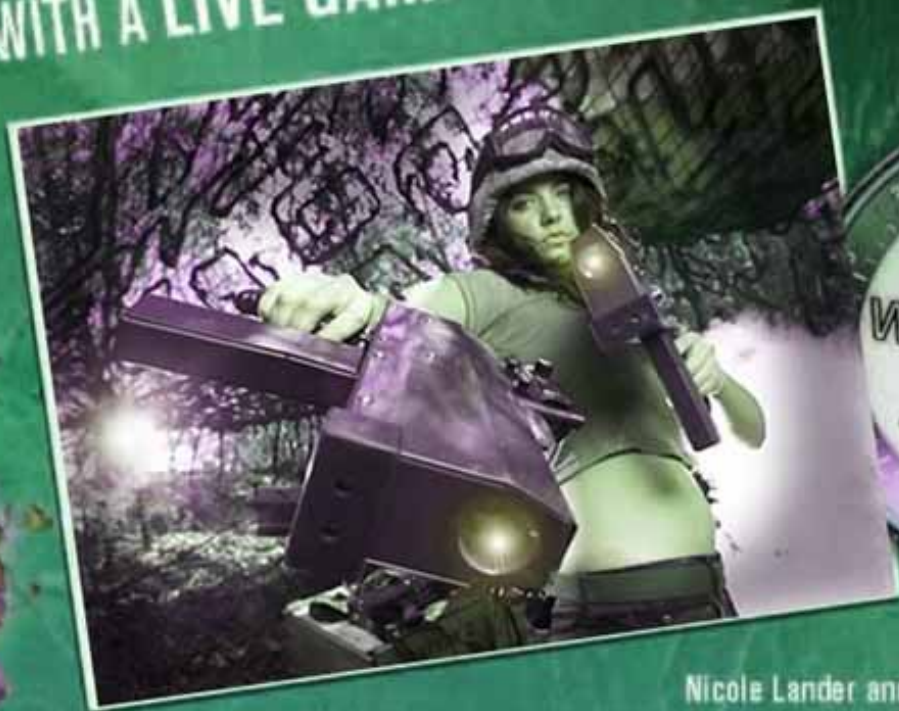


# RIGHT ON TARGET

HOW TO START, HAVE FUN AND MAKE MONEY  
WITH A LIVE GAMING BUSINESS



Nicole Lander and Peter Lander

**“Right on Target: how to start, have fun, & make money with a live gaming business”**

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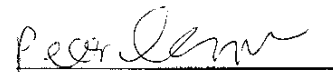
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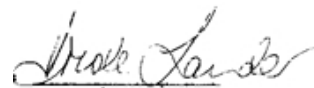
Now you can make money from starting your very own battlefield business.

If you've always wanted to turn your *passion* into your *profession*, if you've wanted a money-making business then this is your golden opportunity.

And it is much easier than you think...



Founder



Founder

If you interested in:

- Starting your own business that's fun and adventure packed
- Getting crowds of customers who want a thrilling, interactive experience to your venue
- Setting up a business using the most innovative, revolutionary combat entertainment equipment
- Getting a slice of the booming computer game industry

Then you should read on...

Hi

My name is Nicole Lander and together with my husband, Peter, we started our business 12 years ago. **Now we have a thriving and very profitable company doing the things we love.**

On top of that, we have won 27 business awards for the success we've achieved. We have been recognized nationally as an innovative and successful company.

We've turned our passion into our business.

**We know how frustrating it can** be to set up a battlefield business starting from scratch. That's the way we did it – we knew nothing about combat gaming when we started.



And, as you can imagine, we now get thousands of calls from people wanting to do what we did. So we decided to help those who share our passion to set up their own businesses.

But more about that later.

**We soon realized that without profits, we weren't going to share our passion with anyone.** We found out that running a combat entertainment business isn't for everyone. To run a live gaming business takes a certain sort of person.

Does this sound like you?

- Are you seeking a lifestyle business where you can work every day doing something you love?
- Do you love creating an entertaining experience that will bring many more customers through your door?
- Do you want to cash in on the gaming industry megatrend?

Ok. If you answered 'yes' to any of these then this may be the opportunity you've been looking for.

**How would you like it if we could show you a system that will...**

- Create an opportunity for you to be a game master - leading participants in a thrilling gaming experience
- Create a place that replicates the compelling action of computer games, but even more exciting
- Create a place where gamers can go from listening to gunfire via their computer speakers to being embedded in the mission, making their pulse race and getting that adrenaline rush
- Give you control of your finances by creating a cash-flow generator.

## Always Wanted Your Own Business

**Many people dream of owning their own businesses.** Few ever do. It just gets too hard. That's why we've developed 'Your Battlefield Business'. We've packaged up everything that has been successful for us so that others can set up a combat gaming business.

Instead of being chained to a desk, slaving over a 'hot' computer all day. We are out in the action!



Peter & Nicole  
Lander

This is your opportunity to do what you love every single day.

Over the last 11 years we have perfected our business system and the gaming technology. This is a proven system that works and it is a very profitable business.

## Recognized By Others

And it's not just us saying that. Here's a sample of the awards we've won:

- Arts/Entertainment Exporter of the Year in our State 2011.
- Top 3 Arts/Entertainment Exports in our State 2010, 2009, & again in 2004
- State Business Woman of the Year (Innovation) 2009
- National Technology Showcase—Member of the Year, 2007
- Top 20 Coolest companies in the Country, 2006
- Finalist, Future Award 2010
- Winner, International Business Award 2008
- Finalist, Next Big Thing Award 2008
- Business Champion Award 2007
- Business Achievers (Hall of Fame) 2006
- State Finalist, Smart Award, 2005 & 2004
- FNQ Exporter of the Year 2005
- Regional Exporter of the Year (Manufacturing) 2004 & 2005
- National Sport Export Award finalist, 2004.



Many people, just like you, dream of starting a business. However, It's not just about setting up a gaming venue. **It is about building a viable, thriving enterprise for yourself and your family.**

## The Key Issues

Here are some of the issues you'll need to address to get into this business.

### The gaming gun you choose

This is a tricky one. We have spent over \$500,000 and 5 years developing our latest generation of gaming guns. We have the best technology when it comes to this



equipment. But it wasn't always that way. **If you don't get the right equipment then you will have a very short lived business.**

### Setting up a profitable business

We know from first hand experience that it is hard to get into this business if you have never done it before. There are so many different issues to work out - marketing, staff, finances, regulations and the list goes on. **If just one of these issues isn't handled properly then you can fail.**

### Where to set up a battlefield business.

**There are many options and your success will depend on making the right choices.** You'll need to look at your own circumstances and what's available in your area. Some sites may look right but there are critical points that need to be taken into account when choosing a site.

### Getting customers into your battlefield site

**Here's the biggest myth in this business – “We don't need to advertise. They'll come just because they love battlefield games.”** If you don't get customers then you don't make money – it's that simple. And you can waste a lot of your money promoting your venue and never get a customer through the door. I know that we wasted \$thousands before we got the marketing right.



### What type of combat games are best?

It's not just a matter of giving gamers guns and then letting them go out into your site. You'll need to set up a 'Battlefield'. **You'll need to have some 'battle scenarios' so that your customers will have a thrilling time and come back for more.**

### What other equipment will I need?

OK, you've got your gaming guns but you'll need more than that to have a thriving business. **And you can spend lots of money on the wrong equipment.** Getting the balance right is not easy and the equipment you choose depends on a number of factors.

### What about the back office systems?

Most people forget about this and it comes back to bite them - sometimes with nasty consequences. **Get your back office systems right and you'll save yourself lots of headaches.** It's not hard to get this right. The trouble is, most people just don't know what they need to do.

It's no wonder that many people who start these businesses just don't make it. **We had some tight times setting up Battlefield LIVE and we have learnt lots in the process.** If you don't get it right then you may lose everything. **All of a sudden, your dream becomes a nightmare.** Then it's too late to do anything. That's the last thing you want to happen.

It's pretty normal to have some concerns about starting a new business even if your plan is just to work the weekends, making some extra cash for the family.

So, how can you make sure you end up with a profitable, thriving business that you are passionate about? Working in your own business and enjoying every minute of it. Wouldn't that be a dream come true?

Peter and I are just normal folk and if we can make this business work, I'm sure you can achieve the same results too.

And the very best way...

As I said earlier, Peter and I get thousands of calls from people who share our love of games and want to set up their own businesses.

After a chat one relaxing weekend, the idea popped into our heads that we could package up everything we've learned so that others can build successful and profitable businesses.

## Welcome to your “Your Battlefield Business”

If you want to **live your passion every single day** and make money at the same time then this is for you.

The feeling of getting up every day and seeing customers running around on your site playing combat games is something to be experienced. And you are the game master. It doesn't get better than this.

**‘Your Battlefield Business’ has everything you need to get into the combat gaming business.** It gives you a clear and simple plan to follow showing you how to set up your business. It covers everything you need to know.

**You'll save massive amounts of time and money.** You'll be up and going in a fraction of the time it takes starting from scratch. I'd know, we started from scratch and I'd never do that again.

**Starting any business is complicated and confusing.** There are so many things to think about and so many things can go wrong. That's where ‘Your Battlefield Business’ comes into it's own. **This system gives you a clear logical process** - what you need to do and when you need to do it. What could be simpler?

**No stress about making sure that everything is covered.** Just follow our system and you'll be heading for a fun filled future running your own combat gaming business.

From outback Australia...

*“Roma is a small but growing community in far west of our State. I have wanted to*

start a part time paintball business in our area for a long time but due to population and the choice of equipment would very quickly dictate success or failure. For years I had put this on hold, and then I got invited to a mate's 40th birthday party.

We played Battlefield LIVE in the next town (around an 1 hours drive) and I was immediately hooked, not only on the game but also the equipment. We run 100% Battlefield Sports equipment and this will not change.

This is because of the service and advice we have received both before and after purchasing. As a field owner you will have significant influence over your players and they will look to you for good advice. Parents love us as it gets the kids out from in front of the computer. It still dazzles me as to the diversity of people who are now well and truly addicted to this game,"

Karl Radford, Australia.

To prestigious Oxford in England...

"Yes brilliant! Very impressive! Our son Kaine said they are the best guns ever.

From an operational point of view: they look professional, are well built, easy to operate, and improved quality of game play due to the ease of operation. The feedback system adds tremendous value to the gaming experience.

The guns have the WOW factor, and there is mass potential for game play for example using ammo dumps via ref gun, makes the game play identical to computer games.

The most valuable part to us of this system is the mission start, mission pause and mission end! Mission start so easy to use, and also when you need to have a moment with a specific player, to pause them, they are dealt with quickly without having to hunt them down and have a word!

The kids were in awe of the M4 and the P90 is a massive hit as well. I would highly recommend SATR ASAP to all existing sites, this is so impressive,"

Lisa Riaz, Oxford, United Kingdom.



## Why use 'Your Battlefield Business'?

Quite simply, it gives you everything you need to build a successful battlefield business.

Our gaming enthusiasts want a package to suit their special needs.

And we'll give you all the advice you want, whether it takes a day or a month, to get you set up with exactly what suits your business.

