marketplace...

We also "put our money where our mouth is" by offering our...

### **7 Year Premium Protection Warranty!**

Why did we do this?

I'll tell you why...

We did it because we know that the electronics we build are good. Very good!

We know that our product is more durable and reliable than any other laser tag equipment on the market. We've proven that to be true.

More and more of our sales every year are to customers of competitive laser tag systems. They trade in their equipment because...

They're tired of the problems with the downtime and maintenance costs.

They're tired of having their equipment in constant disrepair.

They're tired of being left floundering from lack of manufacturer support.

We offer a great warranty and we provide terrific support. We stick with you every step of the way. Of the 187 LaZer Runner Laser Tag Systems that we installed in 1994, 1995 and 1996, most of them are still in service and operating as if they were brand new! That's because our equipment is tough – very tough.

It takes a beating and keeps on ticking...

But, it is also because we provide great customer service to keep you up and running no matter what! If you can't depend on your service department, then...

### **You in a heap-o-trouble, man!**

That's why we go "the extra mile". A great service department makes a very, very BIG DIFFERENCE.

Now I don't know how YOU define "big difference," but for me it means the difference between... blissful economic success where happy people whistle happy tunes and happy puppies cavort in happy sun-dappled streets...AND abysmal failure where angry miserable operators spend most of their days praying for an early death of their business - which they perceive would be a vast improvement of their circumstances.

Like I said, a great service department makes a very, very BIG DIFFERENCE.

We get lots of letters from satisfied customers. I've included quotes from some of these letters below. These are quotes from actual letters from real customers.

Every single letter is available in our office. I take these letters very seriously and I don't make this stuff up.

### **These comments are all 100% genuine!**

#### **Here's what our customers say about the SERVICE DEPARTMENT of LaZer Runner...**

*"If we need some thing right away, we can usually get it within twenty four hours. I might say that you guys and gals really have your act together."*

**Dr. Burt Stillman  
Blades and Laser World**

*"We cannot say enough of the excellent service we receive from expeditious return on parts ordered and repairs on vest. The employees are always friendly, helpful and really work for us, the customer. Everyone at LaZer Runner should be commended."*

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

*"Your service department is always available for all of our needs and the turn-around time has been very impressive."*

**Darla Nunez - Lazer Wars**

*"I can count on timely service, for repair and returns. However, if I just have a question they can be reached and if it is the weekend they still call right back and go above and beyond the call of duty. They are a proven ally in our business and have been a loyal supporter of our system."*

**Linda Roberts - Adventures in Motion**

*"Their technicians helped get the system up and shooting, and have been extremely helpful in keeping all the phasers on target. Any and all problems have been resolved smoothly, and all needed parts have been delivered in a timely and efficient manner."*

**John Luppino - DJ's Galaxy Quest**

*"We have been very pleased with the service department who are always willing to answer questions and help in any way."*

**Rachel Sumerford - All Star Lanes**

*"LaZer Runner has been great in helping us trouble shoot the few minor problems we have had. We have even had one of their technicians come to upgrade our equipment when new technology became available."*

**Darby Hawkes - Cache Valley Fun Park**

*"The service department is excellent in advising us over the phone and quickly fixing our stuff when we ship it."*

**Brett Eble - Giggglebees**

*"Your service staff has been superb. They have patiently answered my rookie questions and have always solved any problems that I might have had. Even your accounting department has been a pleasure to work with!"*

**Anthony Tart - Lazer Worx, Inc.**

*"When the occasional problem does arise, with the equipment, there is no problem. A quick call to your service department and repairs or a free loaner is on its way, usually here the next day."*

**Jerry Petrini - My Three Sons**

*"I would like to congratulate your company on an exceptional service department. When we experience minor problems with our system, the well-trained staff at LaZer Runner makes it easy for our employees to get the system up and running again."*

**Emerson Rickstrew  
Putt-Putt Golf & Games**

*"Its truly a pleasure doing business with your company. Hats off to your service department."*

**Glen Grady  
Electric Glide Family Fun Center**

*"We have had calls from LaZer Runner just to check on us to see how everything is working. It's nice to feel important as a customer."*

**Jay Hirst - Spintacular Entertainment**

*"When I am required to ship off for repairs though, I've found LaZer Runner's customer service to be nothing but courteous and timely in their handling of my situation."*

**Graham Nardone - Adventure Landing**

*"The customer service (problem solving experts with great attitudes) are first class."*

**Richard Kissinger - Lazer Wars**

*"The service department and technical assistance have been very supportive in taking care of any needs that we have had."*

**Michael DeRyder  
Lazer Land Family Fun Center**

*"We are operating for two years now and the repairs have been minimal, and the turn around time for repairs has been very good."*

**Frank Cabell - Funny Bones**

*"We are 100 % satisfied with the performance of this product, as well as your service and parts department (the few times in 6 years that we have needed them.)"*

