

**How LaZer Runner's
Breakthrough Technology
Made Most Other Laser Tag Systems
OBSOLETE!**

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!***

How LaZer Runner's Breakthrough Technology Made Most Other Laser Tag Systems **OBSOLETE!**

“The biggest disappointment that laser tag owners and operators have had in the past is that the systems they purchased were not reliable. The maintenance was too expensive and the downtime too great. LaZer Runner changed all that and in the process became the world’s best selling laser tag system!”

Here’s the problem... *Infra-red laser tag systems just DON’T WORK.*

It’s frustrating when you have to constantly repair electronic laser tag equipment and send it back to the factory again and again. Not only that, it’s expensive. The repairs, the shipping, the refunds to guests...

Sometimes it’s just not worth it.

I’m speaking from experience here. I know what I’m talking about because...

- When I first got into the laser tag business I was an operator, and...
- Before I became a manufacturer of laser tag equipment I use to be a distributor of laser tag equipment, and...
- I used to own an electronics assembly factory that constructed electronic circuit boards for manufacturers of many different kinds of electronic products across North America.

When I first got into the laser tag business, I did so as an operator. I purchased equipment from a manufacturer and operated laser tag sites across America. I found out first hand all of the problems that occur with some equipment when you’re “in the trenches” everyday as an operator. It can be brutal if the equipment can’t stand up to the punishment it gets. And, believe me, the equipment does take a lot of punishment.

The equipment we owned was in constant disrepair...

We were constantly sending it back to the manufacturer for repair...

We were constantly refunding money to our guests when their equipment failed half-way through a laser tag game...

We were always on edge when we had birthday parties booked – would the equipment hold out?...

We experienced lots of downtime for days on end when the equipment just refused to work or even turn on.

It was a huge headache. I wished that I had never purchased this equipment.

Why are some laser tag systems of such poor quality? What causes them to be so unreliable and costly to maintain?

The answer is very simple.

When laser tag systems first were introduced, they employed a system utilizing infrared (IR) beams and technology. This was all that was available at the time. Even though this system was fraught with many, many problems, FEC operators still purchased it in an attempt to be the “first on the block” to offer laser tag.

The infrared system is very unreliable and requires lots of maintenance to keep it running properly. Like I said, I know this first-hand from owning and operating 12 infrared systems in locations across America.

Let me take this one step further...

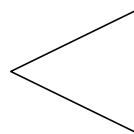
Not only did I operate this inferior infrared laser tag system in centers across America, but I also became a distributor of infrared laser tag systems as well. I got to see first hand the problems that other laser tag owners and operators were having when they purchased infrared equipment.

Everyone was having the very same problems!

The problems were sometimes due to the way that the laser tag center was being operated. But mostly, the problems were systemic – they were due to the fact that the laser tag equipment was an infrared system. And there was nothing that could be done to fix that problem. Infrared equipment is very inferior.

Here are just some of the problems that all the operators of infrared equipment were (and are) having...

- Inaccurate targeting
- Stray signals
- Misaligned beams
- Very limited range



You Gotta See This...

Recently the DISCOVERY CHANNEL televised a segment on infrared laser tag systems and the problems they cause.

It's a real eye-opener!

To view the TV segment, [CLICK HERE](#)

Let's examine these items more closely...

1. Infrared Systems have Inaccurate Targeting

All laser tag systems have phasers that emit electronically encoded information from them. This electronically encoded information has to “hitch a ride” on some sort of beam or wave to get to its destination.

The destination is usually another player’s vest. The encoded information usually says “I hit you”.

Most laser tag systems use what is called an infrared beam as the carrier of the encoded electronic information. However, the infrared beam has a big problem. It is a divergent beam. That means that the beam becomes larger and larger as it travels. It e-x-p-a-n-d-s.

What does this mean to you?

All infrared laser tag systems have phasers that emit an infrared beam from them. Imagine holding the phaser and pointing it at a player 25 feet away to attempt to score a hit. Here is what happens...

Not only do you score a hit on the player you are aiming at, you also happen to hit almost everyone around him as well. Why is that? It’s because the divergent infrared beam e-x-p-a-n-d-e-d as it traveled across the room and became very inaccurate. It indiscriminately hits lots of players, not just the one you were aiming at.