This is a system that works and it all adds up to a successful business.

But there's something else that is a world beater...

### Our Patented SATR Technology

Only venues with this 'secret weapon' will survive and thrive in today's instant communication environment. Only the best experience will do to defend your business.

Our goal is to create an **emotionally engaging, authentic experience** that will not only satisfy veteran gamers, but also **attract new players**.

Players who don't just want blockbuster movies, but who want to get in on the adrenalin rush. **People who want to experience living out the plot from a heart-pounding blockbuster movie.**

Where they are the hero for a day.

That's why we reckon the tag line: "**heroes made here**" captures the essence of the thrill. That's what your customers will feel. **And that's why they'll keep coming back.**

**The SATR (small arms transmitter receiver) technology has blown away traditional laser tag phasers.** This technology is a live gaming juggernaut. It is spreading like wildfire! **SATR gives the gamer instant gratification of real-time 'hit' feedback.**

In other words, it gives gamers a rush of adrenalin. It's a healthy high.

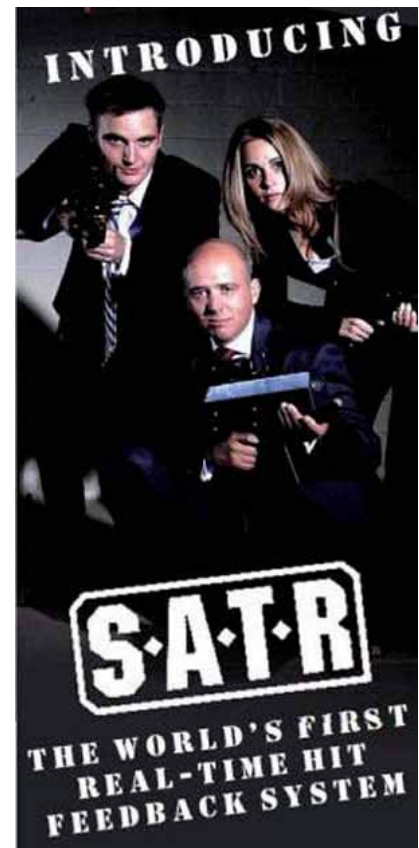
These gaming guns draw the crowds in and **they keep coming back!** Using these gaming guns is addictive. And that's what you want in your gaming business.

**You want customers who keep coming back for that adrenalin rush.**

If your guns are old hat, then the gamer generation will simply spend their money on something else.

Here's what one of our customers has to say...

"I received the gaming guns and they are absolutely **amazing**, I have to admit once you get the gaming guns in your hands you realize how good the system





really is. Everyone who has seen them and had a quick go cannot wait to make a booking.”

Graeme Wright, Northumberland, UK

## Quick Turnaround

SATR also gives you **high throughput**. Using these gaming guns you can start/stop everyone at once, **so this means quick turnaround during peak times**.

And when you are running a gaming business, your busiest times are Friday afternoon through to Sunday night. **You need to be able to entertain as many people, as quickly as possible.**

As they say: ‘time is money.’ **Being able to pump through loads of gamers** who are thrilled out of their brains and can’t wait to return is the secret of a successful combat gaming business.

Comments from people in the combat business...

From the Atlantic States in the USA...

*"My customers are raving about the equipment. The description of the equipment included words like "awesome", "amazing" and "cool". Everything worked well and everyone had a fantastic time,"*

Ed Barnes North Carolina USA

To the heart of bonnie England...

*"We have been absolutely blown away by the positive feedback and reaction from our customers. The SATR equipment has been incredibly well received and every session we have run has left players totally impressed.*

*Our customers are amazed at the technical capability of the technology and particularly the close replication to online or console gaming. It is so easy to play and we literally have had all ages playing from seven year olds to 70 year*





*olds and everything in between.*

*We have only just scratched the surface in terms of the market penetration and look forward to a superb summer with many more satisfied customers getting the Battlefield LIVE bug!"*

*Graham Simmons, Cambridge UK*

## Fewer Staff Required

As well as the fantastic response from your customers you'll **also save money on staff**. The technology is so smart that you won't need as many staff to look after your customers.

## Lots of Flexibility

We know that everyone is different and that's why we will put together a package that suits your needs.

**Our system can be as big or as small as you want.** You can start with the basics and add more equipment as your business grows.

You don't need to jump in head first right up front. If you want a part time business for the weekend, that's OK. We'll set you up for that.

## Our Brand Gives You a Key Competitive Advantage

**You'll benefit from operating under a well-known and established brand** with brand equity and a great reputation - Battlefield LIVE.

**Paramount Pictures** used our brand to help launch their action movie "GI JOE." and **Microsoft XBOX** turned to our brand to launch of their HALO REACH computer game.

And in conjunction with the retail chain GAME Battlefield LIVE crew were out in force across British to add excitement to the midnight launch of **Call of Duty: Modern Warfare 3**.

## We're Committed to Constant Innovation

You'll have access to Battlefield Sports' continuous research and development programs **designed to improve the business and our technology to keep it up-to-date and competitive.**

The team at Battlefield Sports believes in innovation. That's why we've invested in research & development. It is why SATR has been such a success.

## How much do I need to invest?

Now, you're probably wondering how much you need to invest to get your hands on this amazing system. We often get asked "how much does it cost?"

Our goal is to enable YOUR business vision. Rather than



being prescriptive, like a franchise, you can do it your way. **You only need to buy what suits you right now.** And we'll help you work all that out.

**We work with you to analyze exactly what you need to set up your own gaming business.** Depending on your business, location, size, and target audience you can invest as little as \$30,000. And that gives you everything to get started - from savvy advice to all your equipment needs.

There aren't many business opportunities around for such a small investment. And the best part, you get to live your passion.  
The goal is to establish and grow your own live gaming business.

If you have the passion, if you are bold, if you are a pioneer, **you will be absolutely delighted with your new business life.**

When you sign up with us **we are there to help you every step of the way.** We just don't take your money and that's the last you hear from us.

We love this industry and we want to see more people enjoying their businesses as much as we do. You'll become one of the family.

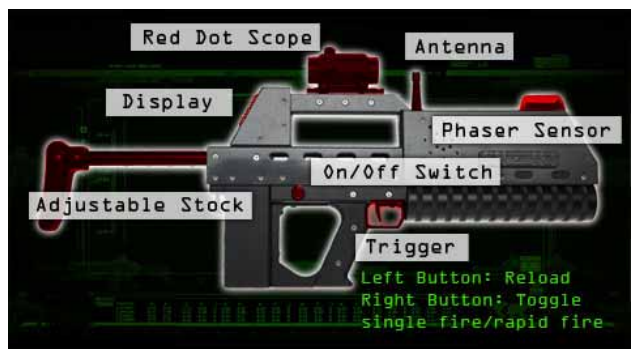
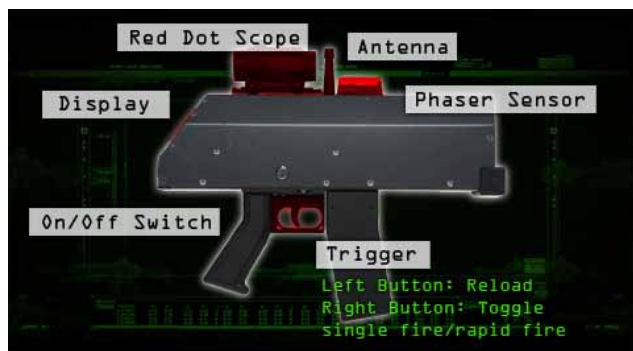
We are offering the following bonuses when you sign up to "Your Battlefield Business".

### Bonus Number 1 - Battlefield Sports University (BSFU)

This is an **online educational website** set up especially for all our customers – battlefield owners and operators.

Once logged in you can access the specialized skills, knowledge and experience from the BFSU team 24/7. You will be given password access so that you can sort out any problems immediately. You don't need to wait until we are open. Here's a sample of what's available through our university...

- **Marketing Faculty**—loads of marketing goodies like press release templates, examples flyers & coupons, example party invites, TV commercial and radio scripts and much more! **This is a MUST HAVE. It will save you \$thousands.**
- **Video Faculty**—including...
  - "Flying with Eagles" a 62minute video by Steve Mills, expert in sports/leisure marketing. He explains how to **optimize your Marketing Pillars**, including referral (or word of mouth) marketing



and incentive schemes. Steve tells a fantastic story about a brilliant taxi driver he met in Birmingham to describe how your business can be the best you can be.

- **“80/20 How to get Peak Performance”** a 5 minute video by Shaun Browne, former Head of Sales focusing on Richard Koch’s Pareto Principle.
- **“Web Marketing 101”** A 38 minute interactive webinar by Nicole Lander **covering topics such as ‘pay per click’ and search engine optimization online marketing strategies.**
- Peter has also put together a series of 15 short videos that capture the passion he has for live combat gaming as well as **insights into how to help you achieve success in the business.**
- **Live-Play Faculty**—Live-Plays explain how to run the games. Just like a screen-play, they cover the background, character, and scenes.
- **These cover how to run the most popular games.** We also have available “The Basic Games Handbook” which you can download for FREE plus a “Comprehensive Games Handbook” which has more than 200 pages of games. There is also an example video of a briefing for a birthday party and a corporate team building session. (See bonus 4 for more info.)
- **Image Faculty**— This will give you images that you can use in your own marketing material. We have selected the images that have been successful. Just pick what you need and you’re on your way to producing brochures, websites and ads that will attract customers.

Images include: 17 high resolution woodlands images; 21 high resolution urban images. We also have images of “C.O. Siren” our go to gal. Siren is actually model Jayne Allen from the Gold Coast. She is the face of Battlefield LIVE. We have 10 images of Jayne for you and 2 high resolution gaming gun images. New images are being added regularly.

- **Maintenance Faculty**—**useful advice on how to maintain all your our equipment with easy to follow videos.** Through this maintenance program your equipment will last longer and won’t need to be replaced as often.
- **Operations Faculty**—**Lots of advice on selecting the right site.** Get this right and you’ll be more profitable. Get it wrong and you’ll certainly have problems.
- **Personnel Faculty**—Here **we help you to select the right staff** with example job descriptions, recruitment ads, Interview questions & example referee checks.
- **Publishing Faculty**—We have produced 31 issues of our corporate magazine “LOCK n LOAD”. We make these available to you. **You can use any of this material to help build your business.** This archive includes all editions of all our Lock n Load magazines.



**VALUED AT:** Well, priceless but let's say \$5,500. I know it has cost us a lot more than this over the years. **You simply cannot get access to this resource anywhere else.**

## Bonus Number 2 - Networking

Get Involved! **You can benefit from the knowledge and experience of your fellow battlefield business owners.** We've just started a brand new *Linked-In Group* where gamers & battlefield operators can discuss and exchange ideas.

This Linked-In Group is called the **Official Battlefield LIVE Owners group.**

Here you can network with both operators and gamers.

Topics range from gaming videos, to battlefield tactics, and gaming guns, and more.

We call it "combat involved."

Our **Facebook** page has also been effective in connecting directly to our gaming community. We have more than 5,000 fans who regularly get involved in the brand.

