



# Battlefield LIVE

## LIVE GAMING - INDOORS - FACT SHEET

*A new brand of combat entertainment*

*The goal of Battlefield Sports' LIVE gaming resources is to provide you with outstanding quality tools to help your business.*

### YOUR TICKET TO A NEW ATTRACTION

Battlefield LIVE suits indoor deployments from small fire teams to huge platoon engagements. This brand of combat entertainment is ideal for:

- **FECs.** Family Entertainment Centers as a bolt-on
- **Stand-Alone.** Set within a warehouse or some other commercial space.

#### Indoor Gaming

Battlefield LIVE indoor gaming is a significant departure from yesterday's indoor laser tag. Unlike old fashioned Laser Tag there are no "individual rankings" or score sheets. Rather Gamers can check out their own statistics in real-time.

Battlefield Sports has created battlefield inflatables which can create a visually stunning 3D combat arena. No more sneaking around in the dark with lots of neon. The full-sized inflatable doorways, windows, walls, pillboxes have authentic skins and clip together to form a portable arena. Now your gamers can experience room-clearing and close quarters combat inside a maze that can be easily re-designed. You can adjust the terrain to suit the scenario, or event theme, or just so the combat entertainment experience is always fresh.

A vital advantage, from an operator's perspective, is the ability to re-deploy (move) the entire battlefield, if needed, to new premises. One of the major weaknesses of the old indoor Laser Tag model was the problems of trying to move a maze when the business had to change premises due to expansion, downsizing or failure to renew lease on existing premises.

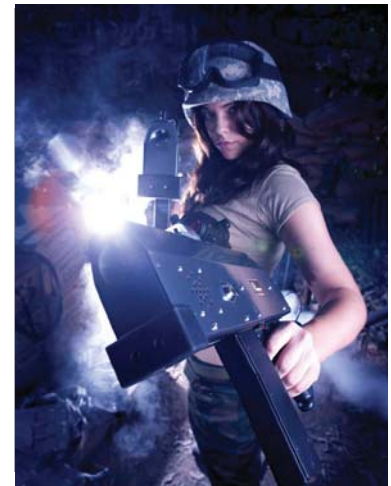


Table 1: Comparison		
FEATURE	Old Style Laser Tag	Battlefield LIVE (indoors)
Scoring System	Individual Score & individual rankings (from 1st to last) displayed for everyone to see in the Foyer	Team score attained by achieving a mission objective; individual statistics in real-time on own gaming gun
What you see is What you get	No	Yes, if you have a smaller gaming gun model its range is shorter & its ammo capacity is lower than a long arm.
What you hear is What you get	Sometimes	Yes, gaming guns has authentic sound effects. Even down the the sound of a magazine reloading.
Annual Fees & Charges	Common	No
Changing your arena layout or business re-deployment	Difficult (time consuming & costly)	Quick & Easy
Outdoor capable for promotional events	Unlikely	Yes, the system is 100% PORTABLE & can be used either indoors or outdoors.
Gaming Gun Models	One	Wide selection, from compact pistols, SMGs, carbines up to rifles.
Gun Scopes	Not used	Yes, genuine red dot scopes integrated
Authentic military tactics	Useless & irrelevant	Realistic tactics can be employed for room clearing, defences & counter-attack.

### Why Individual Scoring is bad for Business

In the past, indoor Laser Tag was almost wholly about a sci-fi themed game played with plastic “phasers.” The focus was on the individual and their personal ranking. Battlefield LIVE’s focus, instead, is on achieving team objectives. Here’s why individual scoring is bad for your business:

### Boys’ Birthday Parties

The under 13 year-old market is a substantial part of a combat entertainment business. Parents love the indoor option because the event is guaranteed to be on, regardless of weather conditions. And the boys love it because many are combat game obsessed. On a boy’s birthday, he easily imagines he is a hero and has done really well, even when he and his team mates have been hammered. The last thing you want is an individual score showing the birthday boy coming last on public display!

### Teen Gamers

The next group are teenagers to young adult gamers; these guys want it “realistic.” They want to be a SWAT or Special Forces team tackling a lifelike mission in a realistic urban environment. In these types of encounters, the key variables are:

- Was the mission objective achieved?
- What, if any, were the friendly casualties?

By having only team objectives without the distraction of individual scoring, gamers naturally focus on what is important in a realistic scenario. Focus on team lends itself to developing a positive culture. Experienced gamers naturally take new gamers in their team under their “wing” because they want their team to win. This is a significant departure from the self centred culture that has often developed at traditional indoor Laser Tag arenas.