This is disappointing if you are a player in the game. After a while players lose interest in playing. Worse yet, some begin to complain during the game thinking that their equipment is malfunctioning. You have to explain to them that their equipment is “*designed that way*” so that “*they can have more fun*” (yeah, right).

Listen...

I know this e-x-p-a-n-d-i-n-g beam problem to be true. This is exactly what happened to us when we operated infrared laser tag equipment. But that’s not the end of it...

2. Infrared Systems Generate Stray Signals

Infrared beams bounce off ceilings, walls, and almost anything else. Here’s proof...

Your television remote control is infrared technology. As you know, you do not have to be very accurate to change the channel on your television – just point the

remote control “in the general direction” of the television and presto – the channel is changed. (Your garage door opener is also cheap infrared technology).

Now try this...

Point your infrared television remote control at the ceiling or walls and guess what...the infrared beam will bounce off the walls and ceiling and presto – the channel is changed again!

Infrared technology may be great for a television remote control or a garage door opener, but not for laser tag systems. It is highly inaccurate and highly inadequate for a laser tag system.

Can you imagine playing a game of laser tag with your garage door opener? Now, can you imagine 20 people in a laser tag arena all with infrared phasers emitting infrared beams that are e-x-p-a-n-d-i-n-g and bouncing everywhere?

It would be very confusing to say the least. No one would know what was going on or who hit who, or where their opponents were etc. Well, that is exactly what it is like playing a game of laser tag with a system that uses infrared technology.

Oh sure...

The companies that produce this stuff try and do things to keep the beam as narrow as possible but none of it works very well...

One company puts a tiny cardboard tube (a small toilet paper roll) over the area where the infrared beam is emitted to try and keep the beam from expanding too much but this doesn't work well at all. It is just a band aid solution that will have to be fixed and fixed and fixed and fixed as long as you own the system.

It is impossible to entirely rectify this e-x-p-a-n-d-i-n-g beam situation if the equipment is infrared technology.

And it is impossible to keep the beam from bouncing everywhere. That's just the way that infrared technology works. It's great for television remote controls but it is terrible for laser tag systems. But, 15 or 20 years ago this was the only technology that was available for laser tag systems.

However...

This is very old technology and it is inadequate for a laser tag system.

- This **e-x-p-a-n-d-i-n-g and bouncing infrared beam** is just one of the many problems that I encountered when I operated infrared laser tag systems.

- This ***e-x-p-a-n-d-i-n-g and bouncing infrared beam*** is also one of the many problems that other owners encountered when we distributed an infrared laser tag system.
- This ***e-x-p-a-n-d-i-n-g and bouncing infrared beam*** is also one of the many problems that operators of infrared laser tag systems are encountering today.
- This ***e-x-p-a-n-d-i-n-g and bouncing infrared beam*** is one of the many problems that you, too will encounter if you purchase a laser tag system that uses infrared technology.

This, *e-x-p-a-n-d-i-n-g and bouncing infrared beam syndrome*, as inconvenient as it is, will be the least of your problems with an infrared laser tag system.

LaZer Runner is very different from the old-style infrared laser tag systems. It does not operate on infrared beams, it operates on Radio Frequency technology and iLDT (intelligent Laser Data Transmission).

But here is the really important part...

Remember, I mentioned above that the electronically encoded information that is emitted from the phaser must “hitch a ride” on some kind of carrier beam or wave? LaZer Runner has developed a way that this encoded information can hitch a ride right on a laser beam rather than the divergent infrared beam.

As we all know, laser beams do not expand hardly at all. Plus, they are pinpoint accurate – what you aim at is what you hit.

Furthermore, laser beams do not bounce indiscriminately all over the place. This is a much, much, much better system than using infrared beams that e-x-p-a-n-d and bounce indiscriminately, causing confusion and disappointed guests.

But, infrared laser tag systems use laser beams too. Next, I will explain what the laser beam does in the inferior infrared systems...

3. Infrared Systems have Misaligned Beams

One thing that all laser tag systems have in common is this...

All laser tag systems use a low power and totally safe laser beam that is emitted from the phaser when the trigger is depressed. It provides a visually stunning

display in the laser tag arena. Theoretically, it also lets players see where they are aiming.

Here is one very important thing that you must understand about infrared laser tag systems...they emit 2 beams – an infrared beam AND a laser beam.

The laser beam that the infrared phaser emits is for “show” only. It serves no other purpose whatsoever. Here is the big problem...

