

# **How To Get 12 Hours of Revenue From an 8 Hour Day**

*...the hidden gem in the crown of FEC equipment!*

**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 Get 12 Hours of Revenue From an 8 Hour Day

Read this report very carefully!

Why?

Because it's going to explain to you one of the best features of the LaZer Runner Laser Tag System. A feature that no other manufacturer is able to offer.

A feature that the players love and the owners swear by.

A feature so powerful that...

**It has increased *net profits* in some of our sites by 38%**

That's a lot!

Many of our operators recognize this feature as their greatest money-maker!

Here we go...

If you are like most family entertainment centers, your busiest times during the year occur on the weekends. That's when you have most of your parties... that's when you employ most of your staff... that's when most of the kids are in your facility...

You know what I mean.

You've hear the expression...

**You gotta make hay while the sun shines!**

The same applies at your facility. You want to be operating as efficiently as possible on the weekends.

As far as laser tag systems go it's all about "throughput".

Right!

We've all heard that old real estate adage...

### **Location, Location, Location.**

Well, when you are in the family entertainment business and you want to find the laser tag system that's the best money making one available, then the adage changes to...

### **Throughput, Throughput, Throughput.**

Let me explain how family entertainment centers that do not have a LaZer Runner Laser Tag System handle throughput...

First, they wait until there are enough people in line to form 2 teams. They split up the people, put on the vests, explain the game and then they send everyone in to play.

### **Meanwhile, potential players are waiting in line.**

That's not good!

Those in line must wait for the game to be over before they can become part of a team and play.

To remedy this, you can get players to book times over the phone and wait for them to show up on time, then book teams... but this becomes a management headache. Besides, on the weekends when you have a "full house" you want to get people in, and you want to get people out, as fast as possible.

Does this make sense so far?

Good.

Let's move on...

When it's really busy and you want to put your throughput into overdrive, here is what our operators can do with LaZer Runner equipment...

They switch to our...

### **Rotating Continuous Play Feature.**

You **MUST** be able to offer Rotating Continuous Play if you want to fuel-inject your profits. If you do not have this feature, your laser tag system will simply make at least 30% less money.

Period.

## **Rotating Continuous Play is the Crown Jewel of a laser tag system!**

What I am about to describe to you is a very special kind of continuous play feature, NOT the kind offered by some manufacturers.

### **Only LaZer Runner offers this critically important feature...**

Our Rotating Continuous Play Feature allows players to join a game that is "already in progress".

Read that again... I'll wait.

Because of this important feature, turnover is continuous, the game is constantly evolving and action-packed! There is no need to wait around for large groups before the game can begin. And no one waits in line.

Let me explain further...

Six players could be inside the laser tag arena merrily playing the game. Four more players could suddenly show up and want to play as well. Listen to this...

You do not have to wait for the first game to end. You can IMMEDIATELY put these four people into the arena to play before the first six players come out!

What if another three players show up to play?

Get them in – RIGHT NOW. You do not have to wait for the first 6 people or the next 4 people to finish their game.

You could do this all day long. As soon as the first 6 people come out of the arena, our scoring system gives them their score cards and you can use their vests to IMMEDIATELY put in more people who are in line to play. Even though there are people playing inside, you can IMMEDIATELY put in more people.

Our scoring system keeps track of EVERYTHING.

If you have a lineup all day long...

### **You can do this all day long!**

Our Rotating Continuous Play scoring feature packs more dollars into your prime time hours or it allows you to use your system more efficiently during your slower periods.

Many of our operators find this feature so profitable and so easy to use that it's the only game they ever use!

This integral feature allows you to make as much income from 20 vests and phasers as most traditional laser games generate with 30 player systems.

And in a shorter time frame.

**You can make the same income in 8 hours as you could in 12 hours with another make of laser tag system.**

### **The Rotating Continuous Play feature is exclusive to LaZer Runner!**

Throughput, Throughput, Throughput!

Our system gives you much more mileage – a bigger bang for your buck!  
Fantastic!

That is why there have been more LaZer Runner Laser Tag Systems installed than all our competition combined!

That's why LaZer Runner has been the best selling laser tag system for 12 consecutive years!

**So, in summary, here are the facts about our Rotating Continuous Play feature...**

- ✓ It allows you to put additional groups of players into the arena while there is already a game in progress.
- ✓ When one player comes out of the arena you can rotate his vest to the next player in line waiting to play.
- ✓ You can do this continuously all day long.
- ✓ Our scoring system automatically keeps track of everything.
- ✓ This feature is great when you are lined up. It has been proven to increase profits for our operators up to 38%

**No other laser tag system does this like LaZer Runner!**

LaZer Runner offers a wide range of options and features. 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 the option, touch it with your finger – you’re good to go! Your staff requirements are minimal.

Here are some comments from satisfied customers that use these features to fuel-inject their profits at their family entertainment centers. All of these successful operators have sent us letters and I’ve included excerpts. All of the comments are **100% legitimate**.

