



# Battlefield LIVE

## COMBINED ARMS - 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 both mobile and forest deployment. We've found that a stand-alone forest battlefield benefits when combined with mobile events promoting the fixed field's location.

#### Scaleability

Battlefield LIVE scales up to very large groups simply. The key weakness of paintball and even more so, airsoft, is that players can shot when they are "dead." This can spoil the game for everyone else.

Since the computer inside our gaming guns automatically deactivates itself the instant the player is "killed" the Battlefield LIVE games can expand to huge battles, even with inexperienced players. From a business point of view, Battlefield LIVE is a high volume, lower cost combat game solution for the mass market.

Battlefield Sports has created battlefield inflatables which can create a visually stunning 3D combat arena. These are uber-cool looking gaming inflatables. The full-sized inflatable doorways, windows, walls, pillboxes have authentic skins and clip together to form a portable arena. Now gamers can experience room-clearing and close quarters combat inside a maze that can be easily re-designed. The terrain can be re-arranged to suit the scenario, or event theme, or just so the combat entertainment experience is always fresh.

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)*
- *Ability for staff supervision (S\*A\*T\*R enables global start/pause/resume).*
- *100% portable.*



Table 1: Comparison			
FEATURE	Paintball	Airsoft	Battlefield LIVE (outdoors)
Manageable Battle Size (scale-ability)	20	10	Scale to 300 people at once (Wow! What a battle!)
Suitability for public events	Low-moderate with substantial safety equipment	Not that suitable	Very Suitable
Participant pain	High (bruises on impact of paint pellets)	High (bruises on impact of BB pellets)	Low - no projectiles
Suitability for realistic outdoor combat simulation & geographically large scale scenarios	Low-moderate suitability	Not that suitable	Very suitable
Ammunition Costs	High	Low	Zero, none.
Age suitability	15+	15+	7+ (we recommend a young kids' session & a teen/adults session)
Referee's Stress Level	High	Very High	Much Lower.

### Right on Target

Battlefield LIVE when combining both fixed fields and mobile operations is a powerful business model. It is an excellent combination because at the mobile events, the business is not only making money selling tickets; it is also driving business to the permanent battlefields. The “combined arms” model addresses the problem that some fixed, especially forest fields have with high customer acquisition costs (e.g. expensive advertising) when they are not at a venue with high passing trade. This is a jugular issue. As business operators we have to find cost effective means to communicate our message to the public, cost effectively - the combined arms model achieves this goal.

Flexibility is the key to the combined arms approach, wherever and whatever a potential customers needs are, it can be accommodated. Battlefield Sports has pioneered this style of retail business, effectively cross promoting from one form of the game to the other and back again.

Combined arms package provides material necessary to supply the Battlefield LIVE experience in any of the following terrain types:

- *Forest or woodlands*
- *Urban (around the outside of buildings)*
- *Warehouses (indoor)*
- *Inside convention rooms, with the gaming inflatables*
- *Indoor sports arenas, again, with inflatables*
- *Ovals, Tennis Courts, or Sports Fields.*

With combined arms, the major markets for the forest fields are:

- *Adult groups (team building, Christmas parties, Stag Parties etc.)*
- *Kids (Birthday parties, Sports team celebrations)*
- *Teens & Youth (Church groups, “veterans,” tournaments).*

With combined arms, the major markets for the inflatables fields are:

- *Festivals, fairs & fetes*
- *Adult groups (in-resort events)*
- *Kids (backyard parties).*

### Pain

Because paintball and airsoft have projectiles being fired at other players, there is inevitably a significant risk of painful bruises. This has important implications for positioning the products in the market place.

While there are young men that enjoy, inflicting of minor pain on the other team and the thrill associated with risk of being hit, for other people they just want to have fun. Battlefield LIVE therefore tends to attract a more upbeat customer base and also broader market in terms of age range and gender.

### Gaming Gun Range

Battlefield Sports’ gaming guns shoot straight. They are not effected by wind. The exact range does vary by model. The range of a gaming gun is largely determined by the referee configured range setting at time of initial boot (indoor, short, medium or long) and the type of lens used on that particular model. All smaller gaming guns like the P90, Scorpion and Spitfire use a 40mm diameter lens assembly with a 100mm focal length. While these models have a common combat range of up to 330ft (100m), but when configured with in “long” range tests have exceeded 655ft (200m).

