



Battlefield LIVE

SCORING FACT SHEET

TEAM SCORING: keystone to Live Gaming. REAL-TIME HIT FEEDBACK now available with our patent-pending S*A*T*R system

*Peter Lander, the Founder of Battlefield Sports, has working on the Battlefield LIVE gaming system since 1987. Peter's extensive background includes miniature and counter based war game simulations, role-playing, scenario development, computer game development and sports development. Peter has a passion for gaming, especially military oriented role-playing and combat simulation. The development of Battlefield LIVE gaming system and the S*A*T*R technology is the result of this lifelong passion.*

Game Mechanics

Team Victories = Business Victories

A key element of any game is the scoring system. The scoring system determines what the gamers are striving for. In our live gaming system, it is one of the key elements of setting the culture (for our purposes a working definition of culture is "The way we do things around here"). In live gaming if you develop a negative culture your business is in trouble because you will attract the people you really don't want and drive away the people you do.

The stark reality from our observation is that battlefields that keep the venue upbeat and team-oriented grow, and the locations that all about individual victories, contract. Any combat game business has a chance of attracting anti-social personalities. People quickly pick up on the atmosphere of any establishment, the right atmosphere welcomes customers. Remember the staff alone can't set the tone because the vast majority of interaction is between the gamers themselves - face to face in a live game. This means that gamer culture is even more important than in other forms of entertainment.

Gaming Concepts

Battlefield LIVE's core gaming concept is team victories. Battlefield LIVE is about commercially run, force-on-force combat simulations for the period 1914 to near future. Battlefield LIVE delivers advanced realistic scenarios from our extensive library of "Live-Plays." We call Live-Plays weapons of mass exhilaration! Live-Plays consist of the script for a live action scenario, including mission objectives, descriptions of scenes and props (such as which gaming guns will be used) and if relevant, team backgrounds. Since Battlefield LIVE delivers authentic combat entertainment from our library of Live-Plays the scoring system has to support, rather than hinder, the game flow. Victory points are specified for each Live-Play, but typically involve the following factors:

- Achievement of one or more mission objectives (e.g. capture the hill. rescue the pilot, escort the V.I.P)
- Number of casualties inflicted on the opposition's team.

EVENT DNA

Every event has 3 common factors: a budget; a date; and above all, an organizer.

It is important to set your prices to meet the market you are targeting. Corporate team building events will, naturally include added extras compared to the budget conscious kids' party market.

The date is critical to get over procrastination. A lot of people would like to play Battlefield LIVE 'one day' but without a reason to do it NOW, that day may never come. Deadlines include birthdays, wedding dates, or end of the year/ Christmas.

The organizer is paramount. She (or he) is our V.I.P. She (or he) makes the whole event happen, or not. This is why many fields offer event organizer incentives.



- *Number of casualties suffered by one's own team.*

The first of these is by far the most important. The keystone to live gaming are the teams' orders. Victory is won if your clan can achieve its orders (and stop the opposition achieving theirs.) The second two points are determined easily in the S*A*T*R system by the referee checking the re-spawn count on the ref gun or medic box.

Many of our Live-Plays are multi-phased. So gamers may play out several roles in the one mission - reconnaissance, rear guard, guarding vital locations which may or require intermittent (if any) shooting. All of these roles, however, are critical to achieving a clan's mission. At Battlefield LIVE we believe it is vital that there is no individual scoring.

Individual scoring is a trap for the unwary, it leads to mindless elimination games. It attracts those people interested in personal high scores with little or no regard for their team. If veteran players are unleashed on newbies then, over time, entry of new gamers will become increasingly challenging. For this reason too we separate beginners' sessions from veterans' sessions, as well as teen/adult sessions versus kids' sessions. Instead of individual scores in S*A*T*R we provide real time statistics. Stats such as number of hits/kills, accuracy percentage, and re-spawns.

In life, as it is in games, you ultimately get more and more of what you reward. Reward social behavior, with gamer helping gamer towards a team victory, then you will attract social people and foster a positive atmosphere. Reward anti-social "me-me" behavior and you get a negative culture.

Team Builders want Teams

Become Team Gaming Specialists

Corporate customers today want team building exercises that are challenging, which promote leadership and communication. Exciting and innovative team building activities are tailored for our clients' needs to powerfully illustrate the importance of strong teams, and a strong corporate culture.

Battlefield LIVE is high thrill, low risk. Because there is no paint or BB gun pellets there are no bruises when a gamer gets shot. So more women will give it a try. There's nothing worse than organizing a team building day and half the staff refuse to participate. Further, in line with our team score mantra, the last thing a manager wants is a ranking or one to X of his or her staff. Team building events are for morale boosting not morale busting!

Finally, Battlefield LIVE scales well. No matter if a client has 10 or 100 gamers simultaneously everyone can get involved and be a part of the action.

In Summary

We are entertainers. We want to leave people with the best experience that we can. With our team scoring we control the number of re-spawns to balance the mission outcomes, if needed. Always keep in mind the purpose of your service is to leave as many people delighted as possible. After all, all they leave with is memories. So they must be the best memories we can deliver.

Gamers have been brought up on ever-more realistic combat simulation games. Gamers are remarkably knowledgeable about military matters, especially weapons and infantry combat history. They appreciate well thought out authentic Live-Plays. The scoring that goes along with games, therefore, must also be authentic.

BIRTHDAY PARTIES!

The mainstay of many combat entertainment businesses is birthday parties. Birthdays happen all year round (but are busiest in August/September). Tweens and teens often fantasize about how well they are doing in the battle, even if they are getting hammered. Our goal is to make people feel great. By keeping attention on the team, rather than an individual ranking, birthdays are more fun.

We usually run a series of 4 x 15 minute Live-Plays for a birthday session. So if one clan has won the first 3 missions, then we can "tweak" the last game so each clan wins at least one mission.

The birthday boy (or girl) can tell their friends about their team's great victory - without any score sheet evidence to the contrary!

