

© Battlefield Sports
1/47 Musgrave Rd
Coopers Plains Q 4108

Phone: 1300 666 559

Fax: 1300 666 549

E-mail: info@battlefieldsports.com



FACT SHEET 5 —

INDOOR PLATOONS

The platoon package gives you Battlefield Live guns, inflatable urban shapes to deploy combat games in a dedicated indoor arena or warehouse...

Battlefield Sports have been field testing the concept of live gaming, what we call "Battlefield Live" for many years. Our team has operated indoor deployments from small fire teams to huge platoon level engagements. This fact sheet summarizes the business case for squad to platoon level - 10 to 20 players versus 10-20 players. We believe this model is ideal for:

- a Family Entertainment Centre (FEC) or
- a full-time operation leasing a warehouses or other commercial spaces.

With Battlefield Sports' urban inflatable barri-

acades the cost of center fitout is substantially reduced. The urban shapes provide excellent line of sight blockers that means a very high player to space ratio is achievable without degradation of game play.

A fixed indoor battlefield has some significant advantages over other alternatives for commercial indoor combat simulation.

Battlefield Live combines a realistic workable game system, an attractive and realistic urban battlefield and has the ability to quickly re-design the battlefield terrain to suit the scenario being played. These benefits are attractive to the new generation of gamers.

A vital advantage from an

operator's perspective is the ability to re-deploy (move) the battlefield if required to new premises. One of the major weaknesses of the old indoor lasertag 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.

Battlefield Live (Indoor) vs Old Arena Lasertag

Indoor Battlefield Live is a significant departure from traditional indoor lasertag. See table below for a summary.

(Continued on page 2)

FEATURE	OLD STYLE ARENA LASERTAG	BATTLEFIELD LIVE (INDOOR)
Scoring System	Individual Rank (first to last) displayed for everyone to see in the foyer	Group Score by team objectives
WYSIWYG (what you see is what you get)	No	Yes
WYHIWYG (what you hear is what you get)	Sometimes	Yes
Annual Fees & Charges	Common	No
Changing battlefield layout	Difficult	Easy
Outdoor Capable	No	Yes
Gun Models	One	Three to choose from plus support weapons
Battlefield Re-deployment	Difficult	Easy
Scopes	Not used	Authentic pistol red dot scope included
Authentic military maneuvers	Useless & irrelevant	Effective tactics can be employed, such as "room clearing". Great for base assault.

(Continued from page 1)

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” with the only meaningful scoring been that of the individual player leading to individual player rankings.

Battlefield Live’s focus is entirely upon achieving team objectives, in the indoor scenario typical missions are capture and hold a base and capture the flag.

More, sophisticated scenario missions are possible with a “permanent” setup with a lot of inflatable sections because more inflatables can be deployed.

To see why a team oriented scoring system makes better business

sense than traditional systems consider the needs of each of the core markets for this type of product.

Boys’ Birthdays

The first of these is the under 13 year old birthday party market. This represents a large slice of any indoor facility’s 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 the teen 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, players naturally focus on what is important in a realistic scenario. Focus on team lends itself to developing a positive culture. Experienced players naturally take new players 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 lasertag 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 because they can. You may be surprised to hear that many systems have hundreds of sound effect modes and loads of game modes, that are never used. At Battlefield Sports, we believe in keeping it simple. In gam-

ing, 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 sub machine gun etc. This allows a player 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 players with experience to determine what type of weapon is firing.

Games are Refereed

Unlike old fashioned laser-tag which relies on computers to run the games. Battlefield Live actually integrates human referees into the game. Just like football our missions 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.

Annual Fees

Battlefield Sports equipment is sold royalty free. There is no ongoing license fees per "phaser" that is typical of traditional indoor lasertag systems.

Varying Battlefield Terrain

Because Battlefield Live has been designed by gamers from the ground up, there has always been a recogni-



**New CBQ Inflatables
in use at Ekka
Showgrounds**

tion that a good scenario consists of both “plot” and “scene”. In the indoor context, this has meant the battlefield layout must be able to be changed 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 would soon become boring.

To meet this challenge Battlefield Sports has developed the patent pending urban inflatable barricades consisting of low wall, high wall, window and door sections that all connect together to form rooms and corridors.

Gun Models

Gamers expect to be able to choose appropriate weaponry to suit their role and mission. For example if they are performing a base defence a high proportion of their team will arm themselves with Light Machine Guns that provide high volume of fire onto advancing attackers. However in attack, they are more lightly 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.

Outdoor Capable

While the focus here is on indoor combat simulation, 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 at all. 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 simulation game is how well realistic 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 simulation is mostly focused around modern close quarters infantry combat. Our experience has shown people professionally trained in room clearing techniques for example do well at Battlefield Live whereas they often perform poorly in traditional indoor lasertag arenas.

The two key reasons while Battlefield Live works better are:

- The narrow beam means

players really have to aim, not just shoot in the general direction of the opposing team

- Players can be “killed” quickly and are forced back to their entry points before they can re-enter the mission, so making genuine room clearing and base control possible.

The other complaint from players of traditional laser-tag is that it is just about impossible when wearing a brightly flashing vest to hide in the shadows. Since our system sensors only flash when hit and our gun’s muzzle only flashes when shooting it is certainly possible to pull off a sneak attack by hiding in the dark. As a player’s position is only given away if they shoot or are hit.

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

the new urban 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!

Rifle Scopes

There is nothing like the wow impact of real rifle scopes on the players. Many city gamers 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 weapon system; much of the player experience of the game comes from the rifle or red dot scope.

Base Assault Support

The most basic and vital infantry function is the ability to take and hold ground. For a modern era

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 lasertag failed to 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 (ie the opposition does not come alive after five seconds inside your base as per old lasertag)

Battlefield Live with accurate automatic weapons firing individual pulses up to 300 rounds per minute and only 1 second between hits when played on realistic

mode has achieved these goals. Dead players must return to the “re-spawn” 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.

How to get started

Visit our web site on complete the Application Form to register your interest and we will get right back to you.

Look we know you are busy! So we want to provide you service right away. Let us know what your questions are, we are happy to answer them all! We know you're going to be thrilled with the results.

To your success,

Peter Lander
Commander in Chief

*See below, see the
Scorpion model in
action*