The laser beam may be pointing at one place, but the infrared beam is pointing somewhere else. The two beams are not aligned.

Why is this such a problem?

A player thinks that he is targeting another player where his laser beam is pointed. The laser beam may be pointed at a particular player but the infrared beam that carries the encoded electronic information is actually pointed somewhere else. It is very difficult to align the two beams.

Not only that, the infrared beam is *e-x-p-a-n-d-i-n-g* and bouncing all over the room. This is very frustrating for the player because he thinks that he has scored a hit on another player when in fact the infrared beam is nowhere near where the laser is pointed.

Other players see that the laser beam is not pointed at them, yet they have been hit. “What’s up with that?” they ask. And again, you can try and explain to them that the system is “*designed that way so that “everyone can have more fun”*”. They are not going to buy that explanation, incidentally.

- This ***mis-aligned, e-x-p-a-n-d-i-n-g and bouncing infrared beam*** is another of the many problems that I encountered when I operated infrared laser tag systems.
- This ***mis-aligned, e-x-p-a-n-d-i-n-g and bouncing infrared beam*** is also another of the many problems that other owners encountered when we distributed an infrared laser tag system.
- This ***mis-aligned, e-x-p-a-n-d-i-n-g and bouncing infrared beam*** is also another of the many problems that operators of infrared laser tag systems are encountering today.
- This ***mis-aligned, e-x-p-a-n-d-i-n-g and bouncing infrared beam*** is another of the many problems that you, too will encounter if you purchase a laser tag system that uses infrared technology.

This, *mis-aligned, e-x-p-a-n-d-i-n-g and bouncing infrared beam syndrome*, is STILL the least of your problems with an infrared laser tag system. It gets worse... much worse.

The LaZer Runner System uses the laser beam to carry the encoded electronic information. Thankfully there is no infrared beam in our system. There are not two beams that have to be aligned to make the system accurate. There is only one beam – a pinpoint accurate laser beam. What you aim at is what you hit!

This greatly decreases the costly downtime and maintenance on the system. In fact, it eliminates ALL the misalignment problems that infrared systems are plagued with. You will NEVER have a misaligned beam with our intelligent Laser Data Transmission (iLDT) system.

NEVER.

You will always have that problem with an infrared laser tag system. Everyday. For as long as you own the system. It is a huge flaw!

4. Infrared Systems have Very Limited Range

The problems of an infrared beam do not end with the fact that it is divergent and almost impossible to align properly. Infrared beams have a very limited range of operation. The farther away that an infrared beam has to travel the greater the problems with misalignment and divergence.

Don't even try to operate a really large laser tag arena where players are aiming across long distances. This is an almost impossible scenario for laser tag equipment that employs infrared technology.

Accuracy is totally non-existent.

The misalignment problems and the bounce problems become exaggerated over longer distances. The game is almost impossible to play with any degree of accuracy.

- This **limited range, mis-aligned, e-x-p-a-n-d-i-n-g and bouncing infrared beam** is another of the many problems that I encountered when I operated infrared laser tag systems.
- This **limited range, mis-aligned, e-x-p-a-n-d-i-n-g and bouncing infrared beam** is also another of the many problems that other owners encountered when we distributed an infrared laser tag system.

- This **limited range, mis-aligned, e-x-p-a-n-d-i-n-g and bouncing infrared beam** is also another of the many problems that operators of infrared laser tag systems are encountering today.
- This **limited range, mis-aligned, e-x-p-a-n-d-i-n-g and bouncing infrared beam** is another of the many problems that you, too will encounter if you purchase a laser tag system that uses infrared technology.

This, limited range, *mis-aligned, e-x-p-a-n-d-i-n-g and bouncing infrared beam syndrome*, is a very, very big problem with ALL laser tag systems that use infrared technology. But it is only the tip of the “iceberg of misery” that is caused by infrared laser tag systems.

LaZer Runner, since it uses a laser beam instead of an infrared beam as a “carrier” of encoded electronic information, has a range as long as two football fields. We tested it at over 500 feet and it was still accurate! No infrared system could ever do that. NEVER.

Intelligent Laser Data Transmission (iLDT) is the only way to go!

Now, I’m not suggesting that you are going to open a laser tag center the size of a football field.

My point is this...

If our system performs well at long range, imagine how reliable it will be in a normal laser tag environment. The fact is this...