Gamers regularly upload their own photo of them having fun, plus we here at HQ add photos, videos and snippets of info onto the facebook page.

Likewise we have a twitter feed that we encourage you to follow.

We invite you to join in, if you haven't already!

**VALUED AT:** \$600

## Bonus Number 3 – International Live Gaming Convention

Every other year we hold a major industry conference. **This is your chance to find out the latest industry trends and participate in interactive seminars such as 'how to boost sales.'**

Recently we held one in London UK, Reno, Nevada and the latest one was in Houston (Galveston) Texas in the USA.





This event is not to be missed. We all learnt so much and it was loads of fun.

Start Your Battlefield Business **this month**, and I will send you 2 complimentary tickets to attend our next convention. This bonus includes:

- a full day conference including morning and afternoon tea and lunch
- conference proceedings
- delegate pack.

Feedback from the Continent

*“You two did a great job of representing the human part of the game. You are not just selling a business but a form of contact with the players, & I felt that your presentation style showed that very well.*

*There is nothing like getting out & testing the equipment to really appreciate how it works. Plus this gave us a wonderful opportunity to pick up lots of little tips on how to run the game by watching you guys doing it. Thanks a lot for everything,”*

*Mark Jane, Paris, France*

From Wales...

*“Venue: Excellent. Food: Excellent. Content: Excellent. This was an informative and very useful conference. Very well put together,”*

*Toria Dean, Pembrokeshire, Wales, UK.*

Feedback from Canada...

*“Awesome location, superb food, great amount of detail in presentations, prompt and precise answers to questions,”*

*Colleen Bussard, Nova Scotia, Canada.*

**VALUED AT:** \$1,190 for 2 tickets

## **Bonus Number 4 – Our Games Handbook**

**Benefit from the knowledge and experience of more than 10 years of running Live Games.** We have put together a Handbook of Games, for both indoor and outdoors, so you don't have to worry.

The handbook covers:

- Games to make you money
- The most popular games
- Surefire tactics!



We have a summary of the best games called “The Basic Games Handbook” here you'll get games which you can play outdoors and games you can play indoors.

Once you've mastered the basics you may wish to challenge your gamers and go for more advanced games such as WW1, or WW2 reenactments or other live role plays.

This “Comprehensive Games Handbook” explains more than 50 live games, including how



to run a clan war. This is valued at \$1,295 but when you order Your Battlefield Business with 20 or more gaming guns it is yours for no charge.

To get you started we will give you the “The Basic Games Handbook” absolutely free.  
**VALUED AT: \$495**

## Bonus Number 5 - Video Briefings

### Not just one-size fits all, but MANY Live-Play Video Briefings

Some other manufacturers provide their customers with a vanilla “one-size-fits-all” video briefing. At Battlefield Sports we go the extra mile. In fact we have produced 44 video briefings for you.

They range from everything from easy Death Match Live Plays, to WW2 inspired missions, to challenging Live Action Role Plays (where it’s your customers vs actors). And they are easily accessed via our YouTube channel.

**VALUED AT:** Well, it cost us more than \$30,000 to produce but let’s say **\$4,400**.

Let me sum up what you’ll get...

	Value	Cost to You
As much advice as you need to get started – what equipment you need, selection of a site, marketing advice, business issues, and lots more	Our fees are \$150/hour but free to gaming enthusiasts	FREE
We’ll then put together a system and all your equipment needs to suit your business.		We’ll provide full costing once your system is complete.
Bonus # 1 - Battlefield Sports University	\$5,500	FREE
Bonus # 2 - Networking	\$600	FREE
Bonus # 3 - Convention	\$1,190	FREE
Bonus # 4 - The Basic Games Handbook	\$495	FREE
Bonus # 5 - The Comprehensive Games Handbook	\$1,295	FREE
Bonus # 6 - Video Briefings (44 clips)	\$4,400	FREE
<b>TOTAL of Bonuses</b>	<b>\$13,480</b>	<b>\$0</b>

**Now it’s all up to you.**

**This is could be your next bold adventure.** And, like starting any quest, the hero feels some apprehension as well as exhilaration.

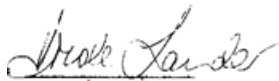
It is healthy to have a modicum of skepticism. I’m sure you have lots of questions. Most of our customers have their own concerns about taking this step. That’s what we’re here for.

To help you through the decision making step. We won't pressure you. **We'll simply give you the guidance and advice that you are seeking.** You can take it from there. If you think that this is something you want to look at then talk to us.

**Here's how to Contact Us**

Contact either Peter or myself Email [Peter@battlefieldsports.com](mailto:Peter@battlefieldsports.com) or Email [Nicole@battlefieldsports.com](mailto:Nicole@battlefieldsports.com)

We look forward to hearing from you.  
Cheers

A handwritten signature in black ink, appearing to read "Nicole Lander". The signature is fluid and cursive, with a horizontal line underneath the name.

Nicole Lander, Founder

# Chapter 1

## The Secret behind Battlefield LIVE

*We believe innovation is the engine of business growth. Benefit your bottom-line from our research & development*

Battlefield LIVE is live combat entertainment. It has been influenced in playing style by computer games. In many respects Battlefield LIVE combines the best aspects of both indoor laser tag and paintball.

*You've seen the movies... You've played the games...  
Now... LIVE 'em.*

Battlefield LIVE is an authentic combat entertainment experience using sophisticated gaming guns and, often, gaming inflatables.

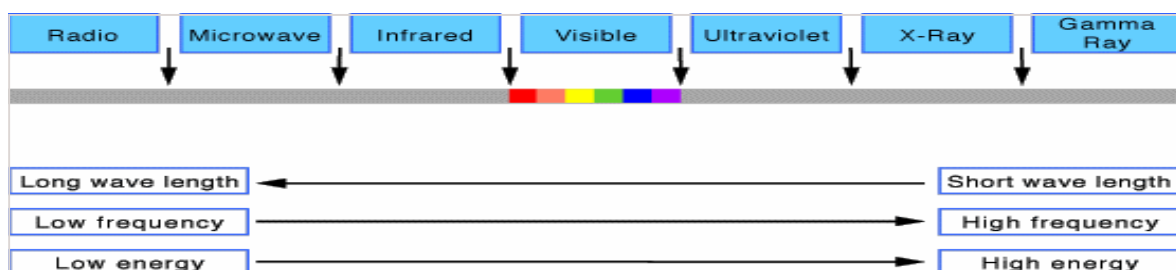
What is Battlefield LIVE? Battlefield LIVE is team oriented combat simulation game using direct fire personal gaming guns running games from our extensive library of Live Plays. Battlefield Live technology supports everything from Muskets to futuristic with 69 weapon emulations. Live Plays can be run indoors, outdoors or with gaming inflatable's for mobile close quarter battles.

Our 'Live-Plays' consist of the script for a live action scenario, including mission objectives, descriptions of scenes and props (such as which weapon emulation and model should be used) and if relevant, team backgrounds.

The secret behind Battlefield LIVE is team fun.

In fact, we've **challenged the industry status-quo.**

Instead of an old-fashioned central computer that makes your whole system vulnerable if that PC breaks down, with our peer-to-peer system even if one device fails the



Source: How Stuff Works (<http://science.howstuffworks.com/light3.htm>) Not to Scale.

game keeps running and the gamers still see all their statistics in real time displayed on their gaming gun.

Peer to peer also means the games keeps running seamlessly even when the gaming guns are out of range of the master controller.

The master controllers using a digital infrared and digital radio system provides tremendous control to the staff in a robust mobile hand-held portable device.

### The show must go on!

Everything keeps running even if the master controller is switched off. Because any unit can be configured on boot-up to act as the master controller. So even if one unit goes down, you can just swap it out with a spare. Instantly!

*Instead* of an old-fashioned score sheet where the focus is on individual performance and ranks the players from the best to the worst, now you have team effort. This way you can focus on achieving team objectives.

***Victory or defeat, as a team depends on whether, or not, the mission objective was achieved.***

With our ingenious SATR system, individual gamers can **track their own statistics**, such as shooting accuracy, number of hits, number of kills, on their own gaming gun, in real time.

*Instead* of the old-fashioned way of just having the one phaser model, we have designed many **models to suit your customer's age and attitudes**. We have created small sci-fi feel models for certain audiences, and military-looking larger gaming guns for others.

So whether you are going for a sci-fi theme or a hard-core military look and feel, if you want smaller units or massive gaming guns Battlefield Sports has a **range to suit**. (Obviously the smaller units are lighter than the huge ones!)

Battlefield Sports originally built its gaming guns for the **tough outdoor environment**. Tough enough to cope with wind and rain and temperature.

The great news is that this robustness is now also available for **indoor operators**.

### How does the technology work?

Our gaming guns shoot infrared



‘ghost bullets’ to simulate direct-fire. Infrared is completely harmless, just like in a TV remote.

Some people think of it as high-tech hide and seek, our game combines physical agility with the thrill of computer games.

And with SATR’s functionality managing games indoors is straight-forward. In fact the core technology is **infrared** rather than ‘lasers’.

Infrared is on the **safe** side of the visible spectrum and is the spectrum of choice for military grade combat simulation equipment like the US Army MILES system. Infrared light is also the technology used in TV remote controls. Light is part of a spectrum, from radio waves to gamma rays.

In the middle is the visible spectrum which starts at red with the least amount of energy, and spreads out to violet which has the most energy.

## Step UP & Take Your Place

As well as being a cash business, Battlefield LIVE also offers many lifestyle benefits.

Battlefield LIVE is an opportunity for an operator to help the youth of today. From team building exercises with ‘at risk’ students to fun with very large church groups—it gives an operator a chance to help.

The game is an opportunity to engage young people on their own wave-length, by emulating computer games.

It also has a low environmental impact as it does not shoot paint, and it is an activity for all ages. This live military simulation (milsim) is a completely new type of entertainment. It is 100% portable—if you want it to be.

The equipment is tough and the game is team-focused. You can play in a variety of ter-





rain, either indoors or outdoors, woodlands or urban.

People are playing this game right now in more than 35 countries around the world.

It is played:

- in village fairs
- festivals
- on purpose-built battlefields
- in indoor arenas
- in forest
- snowfields and
- warehouses.

Our games are like a live computer game and teens are exercising and not even thinking about it because it is so fun.

Battlefield LIVE harnesses today's mega-trends:

1. the video game boom and
2. rising teenage obesity.

## Teenage obesity

Problem: Kids are getting fatter and fatter.

The problem has been well-documented: Researchers say a combination of too much television and video games, cuts in school physical education programs and a sugary, high-fat diet have left kids dangerously out of shape.

Fifteen percent of school-age children are estimated to be obese, and the American Heart Association reported recently that more than 10% of U.S. children from ages two to five are overweight, up 7% from a decade ago.

The Center for Disease Control and Prevention survey found that nearly 23% of children ages nine to 13 weren't physically active at all in their free time. According to SGMA International, nearly four million Americans are tipping the scales at more than 300 pounds.

Now, we know the problem, what's the answer?

Solution: We've got it!