**Mark Roland - NY Party Works, Inc**

*"We would like to say a special thanks to the Service Team who continue to provide prompt, professional service to ensure we meet all our commitments."*

**Gord Pettigrew  
Laffs Lazertag, Arcades & Fast Foods**

*"This year due to the popularity and quality of your equipment along with the enthusiasm and dependability of our employees it was truly a success. Thanks again to your service department for a wonderful job."*

**Kevin Kauffman - Adventure Park U.S.A.**

*"Anytime we need or have needed help their tech support was there. One time we had an emergency on a holiday. Thanks to the LaZer Runner tech support staff we were up and running within minutes."*

**Gary Schmaltz - Gateway Rec Centre**

*"The service department personnel are great to work with."*

**Tony Martin - The Playground**

*"The service has been simply fantastic since day 1. I can't say enough about the knowledge that your people have."*

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

*"I can't say enough about the service you provide (that is, when I need service)."*

**Al Singer - Grand Slam USA**

*"Thank your service department for the quick response to the few minor problems."*

**Kevin Baker –  
Interskate 91 Family Fun Centers**

*"The service department has been excellent – very willing to help."*

**Michael DeRyder  
Lazer Land Family Fun Center**

*"The staff at LaZer Runner is very helpful with any problems or questions we might have."*

**Debra Moore - Recreation Station**

*"Let us not forget your incredible service department. They are always so willing to take on our "cries of help". Without them and your untouchable service rates, how would you say...Ah yes, we would be lost in space!"*

**Shelley Mailman - Lazer Dome**

*"Your service department turns around the repairs quickly so we have minimal downtime."*

**J. Price-Williams  
Airbounce Amusements**

*"Since purchasing your equipment, we have also been very impressed with your customer support. If we need something, we often get it within 48 hours. If we have questions about our system, your technical support personnel answer our questions quickly and effectively."*

**Rich Arnold  
Arnold's Gokart and Family Fun Center**

*"We appreciate all the support and assistance we have received from your company over the past year. Your technical support team was always courteous and helpful."*

**Greg & Michelle Briggs - Lazer Extreme**

*"Every time that I have talked to their employees, I have been impressed with their knowledge and willingness to help out in everything."*

**Scott Erekson - Cache Valley Fun Park**

*"I also want to send out a personal THANK YOU to Shannon in the Service Department she was very informative and a great help in getting our system ready to go for the season."*

**Russell Allison - Allison's Fun Company**

*"With LaZer Runner, you have a unique team of experts on "Your Side." Where else but LaZer Runner could you receive prompt, efficient technical support with a 24 hour emergency service number, where a technician actually calls you back! The technicians' charge only for repairs that are actually made - no hidden costs. They even give you the option of loaner boards, while yours are being repaired."*

**Emile Arabo - J.A. Entertainment Inc.**

*"In the category of customer service, LaZer Runner has lapped the field. They have been there with a helping hand through any setback we have encountered in our two years."*

**David Full - Planet X**

*"I just wanted to drop you a line to let you know how impressed I am with your Service Department. Every time that I have called, they have always had an answer to solve my problem, along with supplying prompt service any time that I have had to send some equipment in for service."*

**Brian Logan**

**The Ultimate Playground Inc.**

*"I can't say enough about the service staff, every question or concern was answered top priority no matter how trivial wether during business hours or after hours."*

**Fred Herbert - Laser Tag**

*"The service department has always treated us with prompt efficient service."*

**Fred Herbert - Laser Blast**

*"I wish to take this opportunity to thank the entire LaZer Runner team for the wonderful service backup which we have experienced."*

**Margaret White - Papio Fun Park**

*"The service after the sale has been exceptional as they always return phone calls, walk you through problems over the phone and are ready and willing to get you what you need "express.""*

**Bud Umbach & Hal Shilling**

**Kokomo's Family Fun Center**

*"Although our service requirements have been minimal during these 18 months, every time we have had any questions or experienced any type of problem, LaZer Runner rapidly has responded. In sum, we have been extremely pleased with our purchase and experience"*

**Timothy Fedele**

**Seabase Family Fun Center**

*"The support we have had from the company has been exceptional – from the team that came to install it to answering any questions that may arise even a year afterwards."*

**Gregg Stoner - Superstar Sports Center**

*"I'd like to pay particular homage to your service department. Although we've needed their assistance on very rare occasions, they've been exceptionally helpful, pleasant, and have successfully been able to satisfy our every need, every time! Even the three o'clock I the morning calls were answered quickly. Now that's service."*

**Alex Kuchnia - Cyberzone VRA, Inc.**

*"Most impressive is their product support. Their courteous technical staff is able to resolve most equipment problems (which are very rare) over the phone."*

**Bob Webster - Knott's Berry Farm**

*"We have found your service department to be technically very competent and helpful."*

**David Herald - Grand Slam Sports Center**

*"Support has been timely and excellent, and maintenance straightforward."*

**Martin Bartholow**

**Alligators Games & Golf**

*"I'd also like to take this opportunity to commend your service department for their excellent technical support and quick turnaround time."*