LaZer Runner is far superior to the old-style infrared laser tag systems.

- There is no comparison when it comes to performance. LaZer Runner will perform better for you and your guests than any infrared laser tag system.
- There is no comparison when it comes to maintenance. LaZer Runner requires minimal maintenance when compared to the “accident-prone” high-maintenance infrared laser tag systems.
- There is no comparison when it comes to efficiency. LaZer Runner provides a much more efficient way of transmitting encoded electronic information than the e-x-p-a-n-d-i-n-g and bouncing infrared beams that cause nothing but problems.

Guess what?

LaZer Runner is not more expensive. It's just more advanced.

We're just getting started talking about the problems with old-style laser tag systems...infrared systems or "IR" for short.

I've let you know about the shortcomings of using an infrared beam to carry the encoded electronic information. Now we are going to switch our focus from the equipment that transmits the information (the phaser) to the item that receives the encoded electronic information (the vest).

Here we go...

The function of the vests is to receive and process the electronic signals that it receives from the phasers.

- When the vests receive the information, their purpose is to let you know that you have been hit by another player, and that player has scored some points.
- The vest must also send this important information to the main computer which in turn passes it on to the scoring system.
- The scoring system uses this information to eventually print out a scorecard at the end of the game so that each participant can see how they did and how many points they scored.

Is there a problem with the way that the infrared laser tag systems receive the encoded electronic information?

Yep.

Don't get me wrong. They WILL receive the information. But there are several problems that are the basis of more unwelcome maintenance. The problems are two-fold...

- Problem – Extensive Vest Circuitry
- Problem – The Nasty Need to Download Information
- Problem – Wires, Wires Everywhere

Let's examine each of these more closely.

5. Infrared Systems Require Extensive Vest Circuitry

After I explain the problems inherent in the vests of infrared systems, you will understand more fully why maintenance is so extremely high and never-ending.

If you look closely at a vest that is from an infrared laser tag system, you will immediately notice several things...

First, you will notice that in most cases, the vest is quite heavy.

Secondly, you will notice that there are many "protruding sensors" on the vest.

The nature of infrared laser tag systems causes them to require bulky protruding sensors on the front and back and shoulders of a vest. The job of these sensors is to detect the infrared beams that are being targeted at it, and to send this information to an electronic circuit board inside that sensor.

The electronic circuit board, upon receiving the information that it has been "hit" by another player, may do many things with the information that it just received...

- It may immediately shut down the receiving vest to signify that it is hit.
- It may turn on a small vibrating motor to let the receiving player "feel" the hit.
- It may activate a small sound chip to let the player know "You've been hit!"
- It may "store" the information about who hit the vest to use in determining the score in the game (**more on this point later**).

Here is the bad part when it comes to infrared systems...

Each and every one of these sensors requires a SEPERATE circuit board. Well, many infrared systems have 6 sensors per player – some more. Lets do the math...

The calculation on a 30 player system would go something like this...

30 vests x 6 sensors & circuit boards per vest = 180 sensors and circuit boards!

That's 180 sensors AND 180 circuit boards!

Because the sensors are "protruding", they are at risk to be one of the first things to get smashed and broken.

I know this for a fact. It happened to me when I operated infrared laser tag systems. It also happened to my customers when I was a distributor of infrared laser tag systems...

- The more sensors you have, the more maintenance you have.
- The more circuit boards you have, the more maintenance you have.

180 sensors and 180 circuit boards is a recipe for a lot of service work and maintenance.

A lot.

The sensors WILL get smashed. Even if one sensor goes down on a vest – you’re toast! The vest has to be repaired and is no longer capable of being used in a game. That means headaches for you as the operator. And shipping costs to the manufacturer. And repair costs. And maintenance costs.

It just never ends with an infrared laser tag system.

Don’t forget that all of these sensors and circuit boards have to be encased in a protective plastic enclosure and attached to the vest. Can you imagine the weight of this stuff? Some infrared vests are very heavy.

Now, not only do the sensors get smashed... Not only do the circuit boards malfunction... But the plastic enclosures get broken.

LaZer Runner has solved this high-maintenance problem.

By incorporating fiber-optic cable into our vests, we have eliminated the need for extra circuitry. The fiber-optic cable is “tough as nails”! You can stomp on it, you can hit it a hundred times with a hammer, you can drive a bus over it, you can throw it off a 10 story building.