Tried and tested on 100,000+ kids in the western world:

**Battlefield LIVE!**

### "GĒMU OTAKU"

This Japanese term which describes people who are obsessive about their hobbies, most commonly manga or anime.

Literally it means

"game fanatic."

Although stereotypically male, there are also many female otaku.

With Battlefield LIVE we are creating "laibu gēmu otaku" or "live gaming fanatics."

With teen obesity on the increase live gaming offers a fun way to combat this trend. Parents and carers are looking for innovative ways to get young people back into sport.

All action fun with their friends and excitement that's extreme. It's the only thing that will get them away from video games, TV or just hanging at the burger place with their friends.

Action from start to finish.

Parents 'get it' instantly, so they are an easy sale, and kids love it.

**You profit from it.**

This is a big trend and our business owners around the world are discovering that they have a true boot camp business for these kids.

Here's more proof, a recent study claims that extended use of consoles like Nintendo Wii really can burn calories – can help overweight gamers shed up to 27 pounds (12.25kg) in a year.

According to the BBC report, it turns out that playing computer games expends 60% more energy than sitting around; but playing Wii burns 156% more energy than pure sloth.

The research, by Liverpool John Moores University, was established to find out if fat kids could be persuaded to exercise more using games.



It found that the heart rate was increased significantly playing Wii, as opposed to more sedentary games consoles.

Lead researcher Professor Tim Cable said: *"Through our testing, it is clear that the motion sensor-controlled console can make an impact on a child's heart rate, energy expenditure and the amount of calories burned... [but] parents should encourage other physical activities and outdoor pursuits in order for their children to lead well-balanced lives."*

Our goal is to create a fun, addictive, live game that teens **want** to play.

Obviously if you can shed so much weight with

just waving your arms about, imagine how effective moving your entire body will be.

## Video game boom

This new live gaming phenomenon is perfect for all **‘gēmu otaku’** out there who are obsessed about playing live games.

Now with Battlefield LIVE you can take the game out of the virtual world and live it. All you live gaming fanatics, can create your own ‘job’ in the live gaming industry.

Just as computer games can be engrossing, likewise the live gaming experience can be addictive. Playing games and having fun is universal.

But let’s face it, gamers have gotten more sophisticated. They expect a thrilling experience.

**Video gaming is booming.**

You too can ride this wave. We have created a unique combination of gaming guns and cool missions, just like a live computer game.

Here’s your chance to **“press play!”**

## This is your chance to be the Game-Master

Remember: nothing ventured, nothing gained.

We have the tools (or props) so you too can create a 3D immersive experience. Players can experience the game “for real.”

We make cool props — gaming guns and gaming inflatables — and we write cool games, we call Live-Plays.

But what we **really** have is an opportunity for you to create unforgettable memories for your gamers.

# Chapter 2

## What's in a GAME

*Good game design means good business. A key element towards success in a Live Gaming business is the Live-Plays the you run.*

What do players want out of a game? What is enjoyable? What makes for an unforgettable experience? Gamers want a game that delivers certain benefits:

- Gamers want a challenge
- Gamers want to socialize
- Gamers want an emotional experience
- Gamers want bragging rights
- Gamers want to suspend disbelief (i.e. to get into the story).

Gamers love a challenge. They thrive on learning new skills and overcoming the barriers setup by the game-master. Young men, especially, need to feel that they have mastered something.

Players love to socialize, to develop a community of like-minded people, not only on the battlefield, but in the post match discussion.

Likewise, it is especially important for young men to feel valued and part of a group.

Gamers love to engage emotionally. There's an adrenaline rush when SATR gives a player that instant gratification and as a group, the team overcomes an unpredictable opponent.

Gamers love bragging rights.

**Our system enables lots of bragging opportunities while maintaining a team culture.**

For example at the end of a mission a player will show his display to his team-mate and say...

*"I got 13 hits and 5 kills."*

His buddy will counter...

*"Yeah, but my accuracy was 21%."*



Whatever they are good at will be important! This is why stats are good, and individual scores or ranking creates a negative atmosphere. Especially if you are the one who came last.

Gamers want to really get into the story.

Battlefield LIVE is an opportunity to forget the daily-grind and get into the plot, and they are the protagonist.

For open woodlands we recommend a minimum of around 5 acres.

### **Combined arms**

With the combined arms deployment you get the best of both fixed and mobile deployment.

Battlefield LIVE using the combined arms approach is the ideal because mobile events create awareness in the community and to drive business back to your fixed location.



Rick 'Wolf' Brewis from Yorkshire, UK playing around an "instant battlefield" using the patented gaming inflatables.



## Mobile deployments

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

- Attract passing trade from people walking by at an event looking for something fun to do.
- Operate like a ride where an event pays you a fixed fee to operate for fixed number of hours.

The key to getting customers on a mobile field is to make the field visually compelling.

This is why the development of the patented gaming inflatable barricades, combined with all metal gaming guns.

Further our SATR technology offers global start/stop and our smart medic boxes reduces the need for extra staff.

Combined these tools are vital to make this business work.

The primary means of winning new business is by being seen operating at existing public events.

That inevitably leads to bookings for private functions and other public events.

Examples of the types of business include:

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

Some mobile operators focus purely on providing back yard birthday parties on weekends.

And to be fair, there is tremendous demand for this type of service; especially in upper socio-economic areas.



Murat 'Mr Smokey' Ay from Turkey.

This is escapism where the gamer becomes the hero for the day.

## Game design revealed

Michelangelo once said

*"I did not sculpt David, I simply chipped away the pieces that were not David, to reveal him. I was merely the first to discover David."*

"In many ways, designing games is a similar process of **discovery** rather than design," said the famous game designer, Rodger MacGowan, creator of 'World in Flames' a World War II strategy board game.

In the same way Battlefield LIVE has been the synthesis and distillation of millions of hours of playing. We have developed our **Live-Play** Games Handbook and game system via trial and error. The success of a military themed adventure attraction is dependant on creating good Live-Plays.

The feedback from our customers and our own analysis has resulted in the most comprehensive and balanced game library ever published. In fact we have:

- The Basic Games Handbook (5 of the most popular outdoor games and 5 of the most popular indoor games)
- The Comprehensive Games Handbook (a comprehensive book of more than 200 pages of games!)

From the first *Dungeons & Dragons* games created in the 1970s people have sought to move from table-top to live action role playing.

Likewise with the huge popularity of Nintendo's Wii people love the interactive nature of gaming.

With Battlefield LIVE you can play out many of the games detailed in the Games Handbook to create historical re-enactments, modern counter-

## GAMER LINGO....

**Milsim** is short for 'military simulation'. It is a game with live action role-playing elements and a military theme. The mission objectives of each team often interfere with each other creating the war game. Battlefield LIVE missions often include elements from online or video games e.g.:

- **Respawning:** when an eliminated gamer moves to a designated base or mobile medic - referee - and then is allowed to return to play.
- **Medics:** referees who act as medics who respawn dead gamers. This function can also be performed by a "medic box"
- **Respawn limits:** establishing how many respawns a team receives during the simulation.
- **Ammo limits:** The amount of ammo is limited for each gamer, team, base, or game. This is dependent on the weapon emulation the gamer selects at the beginning of the Live-Play.
- **Victory conditions:** Describes what a team must do to win. This may involve length of time, completing objective, or minimum gamers left.

insurgents scenarios, and even Sci-Fi themed games.

We believe you need to really test and re-test new games before you unleash them on the general public. You might like to reserve the honor of testing out new missions on your veteran gamers.

That way you can get their direct feedback, and won't be too cranky if it doesn't all go perfectly on your first run.

As MacGowan said:

*"I believe that four elements:*

- *decision making*
- *variety*
- *simplicity, and*
- *role-playing*
- *well-mixed with just a pinch of luck make for the best of games."*

**'Company Culture': We define company culture simply as "the way things are done around here".**

**We have a motto at our HQ which is 'EVERY GAME, EVERY GAMER' meaning we are there to ensure every person in every Live-Play has a terrific time.**

## The Best of Games

We've taken these fundamental beliefs in game design and created the technology to support them. The gaming concepts used in Battlefield LIVE are:

- Team Victories (no individuals' score)
- Game balance between weapons – the holy grail of good game design
- What you see is what you get (WYSIWYG)
- What you hear is what you get .

### **Team Victories = Business Victories (or Why Individual Scoring is bad for business)**

We believe in team games. Winning (or loosing) as a team fosters a positive culture.

A key element of any game is the way it is scored.

The scoring system determines what the gamers are striving for. In our system, it is one way we nurture the culture, a way of really developing a community of gamers.

For our purposes a working definition of culture is "the way we do things around here."

In a combat entertainment business, 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.

Traditional arena laser tag was about a sci-fi themed game with a score sheet issued at the end of play showing individual gamer's rankings.

Worse still, your score was displayed on the foyer TV for all to see!

## Our focus is on **achieving objectives as a team**; striving for a common goal, together.

Team scores actually make better business sense. The stark reality from our observation is that battlefields that keep the venue upbeat, and team-oriented, grow. And the locations that are all about individual victories, don't.

Any combat entertainment 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, your staff alone cannot set the tone of a place because the vast majority of interaction is between the gamers themselves — face to face in a live game.

In this day and age of instant electronic communication, it has never been more important to set the right tone. Believe us, you'll want good reviews on portals like Yelp or ITS Local.

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, or rescue the pilot, or escort the V.I.P)
- Number of casualties inflicted on the opposition's team
- Number of casualties suffered by one's own team.

The first of these is by far the most important. The keystone to live gaming is the teams' orders.

Victory is won if your clan can achieve its orders (and stops the opposition achieving theirs.)

### FROM STAGNANT TO MR. FANTASTIC...

Tom Oakes was a landscape gardener before starting his mobile business. He was searching for an alternative business that could give him a lifestyle change. He discovered Battlefield Sports in January 2003 with some 'optimistic dreaming' about a profitable weekend business.

"I was working too many hours with too little growth in my landscaping business," he said. "At the time, my son was 13 and I felt that I needed to spend more time with him.

My landscape business, although technically successful, the growth of the business was stagnant, and therefore didn't not allow me to spend any less time in the business to keep it going. I was prepared to phase down the landscape business but I needed a business that would provide me with more personal time and provide my family with a reasonable income," said Tom.

Today, Tom works with his son in the business. "My first party was all 10 year old girls. They had a blast just like every ladies party since," said Tom. Tom specializes in backyard parties in the Washington D.C area. Business is now booming with eight parties booked this Saturday and nine this Sunday.

And you can see why, here's what one of his happy customers from Leesburg, Virginia had to say: "Tom was on time, wonderful with the kids and very reasonable."



The second two points are determined easily in the SATR system by the referee checking the re-spawn count on the master controller 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 with intermittent (if any) shooting.

All of these roles, however, are critical to achieving a clan's mission. It is *vital* that there is no individual scoring.

Individual scoring is a trap for the unwary, it leads to mindless elimination games.

Where's the challenge in that?

It soon becomes boring.

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 from kids' sessions.

Instead of individual ranking with SATR we provide real time statistics.

Stats such as:

- number of hits/kills (or if you want a "softer" feel the software can also be configured to show number of tags/deactivations)
- accuracy percentage, and
- Number of 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.