### WYSIWYG

This stands for “*What You See Is What You Get*”, this is a vital concept in gaming. Unfortunately, traditional indoor laser tag has been driven to date by software engineers rather than gamers. So many old style indoor systems have a classic failure of where the software people implement numerous features, just because they can. You may be surprised to hear that many systems have loads of game modes, that are never used. At Battlefield Sports, we believe in keeping it simple. In gaming, the “gun model” should be an accurate representation of its function. In our case, a model that acts like a Light Machine Gun should look like a Light Machine Gun, a sub machine should look like a SMG etc. This allows a gamer at a glance to make an accurate threat assessment. Battlefield LIVE works on this WYSIWYG principle with a range of weapons to suit all the main classes of direct fire small arms.

### WYHIWYG

Along with WYSIWYG, we also have “*What You Hear Is What You Get*”. So as well as the visual clues, each weapon has a distinct firing sound that allow gamers with experience to determine what type of weapon is firing. Each gaming gun makes a realistic sound when shooting for the weapon being emulated.

### Games are Unpired

Unlike old fashioned Laser Tag which relies on computers to run the games. Battlefield LIVE actually integrates human referees into the game. Just like a football game our Live-Plays are umpired by people. This is a great relief to parents who are worried about their kids running around in the dark unsupervised. Further, the teens prefer it because it means that the missions results are fairer. Generally only one referee is required because the medic boxes perform re-spawns.

### Designed by Gamers:

Because Battlefield LIVE has been designed by gamers from the ground up, there has always been a recognition that a good scenario consists of both “plot” and “scene.” In the indoor context, this has meant that the battlefield layout must be able to be modified to suit the scenario. Gamers have come to expect that a combat simulation game will come with a range of “maps.” Just playing one layout, over and over, soon becomes boring. To meet this challenge we have developed the patent pending battlefield inflatables consisting of low wall, high wall, window and door sections that all connect together to form rooms and corridors. Small forts called “Pillboxes” are also available.



### Not a Franchise

Battlefield Sports is not a franchise. There is no on-going license fees per “phaser” that is typical in traditional indoor Laser Tag.

Rather we operate where you only pay the purchase price of the gaming gun and any spare parts, or services you would like.

### 100% Portal Arena

Battlefield Sports patent-pending battlefield inflatables are models of doors, walls, windows & more. The inflatables are flat, rather than balloon-like. They come in a variety of skins: grey brick (pictured below); red brick, stone, besser brick, desert brick, sandstone.



### **Choose your Weapon:**

Nowadays gamers have high expectations. Gamers expect to be able to choose appropriate gaming gun to suit their role and mission. For example if they are performing a base defence a high proportion of the team will arm themselves with Light Machine Guns that provide high volume of fire onto advancing attackers. However in attack, they are more likely to choose Sub Machine Guns which are light weight and easy to aim on the run. This is where Battlefield Sports investment in a range of models rather than one, makes a difference. Battlefield Sports also avoided the mistake of “dumbing” down the “phaser” so anyone could use it with the result being a single plastic phaser designed for a 5 year old. While Battlefield Sports does have smaller models, and we also have the more heavy duty models designed for teens and adults.

### **Rifle/Pistol Scopes**

There is nothing like the WOW impact of real rifle scopes. Many city-slickers have never had the opportunity to go hunting in real life; so they have not had previously the opportunity to use real rifle scopes. With Battlefield LIVE the rifle scope is key component of the simulation; much of the gamer experience of the game comes from the rifle or red dot scope.

### **Outdoor Capability**

While the focus here is on indoor combat games, one of the best ways to promote a permanent venue is to offer demonstration games at local busy events such as festivals and carnivals. With Battlefield Sports, the guns and the inflatables work both indoors and outdoors, this is a radical departure from traditional indoor equipment that fails to work in the sun. Further old fashioned center fit outs are notoriously costly and time consuming to move (this is covered in detail under “Battlefield Re-Deployment”). The importance of this capability should not be underestimated. In short, finding ways of acquiring new customers at low, or no, cost is vital for the success of any business.

### **Realistic Tactics**

A true test of a combat game is how well authentic tactics work against unrealistic tactics. Achieving an accurate simulation in the most elegant and simple way is the “holy grail” of any good combat game trying to simulate a particular genre. In the case of Battlefield LIVE the game is mostly focused around modern close quarters infantry combat. Our experience has shown people professionally trained in room clearing techniques do well at Battlefield LIVE whereas they often perform poorly in traditional indoor Laser Tag arenas.