It is almost indestructible.

The fiber-optic cable is “woven” throughout our vest to provide 6 indestructible sensors that are flush with the vest – no bulky, protruding, high-maintenance sensors!

WARNING: NEVER purchase a laser tag system that does not use woven fiber optics. Woven fiber optics ENSURE that you get extreme durability and extreme sensitivity all in one package. Not all fiber optics are the same. Beware.

There are thousands and thousands of LaZer Runner vests in operation. It is a very rare day indeed that there is a malfunction in our fiber-optic sensors. But it’s no problem – just unplug the fiber-optic sensor and plug in a new one. Simple. Plus, they are as light as a feather!

But we went a step further...

LaZer Runner has just ONE circuit board in each of our vests that does the job of 6 circuit boards in an infrared vest. And we made sure that we designed this electronic circuit board as tough and as small as possible (the better to protect it).

This circuit board is so much more advanced than the circuit boards on infrared laser tag systems.

Remember what I told you previously ...

I use to own an electronic manufacturing factory. I insisted that we incorporate the latest in surface mount integrated circuit technology and multi-layer high density printed circuit boards. This may not mean much to you so let me put it into terms that you will understand...

The electronic circuit boards in our vests are built to the very same specifications as a military jet guidance system.

It's durable and reliable and state of the art!

And then we went STILL one step further...

We protected the circuit board, not in a cheap plastic enclosure, but in a light steel "cage" to give it one more level of protection.

As a result of these innovations, we have reduced the weight, increased the durability, increased the reliability and increased the ergonomic appeal of our vests.

And reduced the downtime and cost of repairs and maintenance by a whopping 15 times!

That's 15 times LESS MAINTENANCE!

6. Many Infrared Systems Require "Download" or "Reactivation" Stations

This one drives me crazy.

Remember earlier when I told you that the electronic circuit board in the vest of an infrared system did several things when it received information that it was "hit". It shut down the vest... it activated a small vibrating motor... it activated a sound chip and...

It stored the information about who "hit" the vest so that the information could be used in determining the score at the end of the game.

What occurs with this “stored” information is critically important. To help you understand the importance of how this data is manipulated and moved to the scoring system,,,

Let’s examine how the “old technology” IR (infrared) systems function...

Like all laser games, the players put on vests with phasers attached to them. Players “target” 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...

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

Player #2, being deactivated, must first find a “reactivation station” located somewhere in the playing arena. In an attempt to “get back into the game” he frantically searches for the reactivation 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 “reactivation station” and puts his phaser into it to get “reactivated” 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 reactivation 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 “reactivation 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 “reactivation station” to again reactivate his phaser.**

Here is what really happens behind the scenes...

Player #2 goes back to the “reactivation station” again, and repeats the 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 “reactivation station”.
Reactivation stations can get crowded and rowdy. Oh well...
The game continues...

- **Player #2 gets “reactivated” and back into the game.**

Here is what really happens behind the scenes...

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 “reactivated”. “This can’t be happening,” he thinks. He asks someone to check his equipment. He then trudges back to the “reactivation station” to reactivate his phaser. Other players are waiting to download their information as well.**

Here is what really happens behind the scenes...

He ends up back at the “reactivation 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 “reactivation 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 "reactivation 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.

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

This is a nightmare and a "throughput killer"...

Look at the problems that this technology (or lack of it) creates...

Kids running – that's bad, very bad...

Crowding and pushing at reactivation stations – that's bad...

Kids pee'd off that they do more "reactivating" 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.

But the worst thing is that these download stations are the cause of many maintenance problems. It is just more “needless equipment” that is there because the infrared system is very old technology. These download or reactivation stations always need adjusting, repair or maintenance.

Furthermore, whenever you have “reactivation 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 problem.

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, the receiving vest 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!

Listen...

If you decide to purchase an old-style infrared laser tag system, you will be stuck with reactivation stations, download stations, waiting for scorecards to get printed and all this adds up to lots of frustration and...

Loss of Throughput.

Again, I speak from experience because when I first got into the laser tag business I operated and then distributed an IR system. It was horrible.

It was unreliable. Downtime was not acceptable. Throughput was a disaster.

And the maintenance was very, very 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 “reactivation station”. The information from Player #1’s phaser and Player #2’s vest 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 “reactivation 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 “reactivation 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 and profits.