The Commando and Pulse Rifle have a 50mm diameter lens with a 100mm focal length. The wider diameter lens captures the infrared light more efficiently than the 40mm. By keeping the focal length at 100mm, the spread of the infrared beam makes this unit easily able to hit targets by civilian gamers. In a commercial system, the system must be forgiving on the gamers letting them hit targets much more frequently than they would with a real combat rifle. While these models have a common combat range of up to 500ft (150m), but when configured with in “long” range tests have exceeded 820ft (250m).

Our long arms, the Morita Sniper, Morita SAW, M4 and M16, all have a 50mm



### 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.



diameter lens with a 165mm focal length i.e. all have a narrow infrared beam. A narrow beam makes striking a sensor more difficult but also increases the range. While these models have a common combat range of up to 655ft (200 m), but when configured with in “long” range tests have exceeded 985ft (300m). We have even tested the Morita Sniper (with the telescopic scope) out to 1,475ft (450m) plus.

For a more comprehensive fact sheet on gaming gun range, see “Winning the Arms Race.”

When the line of sight range increases beyond 80ft (25m), the performance in terms of accuracy of the shot starts to degrade markedly with both paintball and airsoft. Certainly hits can be made in excess of 80ft (25m) but the effects of wind, gravity and inherent inaccuracy of a relatively light weight low velocity projectile make both airsoft and paintball inaccurate at distance. Battlefield LIVE equipment with a properly zeroed scope and with Optik sensors maintains accuracy to their maximum range due to a light based system inherently follows line of sight without deviation.

### Age

The paint pellets and BB pellets whizzing by, players must adhere strictly to safety rules. Experience demonstrates that young players especially boys playing a combat game are not focused on safety. Because Battlefield LIVE especially the mobile inflatable option is inherently safe it becomes viable to deliver games to suit a wider age range. Simple “Death Match” missions are ideal for legions of children under the age of 13.

### Referee Stress

One of the things most noticeable about operating Battlefield LIVE is how easy it is to run compared to paintball or airsoft. In a commercial operation, a professional outfit operating paintball or airsoft must be constantly on the guard against cheating (especially shooting when dead & wiping paint) and players removing fogged up goggles or glasses. Since the computer inside the gaming guns acts as the umpire, i.e. the gun is automatically deactivated if all the hit points are depleted, many disagreements are averted.

### In Summary

Battlefield LIVE using the combined arms approach is ideal approach for those that access to a good location for game play including adequate facilities but the fixed battlefield does not have adequate if any passing trade. Many fixed locations fall into this category because very few forests have many people walking through them on a regular basis. Battlefield Sports has tremendous experience in retail operations of Battlefield LIVE games, experience gained through pioneering this brand of combat entertainment since 1999. It has been the combination of vision and field experience that has driven the development of successful business models, training, marketing and supporting technology.

The combined arms business model is the optimal combination to suit a large operation aiming to maximise the customer spend with Battlefield LIVE.

The basic flow is the inflatable game provides a high action fast game at busy events that effectively provide a product sample. A percentage of players will go on to book the authentic forest experience. The sample product is a way to show a lot of people how good the guns are and how good the experience is. One of the things that we have consistently found, is people find this game to be much better than they expected it to be, so by providing a sample, they quickly understand the real value of the experience. Clearly with the inflatable events, plenty of brochures, pictures and ideally a promotional video should be available to prospective customers to gain the maximum benefit to the business. Handing brochures to people that have now experienced the product is a proven way to cost effectively gain new customers. When opening a new area for Battlefield LIVE initial focus should be on inflatable events and gaining access to these events in the right locations. This is a vital first step, because it is this step that generates business. Once this is established, more focus can be provided to the fixed venue. In Summary, Battlefield LIVE excels in large scale force on force combat games and for mobile urban games at busy events.



### Popular Small Pillbox

The inflatable pillboxes come in 3 sizes:

- \* Small
- \* Medium
- \* Grande.