

**How To Keep Your
Laser Tag System From Being A
BIG FAT FAILURE**

...it's EASY if you know about this one thing!

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 To Keep Your Laser Tag System From Being A BIG FAT FAILURE

If you're reading this report from prison, then you've already made some pretty bad choices in the past. I'd like to keep you from making another big mistake that many laser tag operators have lived to regret... they got talked into purchasing a laser tag system that uses old-style infrared (IR) technology.

What a disaster this has been for them!

As you probably already know if you've done any research at all about laser tag systems, IR technology is obsolete! It was OK when laser tag was first invented about 20 years ago – that's all there was. But it has now gone the way of the 8-track tape player, the Ford Edsel and the dodo bird.

IR laser tag systems are OBSOLETE!

Why is IR technology no longer being used for credible laser tag systems? There are many reasons, but the main problems of IR systems are threefold...

- 1) Too much expensive maintenance.
- 2) Extremely poor accuracy.
- 3) Lots and lots of downtime.

If you are in prison, you can't escape from your prison cell...

If you own an IR laser tag system you can't escape these **profit-stealing problems!**

How do I know all this stuff? Why should you believe me?

Easy.

When my company first got into the business 15 years ago I used to sell the inferior, old-style infrared (IR) laser tag systems. I am well aware of the problems with this equipment. I know how much our customers HATED the costly maintenance. I know first hand how TERRIBLE the equipment performed at all of our company owned laser tag sites. Old-style IR laser tag equipment should be avoided at all costs if you want to keep both your sanity and your pocket book intact!

Avoid all IR laser tag systems like the plague!

There is no need to subject yourself to this old-style IR technology. It is outdated and obsolete. IR laser tag systems will soon be a forgotten trivia question alongside the 8-track tape. IR technology just does not work very well for a laser tag system.

Many manufacturers of IR laser tag equipment have one by one left the marketplace as purchasers have switched to the more reliable i-LDT technology...

Laser Storm – gone
Laser Force – gone
Q-sar – gone
Laser Trek – gone
Many others – gone, gone, gone.

We are presently witnessing the spectacle of companies with obsolete technology in “flaming spontaneous combustion”. Most laser tag operators are abandoning the old IR technology – it’s obsolete.

Several other manufacturers of IR laser tag equipment seem to be struggling. Forget about old-style IR technology. There is a much better choice today...

So, what should you look for in a laser tag system to avoid from being a BIG FAT FAILURE? You should look for i-LDT (intelligent Laser Data Transmission) technology. This i-LDT technology is very, very slick!

- 1) Most costly maintenance is eliminated.
- 2) Accuracy is adjustable from pinpoint accurate to very forgiving.
- 3) Downtime is relatively non-existent.

All this means one thing for you as an operator – ease of operation and MORE PROFIT!

While IR laser tag systems are winding down, LaZer Runner with i-LDT technology is flourishing! Our assembly lines are working overtime to try and meet orders. Business is BOOMING!

Many of our orders are from operators of old-style IR laser tag systems. They are trading in their old IR systems for a new LaZer Runner Laser Tag System with i-LDT technology.

[CLICK HERE](#) to see some of the equipment we’ve taken in trade.

Don’t take my word for it. Many of our sales are to customers who made the terrible mistake and first bought one of these “old technology” infrared systems.

They were not happy campers.

Following are quotations taken from actual letters sent to us from satisfied LaZer Runner customers. Like I said, some of them first made the mistake of owning an infrared system that was prone to expensive maintenance.

Big mistake.

Anyway, we have copies of all letters in their entirety in our office. I do not take these letters lightly and I certainly don't make this stuff up. They are...

100% Genuine!

"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 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

"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'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

"Hickory Dickory Dock has been through (3) three laser tag companies. The first two companies went out of business... After having experienced so many failures... we just did not expect very much success! ...[W]hat is the difference between the last laser tag arena and this one? This one works! LaZer Runner's products have exceeded our own expectations."

Andrew & Sylvia Vassello
Hickory Dickory Dock LLC

"We 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, 2004 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

Well, there you have it.

This is just a small sample of customers that decided to get rid of their old-style IR systems and invest in technology that is much more reliable and much more profitable. And the good news is that you do not have to pay any more money to get a better system.

The moral of this story is very clear...

If you purchase an IR system you are very likely going to regret that decision. We have come a long way from that kind of unreliable and high maintenance technology. There is no need to saddle yourself with this kind of nightmare.

You have alternatives today.

Every year more and more of our sales are to owners who are tired of having their laser tag equipment in constant disrepair, or they are just fed up with old-technology laser tag systems and lousy throughput.

Do you want to know more about 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**.

He's got a **FREE FACT KIT** that will explain all of the important aspects about laser tag systems. Information that you need to make an informed decision. It comes to you in a huge envelope stuffed with all kinds of reports, color catalogues, fact sheets and much more.

Call him today and he will send it out, usually the same day!

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

Sincerely,



Kenn Schurek – Founder
LaZer Runner Laser Tag Systems

PS Your very first question to a laser tag manufacturer should be this...

Does ANY part of your laser tag system use infrared (IR) technology? If they say "Yes", **hang up the phone**, pull down the shades and lock your door! You want no part of that misery.

PPS To discover all of the CRITICAL FACTS about i-LDT technology and how it guarantees the success of your laser tag business, read the report entitled...

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