This also enables the use of authentic tactics, like room clearing. Individual gamers can track their own statistics, such as shooting accuracy, number of hits, number of kills, on their own gaming gun in real time.

## **Gamers want it 'authentic'.**

They want to be a SWAT or Special Forces team tackling a lifelike mission in realistic environments. Consider a group of work colleagues seeking a team building day.

The boss doesn't want to be seen to be clueless and neither does the mail clerk.



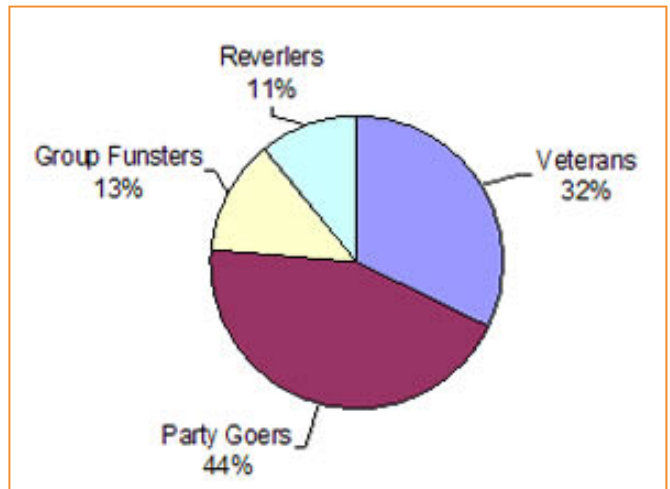


Rather in a work event the focus needs to be on camaraderie—working together, communicating and leadership.

By having only team objectives without the distraction of individual scoring, gamers naturally focus on what is important in a realistic scenario.

The focus on team lends itself to developing a welcoming positive culture.

Experienced gamers naturally take new gamers in their team under their ‘wing’ because they want their team to win.



If you promote gamer behavior and attitude that focuses on teamwork, then you will get what you reward.

Generally, you can classify gamers into four basic groups:

1. ‘Veterans’: the gamer generation, especially those aged 13 and up, who are independent enough to choose which entertainment they indulge in.
2. ‘Party Goers’: usually tweens and teens, usually for their birthday party.
3. ‘Group Funsters’: these are private group bookings, from corporate team building activities to social club events, and
4. ‘Revelers’: people seeking thrills and fun at a festival or carnival.

## Birthday Business

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.***



Arriving at your birthday party in style

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 team 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!

### Game Balance

Any well developed and successful game is carefully balanced so that no one tactic or side is at a significant advantage or disadvantage.

Gamers can be very inventive in finding winning tactics or strategies, and it is only after a large number of play tests with:

- a variety of gamers
- continuous refinement of the game rules and
- refinement of game tools/props

that true game balance can be assured.

For example, in terms of Battlefield LIVE the long guns are loud, bulky and harder to aim, to compensate for their extended range and firepower.

While short guns are light, easy to aim, but only shoot a limited distance.

We test each model extensively to ensure optimal balance of range and firepower of each gaming gun.

We strive for the most satisfying entertainment experience in a commercial environment.

Consistent feedback from our gamers is they want the game to both be fair and seen to be fair.

Game balance requires careful analysis of factors like:

- rates of fire
- Range
- volume of the sound effects
- Weight
- Size
- type of scope
- width of the beam.

### CORPORATE WARRIORS RUN AMOK...

Ali Davenport is pumped! She's armed with a high-powered gaming gun, and she's about to save her work mates from enemy sniper fire. Her codename: "Gunner".

Machine guns spit angry cross-fire. She crouches low, preparing to nail the enemy target. "Tat, tat, tat!"

Gunner hears shots whizzing past her. In a desperate attempt to gain control of the battlefield fortification - her squad's mission objective - she sprints 20 yards across a short open field. But a mystery assassin, bunkered inside a pillbox, aims with brutal precision through the gun sight. Gunner spikes off a couple of shots in vain, the old spray and pray.

Backup comes from suppressive fire from one of her friendlies with a light machine gun. But despite this she takes a shot in the back. And through the fog-of-war comes.... **giggling**.

It is one of Gunner's co-workers, codename: Princess. Yes this is the new take on team building: Battlefield LIVE.

By day, Ali Davenport, is a high-flying sales manager for the largest radio network in the country. She works on the 3rd floor of a glass skyscraper.

But today she has morphed into Gunner, a gaming-gun toting predator. She and 12 of her colleagues have rallied at a 300 acre forest to live out their first person shooter fantasies. Their prey: each other.

This is the latest innovation in team building exercises. Teams from blue-chip companies who've been keen to experience the thrill of live gaming include Coca-Cola, Cisco systems, and

*(Continued on page 36)*

Computer games and any good combat game, are going to allow for a selection of weapons.

Part of the challenge of the game is to use each weapon correctly to take advantage of its strengths, while minimizing its weaknesses.

While a range of models and emulations in your arsenal can complicate the game balance goal, it does enhance the game experience.

### What you see is what you get

Another radical departure is the concept of WYSIWYG.

Typically laser tag has one gun case which can be programmed to perform a huge assortment of roles.

In Battlefield LIVE, the gaming gun visually replicates the class of weapon being represented.

This means from a gamer's perspective, they can quickly identify the threat posed by an enemy gamer, or just as quickly coordinate their own team's actions since weapon identification is intuitive.

The weapon characteristics of:

- range (compared to other models)
- rates of fire, and
- reload time

have been carefully selected; and are consistent with the weapon class being simulated while maintaining game balance.

In fact, we have recommendations for each model and weapon emulation.

### What you hear is what you get

To further enhance the gamer experience, the sound effects sound like the gun model they are simulating.

It is vital the sound scheme stays 100% consistent across games because this allows gamers to learn what fire sound relates to what emulation of gaming gun.

In Battlefield LIVE, much of the gamer experience and understanding of what is happening on the battlefield comes from listening.

*(Continued from page 35)*

IBM. But Battlefield LIVE is more than an adrenaline antidote to the relentless round of tight deadlines.

Battlefield LIVE lets people abandon their work-a-day roles and become a Hollywood hero for a day; from a Scientist to a Sniper, from Chief Financial Officer to Chief Game play Strategist! Battlefield LIVE helps colleagues bond by focusing on communication and collaboration as well as good old fashioned fun. Gamers are only judged on team performance, victory goes to the team which achieves its objectives. It is a good metaphor for business.

Initially neither team thought much about strategy. Team "bravo" keep a couple of gamers in reserve, protecting their pillbox. But team "delta" ran pell-mell towards the front-line. Determined to pummel the others, Bravo re-groups. "Try to pin and flank the defenders," yells Ali motivating her clan. Just before the whistle blows, they are triumphant, the delta force overrun bravo squad!

Here's Ali's debrief: "We all had a ball!! The feedback I have received from everyone has all been extremely positive and they all would like to know when we can go again! Our facilitators "Plan" and "Commando" were terrific and had us very well organized. Thank you very much. Our guys are still raving about our Battlefield LIVE day and there are photos up around the office. Thank you again for such a memorable day!"

## High Thrill, Low Risk

Corporate customers today want team building exercises that are challenging, which promote leadership and communication.

Exciting and innovative team building activities are tailored for their 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 from *first to dead last* of his or her staff.

Team building events are for morale boosting not morale busting!

Finally, Battlefield LIVE scales well.

No matter if you want to cater for 10 or 300 plus gamers simultaneously, everyone can get involved and be a part of the action.

## FUN & FELLOWSHIP

Lifeway Ridgecrest Conference Center in North Carolina is set on 1,300 acres of Appalachian terrain.

They specialize in adventure recreation.

"Teamwork and strategy are a must in this fast-paced, adrenaline-pumping game," said Ed Barnes, Recreation Program Manager.

"This is a completely new game developed by Battlefield Sports for the purpose of fun, safe combat games much like a live computer game, combining arena laser tag and paintball," he said.

The Conference Center also offers other outdoor recreation activities such as a challenging climbing wall. "It gives participants the rush of scaling up its forty-foot height while safely harnessed to a security rope," he said

"What goes up, must come down – so how about doing it with a scream by rappelling off Ridgecrest's new tower. Then test your balance and coordination skills on several high rope adventures that float high above the mountainside terrain," he said.

Each outdoor experience is facilitated by trained leaders of Ridgecrest's Adventure Recreation staff.

This is a perfect opportunity for youth leaders to build memorable and rewarding times into their camp program – or use it for some great fun and fellowship!



## Chapter 3

### The Kernel of an Idea

*Starting your own business is like becoming a pioneer. Just like the pioneers of old you must leave behind the comforts of a job and forge new paths. Get smart from the experience of others, learn, and avoid the mistakes made by other battlefield owners.*

#### **Pioneers**

The pioneers who packed up their families and climbed aboard a covered wagon heading west, to start a trading post or frontier blacksmith shop were made of brave stuff.

Likewise, you as an entrepreneur considering launching a new live gaming business are an early adopter. You are one of those who have the vision, who can see the trends and act.

In every period during history there are key trends. Those new innovations or discoveries that basically change the way things are done. Take the Internet for example. The planet has become a much smaller place in the last five or six years because of the internet.



*Mobile gaming with  
Battlefield Sports' gaming  
inflatables in a backyard  
in Provo, Utah*



The internet has been a communications revolution, and has not only completely changed business, tourism and travel, shopping, but our personal lives.

The internet is no longer something you ‘do’, rather it is a place you go.

It is a place of:

- Social Media
- Blogs
- Forums
- Networks
- online gaming, and
- of virtual worlds.

#### **ACTION PLAN**

***Write down on a sheet a paper three goals of your ideal business.***

***Imagine how it would change your life.***

***Then write down 3 aspects of the business that appeal to you.***

***Keep this paper in a folder labeled “business planning.” You will want to refer to it again.***

As Bill Gates famously wrote it’s “business at the speed of thought.”

In our case we have grown from zero gamers, playing Battlefield LIVE, in the 1990s, to more than one million gamers across more than 35 countries today.

We have tapped into the gaming culture and the entertainment industry with our head office in Australia. We have access to a lot of new ideas and new talent as a group.

Battlefield LIVE is a bridge between video gaming and sports. Between computer gaming and traditional theme parks.

With Battlefield LIVE we answer the question of how to give our customers a compelling milsim experience.

An experience that thrills them beyond belief.

#### **Procrastination**

The biggest mistake by far is just not taking the first step on your pioneering journey towards a live gaming business.

That is, taking the initiative, getting started and turning on the ignition on your business.

Les Brown, a motivational speaker from the United States says:

***“You don’t have to be great to get started, but you have to get started to be great.”***

For some potential battlefield owners, the fear of making a mistake prevents them from getting going.

Just like a bullet once the inertia is overcome then it will propel through space quite a

distance. Overcome your inertia. Once you get started you can start making money. You are in the driver's seat because it is your business. Don't delay.

## Challenges of Business Ownership

Why don't more people take the plunge? The challenge is that this does take an enormous amount of work, drive, and determination to make it happen. But, owning your own business is certainly possible.

