



Inching your way through the forest, your sniper scope poised, suddenly the hairs on the back of your neck stand on end! You've been shot... Battlefield Live in the forest is fun and thrilling



# FACT SHEET — OPERATION: FOREST

**C**ombined Battlefield Sports' guns and missions create a new live gaming experience called Battlefield Live.

Battlefield Live in the forest best suits facilities that have regular visitors, such as summer camps and theme parks. Battlefield Live is an attractive addition to these venues.

If the forest battlefield does not have regular visitors, Battlefield Sports recommend using the "Combined Arms" business model to drive traffic to the fixed location.

Examples of potential facilities include:  
– adventure parks

- summer camps
- holiday camps
- large resorts and even
- golf courses.

### YOUR ARSENAL

We recommend a forest deployment involves at least 40 guns in operation. To be profitable, the field needs enough guns to handle large groups. Unlike the inflatable game which has a high throughput, in the forest, people come and play for a few hours, or stay for the whole day.

For example, you can operate public sessions (ie. where various groups book in and play together, rather than a private group booking). We've found a price of \$25 per person for 2 x 30

minute missions over a 2 hour period is sustainable.

For private functions, a price range of \$40 to \$50 per person is common.

The primary sources of income include:

- Passing trade (open for passing trade during peak traffic periods offering short games)
- Birthday parties ages 7-15 in public sessions
- Corporate "team building" functions
- Sports team break ups
- Teenage and young adult gamers, these become regular players.

The potential earning capacity when fully operational with 3 public sessions per day is substantial. The vast majority of trade is on weekends however considerable variations exist between venues.

### FIELD SCALABILITY

A key weakness of paintball and airsoft is that people can shoot when they are already "dead". This can really spoil the game for everyone else.

Battlefield Live outdoor combat simulation technology stops shooting the instant the player is "killed." This enables Battlefield Live to manageably expand to huge battles, even with inexperienced players.

From a business perspective, Battlefield Live should be viewed as the high volume – lower cost combat game solution for the mass market.

TABLE 1: Game Comparison	PAINTBALL	AIRSOFT	BATTLEFIELD LIVE
Manageable Battle Size (ability to manage large public games)	20 people at once	10 people at once	Scale to 300 people at once (Wow! What a battle)
Suitability for Public Venues	Low-moderate	Low	Very High
Participant's Pain	High	High	Low
Suitability for realistic outdoor combat simulation	Poor	Poor	High
Ammunition costs	High	Low	None
Suitable for geographically large scale sophisticated scenarios	Low-moderate	Low	Very High
Age Suitability	15+	15+	7+
Operator's Stress Level	High	Very High	Low



### **SUITABILITY FOR MULTI-USE VENUES**

Our guns “shoot” infrared, just like a TV remote, rather than a real laser. The intrinsic safety profile of infrared technology makes Battlefield Live very suitable for busy venues with pedestrians of all ages near by. Paintball and airsoft due to their projectiles need strict safety procedures and equipment to ensure the safety of both participants and non participants.

### **PAIN & ITS EFFECT ON POSITIONING**

Because paintball and airsoft have projectiles being fired at other players, there is an inevitable risk of painful bruises. This has important implications for posi-

tioning the products in the market place. While there is a significant proportion of young adult males that enjoy both the inflicting of minor pain and the thrill associated with risk of being hit, for many people the perceived risk is a deterrent.

Indeed, there is a large market of people who just want to have some harmless fun. It is a lot like computer simulations, many people enjoy shooting in these games including at their friends without the need to inflict real pain on them.

For example, for corporate team building, it is our experience that many work groups include both men and women. We’ve

found that some women refuse to participate in a paintball teambuilding event. And a teambuilding activity which half your team does not participate is not very useful.

### **SUITABILITY FOR OUT-DOOR REALISTIC COMBAT SIMS**

When the line of sight range increases beyond 80 feet / 25 meters, the performance in terms of accuracy of the shot starts to degrade markedly with both paintball and airsoft.

While longer range hits might reach their target, the effects of wind, gravity and inherent inaccuracy of a relatively light weight low velocity projectile make both airsoft and

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paintball inaccurate at distance.

Battlefield Sports equipment with a properly zeroed scope and upgraded to super sensors maintains accuracy to their maximum range due to a light based system inherently follows line of sight without deviation. Our exact range does vary by model from a minimum effective range of 130 feet / 40 meters for a machine pistol to 325 feet / 100 meters with a sniper rifle. For more information on why extended range eg 1,000 feet / 300 meters is not good for the game please refer to Fact Sheet 11.



One of the most significant technical breakthroughs that has facilitated Battlefield Live style outdoor combat games is innovative super sensors. Our super sensors ensures performance differs only 20% between shade and direct sunshine. To read up more about our Super Sensors see our Fact Sheet 12.

