



Battlefield LIVE

Mobile Business Model - FACT SHEET

A new brand of combat entertainment

YOUR TICKET TO A NEW ATTRACTION

In these uncertain economic times many people are wanting more control over their career, retirement plan, or business. Some people have left corporate careers, either by choice, or out of necessity, and are considering using their 401K or other money to invest in their future, rather than hoping for the best with stocks or real estate. Owners of existing mobile businesses, people who are interested in expanding, and people who want to diversify, have found that a live gaming business is just the ticket.

Patent Pending = Portable FUN

Using our new patent pending inflatables, Battlefield LIVE enables business people to deploy combat games at events across a region. This portable set-up has many advantages over other options.

Individual modules of doors, walls, windows are connected together with carabineers to form an "instant" maze. This maze can be set up either indoors or outdoors. This means games can be played either indoors or outdoors and events can be 100% transportable.

The new gaming inflatables range incorporates ten designs:

- *Doors*
- *Walls*
- *Windows*
- *Ruins*
- *Pillboxes*
- *self-standing low walls.*

Each of these modules connect using a carbiner to form a maze.

The inflatable modules are available in a variety of patterns and colours.

Their ingenious design makes the shapes look amazingly authentic.

They look so real participants often are surprised that the walls and windows are actually inflatables.

The inflatables feature a special valve to regulate air pressure and heavy duty carabineers to link the modules together.

Built Tough

Our gear is:

- *made from extra-heavy duty outer layer and rubber internal airbag. This is the same sort of construction as military grade dummies.*
- *made from test-proven all-weather fabric, suitable for both cold and hot environments*
- *come with a smooth surfact finish, making cleaning and maintenance easy to handle.*

These inflatables are so tough they are also suitable for airsoft, paintball or Simulation FX. These inflatables are simple to use, they are inflated by air-blown weed or grass blowers.



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.



Spectator Fun & Extra Safety

This is not the traditional inflatable laser tag rentals where you play INSIDE a smelly inflatable arena. Because the inflatables form an open air maze spectators (particularly parents) can see all the action from the sidelines, bleachers or grand-stand. This adds an extra layer of supervision to the game-play.

Cash Flow Generation

There are some basic ways you can make money from mobile deployments:

- *attract passing trade from people walking by when you are set up at a busy event, such as a festival or village fair.*
- *operate like a ride attraction where the event organizer pays you a fixed fee to operator for a certain number of hours*
- *then book additional private events from your event, in other words a booking from a booking.*

The key factors for public events, such as festivals or shows, are:

- *Compelling visual effect of the gaming guns & the urban combat zone.*
- *High level of safety (inflatables are soft-play)*
- *High visibility - the maze is open air (not hidden in a smelly, difficult to move inflatable arena)*
- *Ability for staff supervision (S*A*T*R enables global start/pause/resume).*
- *100% portable.*

Most games are 5 minutes long. With S*A*T*R we can turn around a game every 7 minutes, so it is possible to operate 7 to 8 games per hour, if you charge \$5 per game and then run at full capacity... well you do the math.

Examples of business sources include:

- Festivals and fairs with passing trade
- Festivals and fairs with fixed price entertainment paid by the event
- Private birthday parties at wealthy individuals private properties
- Corporate functions including indoors in conference centres
- School events/fundraising either in gymnasiums or on a sports field.

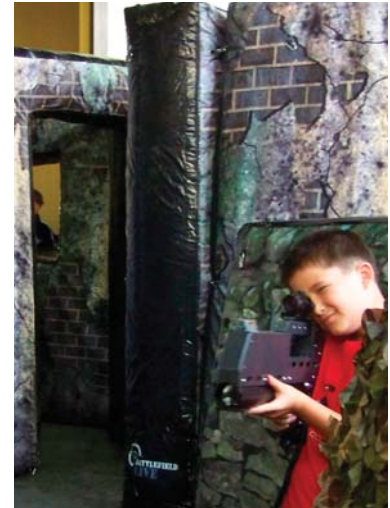
Some operators focus purely on providing back yard birthday parties on weekends, there is tremendous demand for this type of service. There is no need to provide camouflage clothing with inflatable games; this is a major saving in time and resources over running forest locations.

This model is the simplest of all the possible business models for someone to get started in the Battlefield LIVE business because:

1. Equipment can be carried in a large trailer pulled by normal motor car
2. The lower costs overall mean it's profitable to provide the service for smaller events and birthday parties, events that are easy to get into.
3. Because you often only need around 2 people to operate, keeping everything going correctly is simple.
4. The game can be run on as little as 26ft x 26ft (8m x 8m) area.

At the entry level, experience has shown that leveraging off busy local events is a fun business. It is ideal for a Father and Son team, or Husband and Wife team. Talk to us and you will understand how with this business you can contribute to your community, how you can make a difference.

Find out how you can have a winning business that can expand year after year... We provide everything you need to get started - training, tools and techniques. Call us to see what we can do for you.



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.



Popular Small Pillbox

The inflatable pillboxes come in 3 sizes:

- * Small
- * Medium
- * Grande.