Especially if you choose a business that is right on trend.

## Advantages of Business Ownership

Owning your own business is a bright, clear and optimistic goal of many.

Business ownership may, at first, seem out of reach because it is expensive, complicated or a bit intimidating. However owning your own business is a common route towards substantial wealth.

There are many advantages to having a business of your very own, here a few of my favorites:

- **Independence:** business ownership can bring a sense of autonomy and self-sufficiency. No more worrying whether your job will be there tomorrow, you



*Matt 'Narisko' Ferguson  
on a Field Telephone &  
Fabian 'Flea' Mullan with  
a Morita.*

are in control of your financial destiny.

- **Flexibility:** because you are your own boss you can choose the hours you work.
- **Variety:** no two days are the same when you run your own organization, no more repetitive routines every day.
- **Pride in accomplishment:** there is quite a status in owning a successful company.
- **Make a difference:** not only can you make a difference amongst your staff, but also the community you serve.
- **Financial well-being:** owning your own business can create wealth. Ownership gives you the opportunity to build equity value over time so you can build good will.

Obviously, Peter and I think the advantages of owning your own business far outweigh the disadvantages!



Alex Gulzian  
of Florida playing  
in London.

# Chapter 4

## Plan of Attack

*While business planning is important, being a ‘go to’ guy or gal is paramount. Decide on your goals and make them happen!*

### Where do you start?

Read everything. Get as much information about this industry as you can.

In business, there are some people who are ‘doers’ people who sort of buy a job.

Often people buy a franchise such as a gardening, or donuts or a coffee shop. But what they really buy is a job.

Many people see an advert in the paper, hear a radio ad, or simply hear from a friend about a new opportunity.

Hey, there’s really nothing wrong with being a ‘doer’. But if you really want to make a difference, want to be a pioneer in the new industry of live gaming, then find out what your customers really want and need and make a plan to deliver it.

In other words, start with the product that you will be delivering.

It must be a valuable product, something that a customer actually needs and wants. It’s that simple.

The key is finding out what your market really wants. The wants that are currently being unmet, so much so that they will jump to buy your product.

It is essentially an idea. Your idea. Followed by action to get a result.

The next step is to let people you know you can deliver by finding the best communication channel or channels for you. (More on that in Chapter 12.)

### Your Business Plan

Planning the direction of your battlefield is the key to your future success. Many studies show that businesses with formal business plans are more successful, regardless of size or type.

Write it down.



**Gamers on patrol in the Pennines of England**

Don't worry about language style or semantics. Just jot down, in dot points, your idea, your action plan, and the result you want to achieve.

If you want, start with the end result. Write down your ideal scenario—how your business will run one year from today, what sort of equipment you will have, etc.

Business planning provides you with a clear focus for your battlefield. It helps you identify and solve problems before they cause damage.

Additionally, it eliminates guesswork and helps you control your destiny, rather than being at the mercy of external factors.

Your business plan can also be valuable when seeking external funding.

It is important to include a SWOT (strengths, weaknesses, opportunities and threats) analysis.

A SWOT covers internal factors such as resources, skills, equipment, knowledge and staff.

On the flipside, it includes external factors such as economic, political, legislative, technological and social trends, as well as competitor activities.

Examples include:

- **Strengths:** excellent metal gaming gun
- **Weaknesses:** inexperience of new referee staff
- **Opportunities:** growth in the live gaming industry
- **Threats:** possible funding source reduction.



Lee 'Arbalest'  
Bargwanna [center]  
with Matt & Jono  
Gordon

## YOUNG ENTREPRENEURS

### *A Young Trio beat the odds ....*

Three friends decided to start a Battlefield LIVE business and their entrepreneurship has been recognized from more than 4,000 entrants in a Young Businessperson's Competition.

These 3 talented young men were named semi-finalists in the NESCAFÉ Big Break program.

Lee Bargwanna, & brothers Jono & Matt Gordon were chosen from more than 4,000 entries from Australia & New Zealand for the NESCAFÉ Big Break program which motivates 16 to 24 year olds to turn their big ideas into a reality by giving them the chance to score a cash injection.

These aspiring guys joined 400 trans-Tasman semi-finalists in the battle for the grand award of \$100,000. "I believe we were chosen in the finals because rather than choosing a weird, wonderful, but ultimately unlikely idea, we chose Battlefield Sports because its so stable and viable that it doesn't need the grant to get off the ground, but can potentially be something amazing given the chance and funds," said Lee.

"CWLS has been flat chat, and we now have two venues. We have also started an indoor arena, after establishing our outdoor woodlands battlefield," he said. "While great as that is, the only breaks I receive now is to sleep!" said Lee.



But really, the main thing is to make it really happen. Don't get caught in paralysis by analysis. Even if everything is not perfect, you can still make a start.

### **Planning is good, but execution is the key**

Once you have thought through where you want to be, the most important thing is to...

MAKE IT HAPPEN!



'Plan' with a camouflage commando carbine.

# Chapter 5

## A Brief History of Battlefield LIVE

*Battlefield LIVE has a rich history, borne from Peter's love of gaming—role playing games, war games, computer gaming.*

Battlefield LIVE is a proven venture with a long track record of development spanning back to the late 1980's.

The business formally commenced in 1991 in Brisbane, Australia when Peter's team instigated serious research and development work.

But the real story started back in the mid 80s when Peter Lander, dreamt of having his own business involved in the live action role playing space.

Back then you would find Peter playing almost any kind of game he could get his hands on, war miniatures, Dungeons and Dragons, milsim video games, Live Action Role Plays.

You name it, Peter was playing it.

This love of gaming, combined with his sports career - Peter was a regional representative for Table Tennis - fired his imagination.

His ideas were running wild in terms of what could be created as a fantastic gaming experience for himself and his friends.

A cross-over of sports and games/entertainment.

Way back in 1985 Peter first played paintball and loved it.

Peter loves the outdoors, the space, the thrill of the hunt.

His experience was a bit dampened when some gamers insisted on cheating by wiping paint off before the referee spotted them.

Further the basic lack of realistic, accurate

*The original Spitfire prototype made in 1994 from tin and antimony (top: with magazine out, bottom: no magazine)*



range was a drawback; so realistic military simulation tactics didn't work.

The first paintball markers required golfing aim and had an extremely slow rate of fire.

Then in 1986 Peter first played indoor laser tag.

He thought it was okay.

Peter thought the basics of the game were sound. But he felt frustrated that gamers couldn't 'die' meaning that we couldn't 'clear' a room or capture a position.

He thought to himself:

***...wouldn't it be great if we could somehow combine the two games to create a new combat simulator.***

A concept which was ahead of its time. After almost a decade of financial and technical struggle, finally in the late 90s, a real breakthrough!

The technology was developed for Peter to realize his dream!



*The original prototype of the M16 being tested by Zlatko 'Snafu' Grcic.*

## EUREKA!

In fact, many of the early concepts were developed during the 1990s. The first prototypes of the Spitfire were made in 1994.

The Spitfire is still one of the most popular units in the world.

Much of today's electronics, software, and games systems have their roots in the ideas developed in the mid to late 90s.

But the real origin of Battlefield LIVE was Peter's boyhood love of games.

When he was much younger than is now, they used to play combat games in their backyard, we even used to throw rocks at one another.

By 1999 a practical, robust outdoor infrared system was launched. In fact, the idea of running outdoor missions was a breakthrough.



*'Rico' and 'Plan'*

The advantages from a milsim point of view were huge.


The most important prop is the weapon, in that it should look, feel, sound, and perform the same as the real weapon it representing.

### **Just like in the movies.**

Peter reckons a long range sniper rifle should be long and heavy and loud.

On the flipside, in his opinion, a sub machine gun should be compact, light, and lethal at close range.





The other crucial specification was the need to use a scope.

With these gaming guns you have to aim!

## **International Attention**

Battlefield LIVE garnered international attention pretty quickly with some international visitors from Seattle, USA playing on the Cairns battlefield in November 2001.

Since I am writer, I wrote about what we'd created and the story was picked up by the local newspapers.

I remember vividly the day we got our first write up in the metro daily, we were page 5 with a full color photo, I was ecstatic!

Gamers started to show up and love the experience, by word of mouth the enthusiasm spread all over Australia.

The team fostered a relationship with AJ Hackett Bungy and we started running commercial sessions.

As the business grew we realised that there was a bigger opportunity in establishing another battlefield in Brisbane, the State's capital.

We sold the ticket sales business in Cairns (which is still run by the new owners today) and launched a new operation in Brisbane.

A new partnership was built with Thunderbird Park, a private resort in the Gold Coast hinterland.

The real growth started when we received TV interest.

Featured first on the capital's lifestyle show, then on the country's most popular national prime-time travel program.

From there, national interest grew.

Today, just a few short years later, there are more than thirty locations in Australia.

The media then picked up on this 'Live Video Game' action, and the news carried all over the world.

Business people were now flying in to meet with the team to see how they could get in on the action.

From there we expanded in many battlefield locations around Brisbane.

This has always been one of keys to success, in tandem with our manufacturing we have operated showcase battlefields.



This way we have been able to field test all of our designs for robustness in a real world commercial application.

Actually, our Brisbane battlefield really took off when we got some local media coverage on a popular lifestyle TV show called 'Brisbane Extra'.

We published a website under the domain **BattlefieldSports.com** which cultivated the growth of the game internationally.

In their first year of manufacturing the company sold units into Australia and the USA.

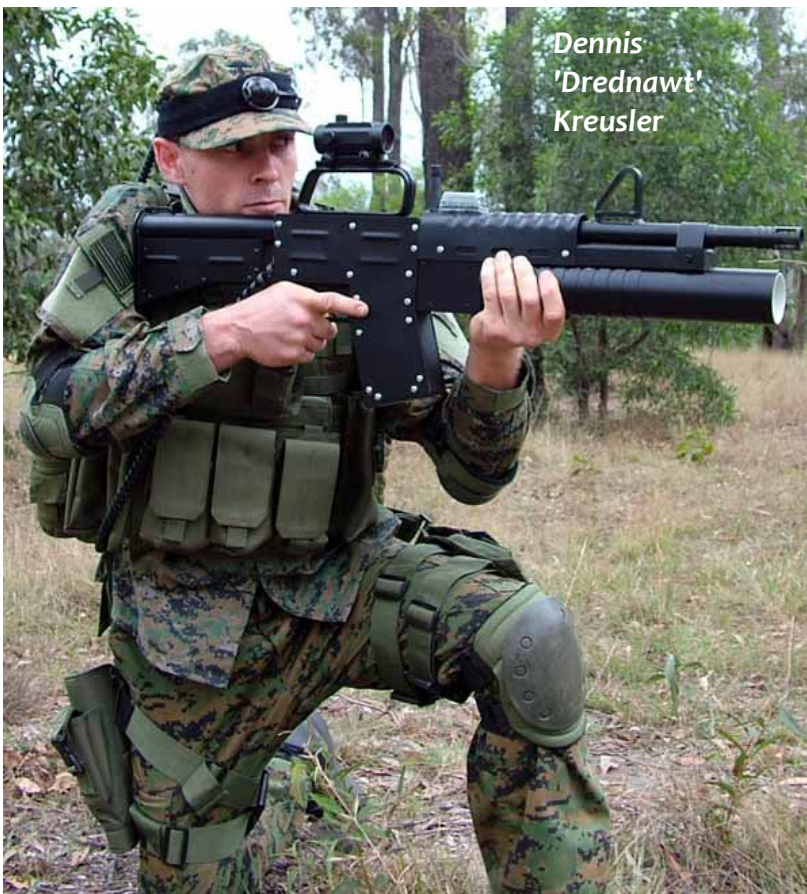
Following that the number of countries exploded to 12, and the early pioneers included people from:

- Finland
- Canada
- Austria, and the
- United Kingdom.