The extended but not ludicrously long range means Battlefield Live games work well for simulation combat in light forest, forest, jungle and urban combat.

#### **AMMUNITION COST**

Like any product, pricing is a factor in positioning the product in the market. Paintball is the most expensive in terms of cost per round fired. With airsoft the plastic pellets are a lot cheaper than paint balls, and for many people this is one of its advantages over paintball.



With Battlefield Live, there is no charge for ammunition so from the buyer's perspective the overall cost of play is less. The combination of lower per player cost and high simultaneous capacity of the forest game, positions Battlefield Live as the mass market leader.

#### **SUITABLE FOR GEOGRAPHICALLY LARGE SCALE SCENARIOS**

Paintball, airsoft and Battlefield Live have all been used to facilitate sophisticated scenario games. With skilled management and experienced players that respect the game, all three options can work.

Battlefield Live, however, does have some advantages over the alternative technologies.

First is the ability to set the number of hit points (number of times a person can be hit before dying) to reflect the level of training/experience of the player's character eg Special Forces Officer, regular soldier, or civilian. In light infantry combat, the quality of the target is more important than the quality of the firer in predicting casualties. By giving the team that is representing high quality soldiers, higher hit points, the scenario designer can help to achieve the desired simulation. Untrained militia on the other extreme are typically given only 1 or 2 hit points simulating their inherent fragility.

The next factor is the ability to shoot accurately over distance meaning large geographic areas can be used for realistic combat simulation where the distance between

cover can be significant. For example if one has to cross a clearing, one might want to have machine guns positioned on the flank to lay down suppressing fire onto suspected enemy positions; this is something effective range is required for.

Probably the most important factor to allow large geographic scale games is anti-cheating technology that allows referring easy even when most of the players spend most of the battle out of sight of the referees. Only Battlefield Sports technology shuts down when the player dies and cannot be re-set unless he has either the referee key or a referee gun.

#### **EXCITEMENT FACTOR**

All combat simulation games create excitement. Of course paintball does this with the paint pellets exploding all round. But Battlefield Live gets its excitement from participation in larger battles. This is a real energy why you have 50 or 100 people a side. It is a buzz. Hence the term "Battlefield" in the name. The more players, the more energy and more excitement is generated.

#### **Age Suitability**

A game with a projectile such as paintball or airsoft requires players to adhere strictly to safety rules. Experience demonstrates that young players especially young boys playing a combat game are not focused on safety. Because Battlefield Live is inherently safe it is viable to deliver games to suit a wider age range.

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## **OPERATOR STRESS LEVEL**

One of the things most noticeable about operating Battlefield Live is how easy it is to run games compared to paintball or airsoft. In a commercial operation, a professional outfit operating paintball or airsoft must be constantly on guard against cheating (especially shooting when dead & wiping paint). More, referees must watch out for players removing fogged up goggles or glasses. The constant vigilance required can be highly stressful both for the conscientious referee and field owner.

## **BUSINESS MODEL**

Battlefield Live in fixed locations is a business model that works as part of existing fairly busy locations. A totally stand-alone forest battlefield without the promotional support of mobile inflatable operation and no passing trade is not a recommended business model because the cost of customer acquisition is too high.

Experience has shown that being part of an existing busy venue such as a summer camp, theme park or even a golf course works very well for Battlefield Live because the customer acquisition cost is low and there is synergistic benefit for the existing operation in having a unique entertainment available.

Compared to alternative attractions that could be added to an existing out-

door facility, Battlefield Live is quite low cost.

The excellent safety profile of Battlefield Live is also an important consideration. Battlefield Live games using harmless infrared technology and participants are not riding anything that they can fall off. The inherent safety aspect means Battlefield Live easily co-exists with other activities.

Another benefit of Battlefield Live is the ability to entertain a lot of people at once in an active way. Since the game can scale to up to 300 participants at once without problem, the game is unique in providing active entertainment. Most other "rides" have only a relatively few people actually riding at any one time, so many people wait, bored in queues.

Staffing wise, for a 40 gun package, 3 staff are typically deployed; however it is feasible to operate with only 2 referees.

It is recommended that battlefield itself be at least 80 metres wide and 50 metres deep. More depth maybe be required if the level of line of sight blockers is limited. The general rule is to make sure the two teams can easily start out of sight of each other. Missions can vary to suit different groups from very simple "shoot-em-up" death match to very advanced scenario games for the veteran gamer. It's this ability to increase the gradient to suit differ-

ent experience levels are one of the key reasons why Battlefield Live generates excellent repeat business. (Battlefield Sports provides operators an extensive electronic mission library to help them select appropriate tested missions.)



## **How to get started**

Battlefield Sports training, tools and techniques are a vital ingredient in the operator's success. Call us to see what we can do for you.

To your success,  
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Commander in Chief

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