**Schrader Grady - Fantasy World Inc.**

*"The fact that they have a 24 hr. help line has saved us time and more importantly it has saved us from having any down time."*

**It's A Blast Entertainment Ltd.**

*"We have been very happy with the service and support given us by your staff, although it has not been necessary to take advantage of your services often."*

**Kim and Geoff Schmidt**

**Funtime Junction**

*"We really appreciate your excellent service and professionally trained staff."*

**Reza Danesh - Fun Zone**

*"Everything that I was told about the LaZer Runner is true. Your technical crew has provided us with 1 day turnaround service."*

**Harry Kloda - Kloda Productions and Entertainment Co.**

*"Your people have been extremely helpful in getting us parts and information fast. Great service is so important in this business, and LaZer Runner has done an excellent job in providing service after the sale."*

**Larry Ault**

**Putter's Family Entertainment Center**

*"Your staff has been superb, and the only thing about technical problems is that there haven't been any. Your maintenance guys must be bored."*

**Alex Kuchnia - Cyberzone, VRA, Inc.**

*"Your staff is first rate: both friendly and professional, and always expedient in problem solving."*

**Kim & Geoff Schmidt - Funtime Junction**

*"We are pleased with the technical support and communication with your people and have nothing but great things to say about them."*

**David Busch - Waterworld USA**

*"We also like the service we have received with LaZer Runner. We have had very few problems, but in those cases, service was very prompt and efficient. We have had no down time due to equipment problems."*

**David Warren - Summer Fun**

*"I am also totally honest when I state that, I have never had the pleasure of dealing with an organization, whose PEOPLE are the most pleasant, attentive, sincere and just simply...nice people to do business with! (That's from the salespeople to the installers, the technical supporters to the receptionist answering the phone!)"*

**Mark Picard - Hollywood Park Family Entertainment Centers**

*"We also wanted to thank you for the fantastic support your staff has given us with the minor warranty items and repairs. The attention to details and turn around time is great! We have heard horror stories about some of your competitors and their lack of product service."*

**Brooks Grady & Schrader Grady - Fantasy World, Inc.**

*"Your staff has been very, very accommodating when it comes to regular service and technical assistance."*

**David Full - Plant X Family Fun Center**

*"We've encountered only a few minor problems and the service department always did an excellent job of taking care of our needs."*

**Michael DeRyder**

**Lazer Land Family Fun Center**

*"Let's not forget about the awesome service department. They give us that helpful hand to make sure LaZer Runner's products are maintained with proper care. Everybody at the Northshore Laserdome is grateful for the prompt and reliable service department."*

**Ken - Laser Dome**

*"The support from the service department has been great. We don't often need parts, but when we do they arrive promptly."*  
**Geoff Schmidt - Funtime Junction**

*information from your manual and over-the-phone guidance from your Tec's.*  
**Doug & Lisa Booth**  
**Stargait Lazer Runner**

*"We can only remember sending one or two parts to your service dept. for quick and effective repairs. For any other minor problems due to customer over-excitement, we have received clear trouble shooting*

*"Technical staff are always there for us when we need them."*  
**Kay & Jim Sopher**  
**Diversions Game Room**

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## **Listen...**

We're all busy. You're busy. I'm busy.

Everyone's busy!

The last thing that you want to think about when you are operating a family entertainment center is fixing your equipment.

## **Particularly electronic equipment.**

That's why we go the extra mile to be sure that everything works as well as we can possibly get it to work before sending it out the door.

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!

Does our system still require some maintenance?

Of course it does. But relatively little when compared to every other system. In the rare event of a problem, we can instantly help you in a number of ways...

- We can provide you with **free loaner equipment** for any critical component of the system. In the rare event that your system requires emergency servicing, our service department is right there, right now! We help you to keep operating and to obtain maximum profits!
- We provide our customers with a **24 hour service hotline**. We understand that the amusement industry does not operate during the traditional 9 to 5 workday. LaZer Runner owners can contact a technician at any time during the day or night – 24 hours a day! Our service department is always ready to respond now – RIGHT NOW!
- We can dispatch one of our **mobile service crews**. Our service crews are criss-crossing the continent installing systems, training new owners, and maintaining our customers equipment. We have the only mobile service crews in the business, and we're at your service!

All this means one thing for you...

### **Zero Downtime.**

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.**

Our service and technical support team is there to help you if and when you need them – at a moment's notice!



Sincerely  
Kenn Schurek – Founder  
LaZer Runner Laser Tag Systems

**PS** There is a lot of great information on every aspect of the laser tag business in our extensive **FREE FACT KIT**. Order it and you'll discover all kinds of things

about the laser tag business to help you make an accurate and informed decision.

Here's how to order it...

Pick up the phone and call **Paul Savard** at our office...**780-496-9058 ext 248**. He'll send it out, usually the same day!

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

**PPS** To read some very critical information about the laser tag business, read the report entitled...

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

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