In May 2002, we sold a set of 15 Spitfires to the Falls Creek **Ski Resort**.

This was significant because it was the first national corporation to contract us.

Previously, to that it we served mostly start-up businesses.



Dennis  
'Drednawt'  
Kreusler

Ordering the Spitfires worked really well for Falls Creek as a marketing boost for their ski season.

They received lots of national media attention with a new phenomena "ice skirmish".

Nowadays, gaming guns have been sold more than 40 countries around the world.

We continued to develop both the technology in the guns and sensors and the game system itself.

The Brisbane arsenal had grown to over 330 guns by late this year.

### What a sight!

Teams of 100 per side fighting it out the woods.

You'd be surprised but in high

season we still book out! So we plan to exceed 1,000 gaming guns in our arsenal by next year.

The technology works well due to its simplicity, reliability and the stopping of gamers firing while dead.

This makes such games easy to run even when the game spreads out over many acres.

The dynamics of the game changes when you create large scenarios with genuine front lines forming and the need for good command and control with uncommitted reserves.

Another key milestone occurred in 2005 with the creation of our patented battlefield inflatables.



*Nic 'Spooky' Daniels  
and son  
Rhys 'Tick' Daniels  
from Toowoomba in  
Australia*

## LIVE GAMING COMES TO OHIO

Salvation Army Ray and Joan Kroc Corps Community Center in Ashland, Ohio is a 43,000-square-foot facility dedicated to uplift struggling communities, one person at a time.

Their recreation staff specializes in fun activities suitable for the entire family.

Here participants can play an action packed game of dodge ball, Battlefield LIVE, try roller skating, practice their swing in the indoor batting cages, or improve their skills in the indoor soccer field. Each experience is facilitated by trained leaders of the recreation staff.

Head Coach, Todd Schoch is an 11 year veteran of coaching sports teams and fitness activities. "Be prepared for an adrenaline-filled game unlike anything you have experienced. Up to 20 players at a time compete in team missions using state-of-the-art infrared gaming guns," said Todd.

This is a perfect opportunity for youth leaders to build memorable and rewarding times with their programs - or use it for some great fun and fellowship!

We've created inflatable units that represent:

- Doorways
- windows, and walls
- which, when connected together, form an instant maze.

These mazes are perfect for outdoor village fairs or festivals because on a small footprint you can attain a very high throughput of gamers.

Another key breakthrough came in 2006 with our new patented **SATR** technology.

In the entertainment space, new technology, leads to new forms of entertainment.

The company is essentially in the interactive entertainment business, so further developments in combat simulation games drive new innovations.



*'Plan', 'Zev-va' and  
Barry 'MAK' Brown.*



# Chapter 6

## Sizing up the Industry

*The growth of gaming as an industry is booming. Worldwide video game sales are expected to top \$73 billion in a few years!*

### A Growth Industry

Over the last three decades, gaming has grown to become an entertainment media, comparable in revenue, customers and employees to the film and music industries.

In 2008 the industry raked in \$51 billion globally and that's expected to jump to \$73 billion by 2013, according to PricewaterhouseCoopers' Entertainment and Media Outlook.

A 2009 survey by NPD Group found that **170 million Americans play** videogames.

A few years ago the average age of gamers was 28 years old, today it is 35 according to the Center for Disease Control & Prevention.

In the past, the video game market was perceived as a less traditional industry, filled with creative types and mavericks but what was extreme is now mainstream.

In the last five to 10 years there has been a real surge.

It is now more mature and resembles the film industry, with big revenues, hit titles and production costs.

As reported by CBS News in 2009 Americans spent \$20.2 billion on game systems and software. Surpassing even the mighty movie industry at \$18.7 billion for box-office and DVD sales.

### Gaming is literally bigger than Hollywood!

In an issue of *Jane* magazine, a well-respected U.S. publication with over three million readers, the correspondent compared the Battlefield LIVE experience to "living out your Halo 2 fantasies."

Halo 2 was one of the hottest video games on the market, selling over 2.4 million copies (\$125 million) on its first day of release in 2004. (Source: "Halo 2" Sales Top "Grand Theft Auto," by Chris Morris, CNN, November 11, 2004).

Halo and Grand Theft Auto sequels vied for the top



seller of all time. But *Call of Duty 2: Modern Warfare* "shattered" the previous record for opening-day sales earning \$310 million in North America and the U.K. alone.

Who knows which title will be the next record-breaker.

Even theme park attendance which had been sluggish during 2009 and 2010 with the weak economy is poised for growth.

The global theme park industry is forecast to reach \$29.5 billion by 2015 according to Global Industry Analysts, a California-based think tank.

"However, with the recovery in economy, attendance is poised to improve driven by tendency of families to spend their discretionary free time on outdoor fun and increasing popularity of mass entertainment.

"Further, operators' increased focus on the development of sophisticated entertainment-related technology capable of delivering amusement and fun to visitors is expected to benefit the market," the GIA report stated.

In addition to the video game phenomenon, a new generation of consumers is rejecting traditional forms of entertainment in favor of multi-directional, non-linear, extreme sports.

Battlefield LIVE takes many elements of video gaming and brings them to life.

So if you have any fears about whether or not there is room for one more battlefield in the live gaming industry, fear no more.

Battlefield LIVE is a growing industry and its popularity shows no sign of diminishing anytime soon.

Indeed we are at the forefront of a wave, a trend, and we are all in for a wild ride.

## Research / Research

Support your gut feel with empirical evidence. In other words, study and observe the situation in your local area.

Consider the types of customers you are likely to serve and how you plan to deliver your events to them.

### **ACTION PLAN**

***Gather information about the gaming industry from various sources. Include video game entertainment industry and the entertainment sector.***

***Pop this paper in your folder labeled "business planning." You will want to refer to it again.***

### **ACTION PLAN: MARKETING and FINANCIAL RESEARCH**

***Access your local library—it is a wealth of information. Research your catchment (the area that is within 30 minutes drive of your venue).***

***Consult census data, find out if your town has a 'social atlas' this will have loads of useful data in it.***

***We have found Battlefield LIVE as business works best when servicing affluent middle class areas, professionals and children of professionals.***

***Jot down relevant facts and figures. You will want to include them in your Business Plan.***



*Put your thinking cap on and consider the marketing and financial aspects of your new business.*

Get yourself your own 'brain's trust.'

Meaning consult experts such as accountants and attorneys and seek their advice. As we have mentioned before:

- find out what your market wants, and
- let them know you've got it.

This will help you distill your strategic vision for your business. Research the demographics of your area as you will likely need to scale your battlefield based on your research.





For example, Los Angeles is a lot bigger market than a small town like Omaha.

Consider what towns and cities make up your catchment area. We have a rule of thumb: 20 miles (or 30 or so kilometers)—30 minutes.

In other words, if you are servicing a domestic market (i.e. not tourists) then you are likely to get 70% to 80% of your customers from within 20m/30km or 30 minutes drive from your venue.

And if you are just off an interstate (or motorway) then this means a greater geographical area.

Consider the amount of foot-traffic your battlefield is likely to get.

## Chapter 7

# Battlefield Personality

*Before recruiting yourself to run your own private army, consider whether you possess the personality traits needed to run a commercial battlefield.*

### Are you up for it?

Before starting to hunt for the perfect terrain, and before ordering supplies you must decide one thing.

Is being the ‘General’ of your own commercial battlefield right for you?

Sure, running games all day for a living sounds like a lot of fun. But this isn’t some too good to be true business. It is fun. But it is also hard work.

This is **not** a ‘get rich quick’ scheme.

Rather it is a stable business when cultivated with good old fashioned hard slog.

Take a minute to consider your personality traits.

For example if you are a former ranger or have served in the military, a special ops theme would be appropriate. If you have had a career in human resources then a focus on team building would serve you best. Alternatively, if you have your own kids, and know how to run a birthday party, then this could be right up your ally!

Evaluate your qualities and decide for yourself.



Gamers from Thailand

## Ask yourself: Are you a social person?

As the owner of a battlefield you need to interact with lots of people.

If you can relate to different types of personalities, if you are happy to communicate with them and you can put yourself in their shoes, it certainly helps.

Here are some traits of a successful battlefield owner:

- Owners who make themselves available on the battlefield
- Owners who are willing to spend time troubleshooting (both the gaming guns and the missions!)
- Owners who get to know their customers, to understand their needs and want to know their playing styles and can coach them to improve their game play.

Can you see yourself thriving within a fast-paced environment? Somewhere there is a lot of motion, that is to say, somewhere there are lots of people moving about, loud noises, multiple people asking you questions at once?

If you know you are good at crowd control then a new venture in battlefield ownership might just be the ticket for you.

## Do you like Teens?

Teens and young adults love combat games. To really succeed you need to love youth and be ready to network with them.

Many battlefields also include gamers who are under 13 years old.

If you do then it is recommended that you separate

### ACTION PLAN: SELF-INVENTORY

*Consider what you are good (and not so good) at. Knowing your own talents is a necessary tool to start a business. So take out a piece of paper, and scribble down your attributes under each heading:*

- ◇ Talents and skills
- ◇ Hobbies
- ◇ Weaknesses
- ◇ Past experience.

*Jot down as many ideas, things you need to do as a business owner. Everything you can think of that requires the talents, smarts, and experience that you have.*

*You'll be surprised by the number of possibilities!*



Leroy 'Airborne' Johnston playing on the Brisbane battlefield



them either via timetabling, for example have a ‘family fun’ session in the mornings and leave the teens and adults to play in the afternoon.

Alternatively, if you have a big enough facility you can direct the elementary school gamers and their parents to one field and the others to another.

### Are you a good coach?

Having a coaching or leadership background is certainly an advantage. Also, having experience in a sports coaching or a military team leader role lends you in good stead to run ‘crowd control’ on your gamers.

It might sound funny, but if you have, say, 50 or 100 people in your armory milling about, you need to be **VERY** clear with your instructions.

Otherwise mission briefings can take way too long and people can get bored waiting for something to happen.

Coaches and team leaders are often there, going the extra mile, for the benefit of other people.

They love helping others make it.

### Can you referee?

The Battlefield Sports’ gaming guns do make cheating less likely, because the gaming guns automatically turn themselves off immediately when the gamer takes their last hit.

But you cannot rely on the computer to run the game for you. It is important to ensure that you and the other referees actually run the missions, vigilantly.

Umpires, or marshals, who oversee that both teams are balanced, are playing fairly and have reasonably even challenges.