All letters are on file in our office...

*“We at one time felt that ‘laser tag’ would be a ‘Fad’, but our success with [our] 2 systems have proven us wrong. The LaZer Runner systems we have continue to be one of the best return on investments we have in our Fun Centers.”*

**Bud Umbach & Hal Shilling – Kokomo’s Family Fun Center**

*“The [LaZer Runner] system is by far the best in the industry and is a very reliable product. It has been a steady earner for us and always a hit with the customers. We even designed a birthday party that features LaZer Runner – extreme laser tag.”*

**Gisele Schaefer – Putt N Funn Zone**

*“Funtime Junction installed the LaZer Runner Laser Tag System in 1996. It has been a consistent revenue producer and integral ingredient to our entertainment mix ever since.”*

**Funtime Junction – Geoffrey Schmidt**

*“My LaZer Runner system continues to be the hit of all our birthday parties. I have had nothing but success since adding your LaZer Runner system to my indoor fun center.”*

**Al Singer – Grand Slam USA**

*“Since we chose the LaZer Runner system... our business has grown from around 10 to 15 birthday parties a week to over 70 on average. Our party bookings really took off when we introduced [LaZer Runner] to our party packages.”*

**Jerry Petrini – My Three Sons**

*“Our customers, who have the opportunity to see a lot of systems, all agree that [the LaZer Runner] system is the best available. We feel very confident in saying that we offer one of the best systems on the market to our customers.”*

**Jay Hirst – Spintacular Entertainment**

*“I looked at every system in the business before choosing LaZer Runner. The equipment, the sales staff, and customer service are first class and that’s just what my customers deserve. One look at the arena and the quality has them reaching in their pockets to play. LaZer Runner is everything I expected... and more!”*

**Richard Kissinger – Lazer Wars**

*“Our birthday party bookings have doubled...”*

**Randy Hagel – Kart Gardens Family Fun Centre**

*“...our customers have commented that the LaZer Runner system is very easy to use, which to them is a big plus when they bring their children to play.”*

**Scott Erikson – Cache Valley Fun Park**

*“Guest satisfaction is very high. In fact, like the potato chip that bets you can’t eat just one, it seems you can’t play LaZer Runner just once. Many players exit the game and run immediately to purchase another ticket.”*

**Dick Knoeble – Knoebels Amusement Resort**

*Having started CYBERZONE with [the] primary focus on Virtual Reality simulators, we were encouraged by the response from the public, but were troubled with the lack of throughput. You’ve solved [the] problem with our first LaZer Runner. Our Panama City center is generating revenue in amounts we just didn’t think were possible in a small center.”*

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

*“...the LaZer Runner Battle Station has become our #1 draw. It’s great for birthday parties, school trips, grad parties and even adult company parties.”*

**Glen Grady – LVR Games**

*“LaZer Runner gave [us] the opportunity to tap into a whole new market of teens, young adults and college students thus enabling us the opportunity to maximize the potential of our new business.”*

**Chuck Jones – Fun Challenge**

*“[The] LaZer Runner Battle Station has given us the diversity that we need. It is making a huge difference to the profitability of our Family Entertainment Center.”*

**Jonathon Kessler – Fun Zone**

*“The addition of our new Battle Station arena has added a dimension to our business that we have not seen in over 6 years of business. We could not be more delighted with the results of our cross-traffic purchases and sizzling tie-ins with our birthday parties.”*

**David Herald – Grand Slam Sports Center**

*“Birthday parties are big business. Since adding laser tag to the package our bookings are up 40% over last year. Without your system, I do not believe Skate Palace would be in the position that it is in today.”*

**David Breen – Skate Palace**

The comments that you just read are from smart, efficient operators that purchased superior equipment. They did their homework. They did it right and are reaping the rewards on their bottom line!

Listen...

If you don't have these features in your laser tag system you are just not able to maximize your profits during your busy hours. You've got to be at your best when your center is at it's busiest! Our unique system allows you to add dollars to your bottom line. Dollars that you'll miss with any other laser tag system.

**If you want more great information...**

You can read all about the innovative LaZer Runner Laser Tag System and why our operators think that it is simply the best on the market (it's all in our very extensive **FREE FACT KIT**).

**Order** the fact kit and you'll discover many other ways that our system can help you make extra income and why more laser tag owners trust LaZer Runner than any other laser tag system to anchor their facilities.

To get your **FREE FACT KIT** pick up the phone and call **Paul Savard** at our office... **780-496-9058 ext. 248**.

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

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 the name.

Kenn Schurek – Founder  
LaZer Runner Laser Tag Systems

PS To avoid more **Throughput-Killing Mistakes**, check out my very revealing report entitled...

**2 Dirty Little Secrets  
That Most Laser Tag Manufacturers  
Don't Want You To Know**