

# **The ROLEX of Laser Tag Systems**

*...why some systems are more sought after than others*

**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!***

## Why is LaZer Runner Called The Rolex of Laser Tag Systems?

Let me tell you why I am such a stickler for good laser tag equipment. To do that I have to tell you about my father...

My father was a watchmaker. He just turned 86 and he is as fit as a fiddle. He instilled in me an appreciation for fine workmanship and precision instruments.

My father showed me the workings of a fine Swiss watch and why it was so much better than cheap, throw-away junk watches.

He made his own watches as well. And were they ever fine pieces of craftsmanship! When he'd open up the back of the watch to show it off, he'd beam with pride because he knew that it was a piece of art that he designed and created with his hands. You could read by the light of his smile!

He would always say..."Every man's work is a portrait of himself."

**He knew that he was offering his customers excellent value.**

Dad was what I consider to be a very successful businessman. He taught me a lot. To this day I consider it my greatest privilege to be his son!

The fact is, my father gave his customers much better quality than they ever knew they were getting. Most of them had no idea that Dad insisted that all the friction points in his movement watches were tempered with special jewels to keep the tiny pivoting precision metal pieces from rubbing against their settings.

Most customers didn't appreciate the type of balance staff that he used, or the stainless steel sealed cases or the sapphire crystals or the water tight crowns.

I could go on.

My point is this...

**The very same is true of our electronics.**

You probably don't appreciate the fact that we use multi-layered integrated electronic circuit boards to ensure that our electronics are compact. This also ensures that the circuit boards are less subject to flexing and cracking the solder joints that hold the small precision electronic parts in place. Furthermore, it ensures a product that is more robust – it takes a beating and continues to work perfectly.

You probably won't really understand that surface mounted electronic parts installed by robotic "pick and place" machines (instead of hand soldering big parts on a big circuit board) allows us to deliver you a product that is consistent in quality.

### **It's also superior in performance!**

We manufacture our electronic boards in such large quantities that in many cases this superior product is more affordable than some of the low quality equipment.

I'm sure that you may not even know what a wave solder machine is, let alone that it provides a very even "wave" of specialty formulated solder in a *precise* amount, at an *exact* temperature, at exactly the *right time* as the circuit boards pass through this intensely hot machine on a conveyor.

And you might not understand that this process is so superior to the way most laser tag circuit boards are constructed today that I can't come up with words to properly make the comparison. All that I can say is this...

### **It's day and night!**

Just as my father used superior parts in his watches to make sure that his customers had a reliable time piece, we design our laser tag equipment to use the most durable parts that we can find.

Take the triggers for example...

I know that right at the moment you think that a trigger is a trigger, is a trigger.

### **But it's not.**

Triggers are traditionally a very high maintenance item. Let's face it, they are always being pulled...always moving...thousands and thousands and thousands of times. Each trigger contains various pieces that all work together to accomplish a purpose. The purpose is to act like a switch. When the trigger is pulled it starts the entire process of activating the laser, sending information through the laser, activating sounds and many other things.

I bet that until this point you probably never thought much about triggers, did you?

And why should you?

You just want it to work – that's all! You'll never give a trigger a second thought...

Until it fails.

When a crucial item like the trigger fails, the entire vest and phaser no longer works. You have an upset guest. You have to remove his vest and phaser and give him another. Or you have to refund his money.

Then you have to worry about fixing the trigger. Meanwhile, you have one vest and phaser that is not making you money.

You don't even want to think about these kinds of things.

**You just want this stuff to work!**

Right?

Listen...

When we were designing the LaZer Runner Laser Tag System we made sure that we also designed a trigger that would last and last. They are the only triggers I know of with technologically superior micro switches. That may not mean very much to you so let me put it into terms that I think you will understand...

**At 5 MILLION PULLS, this trigger is just nicely broken in!**

Got it?

The trigger is just one example that I am using to illustrate our philosophy of providing the most reliable and the most durable components available to construct our product.

From the almost indestructible hytrell connecting cords, to our "drop and kick" phaser shells, to our "no-maintenance" fiber optic sensors and our compact "no-flex" multi-layered integrated circuit boards... we use only the most durable and the most proven reliable components to come closer to our goal of...

**ZERO down time.**

Durability and reliability are absolutely paramount in the laser tag industry. Nothing deserves more of your attention.

Nothing.

It is so important that...

It is most often the difference between success and failure. (After you finish reading this report, immediately read the report entitled "How I got Ripped-Off Purchasing Laser Tag Equipment").

I could go on and on comparing many aspects of our equipment to our competition. I could talk about how the durable fiber optics is woven so that every alternate strand is a receiver to guarantee reliability and optimum signal transmission...

I could boast about our patented SMART charging system that provides a reliable 16 hours of continuous play from only a 3 hour charge...

I could go on all day about the superiority of our system and why we install more LaZer Runner Laser Tag Systems every year than all of our competition combined.

None of this would mean much to you.  
In fact, it may not even interest you at all...

Until you really needed or wanted to know the information. And that would occur if you first owned another laser tag system and had to suffer the down time and the repair time and the customer refunds. You see...

**Every year more and more of our sales  
are to owners of other laser tag systems.**

They made the mistake of purchasing a system that required lots of maintenance. A system that would not stand up to the harsh conditions that kids today will put it through.

Our stuff works!

Does it still require maintenance? Of course it does. Even a Mercedes Benz has to be maintained, but it will last infinitely longer than a Pinto.

My friend, there is not a knowledgeable electronic engineer or technician that I know of that would tell you that any other laser tag manufacturer's electronics are constructed with more care, precision, durability and reliability than LaZer Runner electronic components.

Because they're not.

It is evident just by looking at the electronic components that LaZer Runner is constructed with more care, precision and attention to detail.

**And here's the kicker...**

You pay no more for a LaZer Runner Laser Tag System. You get these superior electronics at the same or, in many cases a lower price.

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

And it's tough! Very tough.

Our equipment takes a beating and keeps on ticking!

It's the Rolex of laser tag systems!

We've got lots of happy customers. Here are some of the comments from owners of LaZer Runner systems. These are all genuine comments. All letters are on file in our office.

*"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'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**

*"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**

*"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**

*"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 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.**

\*\*\*\*\*

For an informative look at the laser tag business...

**Order our FREE FACT KIT.**

It comes packed with important reports, fact sheets, and color catalogues. It will answer all of your questions about the laser tag business...

You can read all about the LaZer Runner Laser Tag System and why operators think that it is the best system on the market...

The most durable.

The most reliable.

The best features.

All at a great price.

Here's how you can get a **FREE FACT KIT...**

Pick up the phone and call **Paul Savard** at our office at **780-496-9058**. He will send one out, usually the same day.

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

I know that you'll find it very valuable.

Sincerely,

A handwritten signature in black ink that reads "Kenn Schurek". The signature is written in a cursive style with a long horizontal flourish underneath.

Kenn Schurek – Founder  
LaZer Runner Laser Tag Systems

**PS** Do you want to really open your eyes as to what goes on in the laser tag business?

I thought so.

Have a look at the free report entitled...

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