It increases it substantially when you are very busy. And it does it with no “drama and frustration” for you. Quickly and cleanly! Furthermore. It eliminates costly maintenance that is caused by these download or reactivation stations.

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.

7. Old-Style Infrared Systems Require Extensive Wiring

Here is a question for you...

When your laser tag system “goes down” where are you going to start looking for the solution? Here's a hint...

With ANY electronic equipment – no matter if it is a home entertainment center, a computer system, or a video game the first thing that the manufacturer will have you do is to check all of the wiring to be sure that nothing came loose.

That is just standard practice.

The hardwiring in an infrared system is extensive. And, it's a huge headache...

- There is wiring from the download stations to the computer.
- There is wiring from the home bases to the computer.
- There is wiring from the computer to the scoring system.
- If there are “mines” or “sentry pods” then there is wiring from these to the computer.

Can you imagine trying to locate a wiring problem in your laser tag arena? What an ordeal that would be.

LaZer Runner is a wireless system. It uses RF (radio frequency) to send information from the vests, phasers home bases and sentry pods to the computer and scoring system. This means no spaghetti wiring to sort through. It also means quick setup and much, much less maintenance.

And almost NO downtime.

What a difference when compared to the maintenance-prone infrared laser tag systems.

This has been an extensive report. I hope that it has made you aware of all of the problems that await the owner of an infrared laser tag system. You may be thinking that this is just some kind of sales pitch. The fact of the matter is that many of our customers have come to us because they were very dissatisfied with the old-style infrared laser tag systems...

The downtime was too frustrating; the maintenance too costly; the equipment too fragile.

More and more of our customers are past owners of infrared equipment. Read what other laser tag owners say about owning infrared equipment compared to LaZer Runner equipment... read the report entitled...

***“Can Half of All
Laser Tag Owners in America
Be Wrong?”***

Owning LaZer Runner equipment will eliminate most of your maintenance problems and expenses. LaZer Runner is...

The world's best selling laser tag system for 12 consecutive years!

Sincerely,



Kenn Schurek - Founder
LaZer Runner Laser Tag Systems

PS If you would like even more information on 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**. Ask him about our upcoming sale.

PPS I've included a partial summary of all the items that I have written about. It starts on the next page.

Infrared laser tag systems **are now OBSOLETE**. That is why so many owners of this stuff are trading it in and purchasing a LaZer Runner Laser Tag System.

IR beams are inaccurate for targeting purposes because they are divergent and e-x-p-a-n-d.

IR systems generate stray signals that bounce off ceilings and walls like a television remote control.

IR systems have misaligned beams so what you aim at is not necessarily what you hit.

IR systems have very limited range.

IR systems require extensive vest circuitry – up to 6 circuit boards per vest.

IR vests require up to 6 sensors per vest. Maintenance is high.

IR vests have protruding sensors that are prone to breakage.

IR vests are heavy.

IR vest circuit boards are protected by plastic enclosures.

IR vests require much maintenance.

IR systems require players to go to download or reactivation stations to get scoring information to the computer.

IR systems do not have Real Time Scoring.

IR systems have slow throughput.

IR systems require extensive hard-wiring from download stations to the computer, from home bases to computer, from sentry pods and mines to computer etc.

LaZer Runner uses a pinpoint accurate laser beam for targeting. They are straight and true every time.

LaZer Runner does not generate any stray signals whatsoever. Laser beams do not bounce off walls.

LaZer Runner can not have a misaligned beam. What you aim at is what you hit – every time.

LaZer Runner has almost unlimited range – over 500 feet.

LaZer Runner eliminates most high maintenance circuitry – it uses one advanced circuit board per vest.

LaZer Runner uses advanced fiber-optic sensors that are almost indestructible.

LaZer Runner sensors are mounted flush with the vest eliminating problems.

LaZer Runner vests are light-weight.

LaZer Runner puts its vest circuit board in a light steel “cage”.

LaZer Runner vests require little maintenance.

LaZer Runner uses radio frequency to instantly & automatically send scoring info to the computer. No downloading.

LaZer Runner has Real Time Scoring that happens automatically.

LaZer Runner has the highest throughput in the laser tag business.

LaZer Runner is a wireless RF (radio frequency) system. It requires no wiring. It is ready to use right out of the box. There are no wiring problems.