The two key reasons while Battlefield LIVE works better are:

- The narrow beam means gamers really have to aim, not just shoot in the general direction of the opposing team
- Gamers can be “killed” quickly and are forced back to their entry points before they can re-enter the Live-Play, so making genuine room clearing and base control possible.

The other complaint from gamers of traditional Laser Tag is that it is just about impossible to get immersed in the story when wearing a brightly flashing vest. Battlefield LIVE is all about living out your Hollywood hero fantasies, so costuming is an important part of the Live-Play.

### **Battlefield Re-deployment**

In business, it is inevitable that one has to change premises from time to time. This might be due to business expansion or sometimes just because the lease has not been extended. The very expensive permanent indoor arenas fit out of the past were practically impossible to move. Each time the business had to move premises, a whole new round of investment was required in the arena. To further compound insult to injury moving the whole center can mean many months of zero revenue as the new arena is constructed. It is a huge business risk. Battlefield Sports has totally solved this problem. With Battlefield Sports no wiring is required in the arena and combat simulation game, it is vital that the realistic and practical version of this key mission can easily be performed. This exact mission was one of driving forces behind the development of Battlefield LIVE because it was something traditional indoor Laser Tag failed to



### **Popular Indoor Live-Plays**

The most popular indoor Live-Plays are:

- \* Death Match
- \* Capture & Hold
- \* Three Bases.

deliver effectively. To achieve this goal required the following developments:

- Weapons with a fire rate high enough to stop an attack across open ground unless the firing units have been pinned
- The driving back of dead attackers to the battlefield edge (i.e. the opposition does not come alive after a few seconds inside your base as per old Laser Tag).

Battlefield LIVE with accurate automatic weapons firing individual pulses up to 600 rounds per minute and only 1 second between hits (0.5 seconds in hard mode!) when played on realistic mode has achieved these goals. Dead gamers must return to the “respawn” area to get reactivated. Battlefield LIVE games also limit the number of re-spawns per team, so there is always a penalty of being shot; it is a combat game after all.

With the new battlefield inflatables can easily be deflated, packed in a truck and taken to the next venue. Even a large warehouse battlefield can be moved in a day so the battlefield is ready for action that night!

**S\*A\*T\*R Technology Indoors**

S\*A\*T\*R (small arms transmitter receiver) is Battlefield Sports’ patent-pending breakthrough technology. There are many features that improve indoor game play and business efficiency.



**Popular Indoor Live-Plays**

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Table 2: S*A*T*R	
FEATURE	COMMENTS
Real-time hit-feedback	S*A*T*R enabled gaming guns provide real-time feedback on the shooting gun, including voice sound-effect on making a hit, killing/deactivating an enemy, or hitting something already dead.
No central computer system	Just like the internet the S*A*T*R system works peer-to-peer. There is no computer system to install. No wires to run through the maze. This system is literally turn-key. Turn on the gaming guns and start.
Real-time statistics	Gamers love to get statistics, especially in real time. Statistics include hits made, kills made, accuracy and number of times re-spawned.
Friendly Fire on/off	In the indoor environment with a high number of gamers versus the floor space, turning friendly fire off is a must. When you have a load of gamers from the same team shooting down the same corridor they are going to hit each other if friendly fire is allowed. S*A*T*R allows gaming guns to be set so they can't hit the same team.
Radio controlled start / stop	Using a portable referee gun, S*A*T*R lets the referee end a game so all gaming guns assigned to the same battle stop shooting, say “mission complete” and display the game statistics with the back light automatically turned on. The start function will start all gaming guns on the same battle if they are currently in game over state. This simple system provides for excellent throughput allowing games to be turned around quickly.

**Display**

A backlit LCD is included on all model gaming guns. During the live game the display will show:

Hit Points (health)	HP 2/ 5 A 57/ 99	Current Ammunition
Reloads (Ammunition)	R 0/ 6 H18 K 1	Hits, Kills
Accuracy	A 7% S 0 Indr	Spawns, Range
Status	Ready FA 7.65U	Fire Mode, Voltage

**How to Get Started**

Visit our web site and complete the “Getting Started” Form to register your interest and we will get right back to you. Or contact your local agent, and see what we can do for you. We know you’re going to be thrilled with the results.