(Though, certainly, “war” even our mock war is never 100% balanced!)

Our automation with smart **medic boxes** and hand-held master controllers assist with refereeing the games.



‘Angel’ with  
her personal  
gaming gun



## Can you cope in the mêlée?

Managing many people and competing priorities, such as:

- friendly customer service
- gamers of all ages
- safety concerns
- fair game play
- can create a bit of a mêlée.

In other words a fog of war that you need to rise above and handle the fast and furious pace.

## Do you have a passion for gaming?

Above all ask yourself do you love gaming? From milsim scenarios to historical battle reenactments or straight-forward shoot 'em ups for birthday parties there *is* inherent fun in gaming.

I got hooked on this business originally because I love creating games for people to play.

Just like many gyms around the world today, Battlefield LIVE offers a fully choreographed and game tested hand-book of Live-Plays for you.

Likewise many tournaments, both around the gaming inflatables and forest terrain, have been run around the world.

***Battlefield LIVE has a million variants, from light-hearted family fun days to multi-day hard-core boot camps.***

The common thread interlacing them is the team play.

So if you are up for this high-energy, adrenaline-pumped exertainment then keep reading because a **Battlefield LIVE business is definitely for you.**

## Risk mitigation

While of course there is no flying paint to worry about, safety never-the-less is important. As a business owner you cannot avoid insurance.



**Top: Medic Box  
Above: Three different  
configurations of  
gaming  
inflatables.**

Good, bad or just plain ugly it is an overhead that is not optional.

It is important to have a risk management plan for your battlefield.

It is vital to check your field for any obvious threats such as cliffs or precipices and cordon them off.

Likewise it is a good idea to have written safety procedures and ensure your staff are aware of them.

Further it is recommended that you and your staff have first-aid training.

And better still, good risk mitigation policies and procedures should help lower your insurance premiums.

**Can you get things done?**

Are you the sort of person who can make things happen? Can you make things go right?

A live gaming business requires good execution skills.

Consider too:

- Can you lift heavy objects?
- Have you got a current Driver's License (suitable for a light commercial vehicle)?
- Are you prepared to work on the weekends?

Getting things done yourself, and getting other people to get things done is important.

**Consider: is this right for me?**

Take a moment to consider if a live gaming business is a good match with your skills, aspirations and talents.

This is **not** an easy-peasy job.

Some of the draw backs is that you



William 'Xenia' Swainston  
with the M16 and helmet  
with headband.

are working when others are on weekends, on holidays, and sometimes you may need to work seven days a week, especially in the start-up phase of your business.

On the flip-side there are rewards.

You get to deliver **the** live gaming experience to your customers.





## Battlefield Terrain

Choosing whether to go mobile, indoor, outdoor, or a combined model is a critical decision for your battlefield business.

The success of your business is the amalgamation of:

- your team
- your concept
- your location and
- your capitalization.

Some people start with the land or building because it is available, or because they already own it, but it might not be in concert with the concept that they want to do.

Or it might not be in the best demographic location.

### **Location, Location, Location**

One of the key drivers to business success in combat entertainment is location.



David Thomas of Clinton Maryland, USA fights off two gamers

If setting up an outdoor battlefield, then locating the field on a busy Interstate Highway or Motorway is ideal. If you are setting up an **indoor arena**, then locating your venue adjacent to a busy shopping center or mall is a great idea.

Either way, it is vital to be close to a population center.

Or even better — be a part of an existing busy entertainment venue. This is where people are looking for entertainment. And the existing FEC is likely to have a database of customers already!

Of course the benefit of starting up a mobile operation is that you can bring the entertainment right to the customer.

Now that's convenient!

## Four terrain options

When considering starting your own battlefield one of the first questions to answer for yourself is *what kind of terrain do you want?*

There are four basic battlefield terrain:

- Mobile
- Indoors (independent or as part of an FEC)
- Outdoors (such as an urban or a forest venue, again as an independent or as part of a theme park) or
- Combined Arms (i.e. mobile and fixed).

### Mobile Deployment

If you decide to go mobile then the Battlefield Sports' patented gaming inflatables is the solution for portable or transportable combat sims.

For mobile deployments the start up costs are low compared to other types of businesses.

You pay no shop rent or any major staffing. This is ideal for a family business.

### Indoor deployment

If you select indoor terrain, decide if you prefer:

- a large clear-span warehouse or



Jerry 'Firepower'  
Munsie from Canada



- rather a close-quarters battles arena with narrow hallways and interconnecting rooms?

Either way you can re-create the exhilaration of military simulations using gaming inflatables to deploy combat games in an indoor environment.

By using our inflatable walls, doors, windows, and low walls you can create a stunning indoor 3d battlefield.

### **Outdoor deployment**

If you decide to select an outdoor battlefield you could choose a forest or urban terrain.

We've found the minimum size for a forest battlefield is around two acres.

The more foliage, or built fortifications you have, the smaller geographic area is required.

### **HAVE GAMING GUNS, WILL TRAVEL...**

Adam Mayle aka Rabbit from southern Florida, USA specializes in mobile events.

"We only need two events a month to cover insurance and other expenses. The rest we can save to purchase more guns in the future."

"The big news is that we convinced a local non-profit organization to allow us to attend their hot air balloon race in April and charge each individual for our services. The event draws 12,000 people over the weekend. We are very excited," he said.

Not only does Adam offer events with gaming guns and inflatable barricades, he adds value by also offering Photography and Camouflage Face Painting.

This is adding value.

"We just recently had events three days in a row. Day 1: Company picnic for a Hewlett Packard office. Day 2: Catholic School and Day 3: Real Estate Company picnic. Plus we have a birthday this Saturday and another Catholic school on the 18th," said Adam.

"The events are increasing," he said.



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 standard motor car
2. The lower costs overall mean it is profitable to provide the service for smaller events and birthday parties, which are events that are very easy to get into.
3. Because you only need around two people to operate, keeping everything going correctly is easy.
4. The game can be run on as little as 26ft x 26ft (8m x 8m) area.

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.

## Indoor deployments

Although this wasn't our original intention, practicality drove us indoors as the driving rain of the north Queensland wet season meant that playing outdoors was out of the question.

As they say, necessity is the mother of invention.

And so it was with the Battlefield Sports equipment.

Having started in the wet tropics, the company not only ingeniously added a special coating to protect their electronics and to improve water resistance, but also moved the entire operations indoors.

This simple step has created a revolution



in the traditional indoor laser tag industry.

Today, just like in online or console military simulations, gamers can ‘clear’ rooms.

Because Battlefield LIVE has been designed by gamers from the ground up, there has always been a recognition that a good scenario consists of both:

- ‘plot’ and
- ‘scene’.



Anthony ‘Sook’ Jansen & Christopher ‘Ghost’ Jansen amongst inflatables

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 static layout would soon become boring and may not fit the scenario.

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.

You know you’ve done something right, when the Marines and Rangers do well at the Battlefield LIVE game because they can draw on their authentic military training.

There are a couple of key reasons why Battlefield LIVE works better.

**First**, the narrow beam means gamers really have to aim, not just shoot in the general direction of the opposing team.

**Second**, gamers 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 control possible.



You must balance venue rent against the building's location and size. While it is possible to play in tiny spaces a good indoor size is around 5,000 square feet (500 square meters).

It is inevitable that one has to change premises from time to time.

This is often due to business expansion but sometimes just because the lease has not been extended. The very expensive permanent indoor arenas of the past were practically immovable.

Each time the business had to move premises, a whole new round of investment was required in the arena.

Battlefield Sports has totally solved this problem. With Battlefield Sports no wiring is required in the arena and the new gaming 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 or two.



Chris 'Juggler' Richards with a Commando carbine & Nathan 'Scoobs' Jackson taking aim.

### Indoor adjustments

In the indoor environment, infrared bounce can be a negative factor in a poorly designed arena.

The most important element to reduce this problem is to have the vast majority of the maze painted in matte black paint as this absorbs light even in the infrared spectrum.

More, SATR has a special indoor software setting that reduces IR power, and therefore IR bounce.

Safety wise, a no running rule is required because of the high chance of collisions in the indoor environment especially if it is poorly lit. A referee should be on the field to enforce this safety rule.

Gaming inflatables because they are soft play, are ideal for indoor battlefields.

Only certain models of the Battlefield LIVE range are suitable for indoor use. Any unit with a protruding barrel is not suitable due to the risk of eye damage.

For example the orange tip (fake barrel) on the P90 and Spitfire models can be detached for indoor gaming.

You'll most likely have a high gamer to space ratio. Or in other words, you are likely to have lots of players in a relatively small space.

Then we recommend using the Master Controller to switch off friendly-fire.

This means that only 'Team Bravo' can shoot the opposition on 'Team Delta'.

Likewise the hit light and muzzle flash color can be configured to tell the teams.

And of course, the predator muzzle flash system looks terrific indoors!





## Outdoor deployments

Battlefield Sports has tremendous experience in retail operations of Battlefield LIVE games, experience gained through pioneering this form of 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.

Outdoor games are like no other: they offer the flexibility and the brilliance of the rain pelting down on you, and having the lightning as a special FX for your games as well as the room to execute real world tactics.

The outdoor business model is the optimal combination to suit a large operation aiming to maximize the customer spend with Battlefield LIVE.

Ideally your business will be a ‘bolt-on’ to an existing busy facility.

However, if it is a stand-alone destination then we recommend the combined arms approach.

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.

Battlefield LIVE best suits facilities that have regular visitors, such as summer camps, attractions or theme parks. Examples of potential facilities for ‘bolt-ons’ include:

- adventure parks
- summer and holiday camps
- Go-cart tracks



‘Narisko’, Trevor  
‘Snake’ Davidson &  
Mark ‘Goliath’ Lien

- large resorts and
- golf courses and
- mini-golf.

This is because these venues already have a steady stream of visitors, so battlefield owners can leverage their marketing spend.

With paintball, if the venue has lots of passing trade and spectators it is important that these patrons are kept safe, away from stray flying paint pellets.

Paintball fields must be netted or screened off.

The 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.



A bucks party  
in the UK

### EVENT MANAGER FROM LONDON CREATES MILITARY THEMED ATTRACTION

Paul Diamond has a background in event management. Staging all those corporate events in London has helped him grow his business. Nowadays Paul works in Devon to create the ultimate combat experience.

“We have added a Russian BTR 50 personnel carrier,” said Paul. But Paul got more than he bargained for when he purchased a Serbian armored tank. He was cleaning the newly-acquired M60 personnel carrier and found two grenades and about 50 live rounds. “I was completely amazed!” he said “I assumed because of the age of the tank it would have been thoroughly investigated.”

“The vehicle saw action in war zone areas and from what we know it was used as a forward observation for artillery over the hills of Sarajevo in the later 1980s,” said Paul.

“Exciting fortifications like this has helped our bookings. Due to an exponential increase in bookings our calendar is crammed, even with more than 130 gaming guns in our arsenal. We are having particular success with holiday camps and large groups like cadets. We don’t want to turn any business away so we need to look urgently at ordering more gaming guns!”





L-R: Matt 'Twinkle' Fitzhenry, Joe 'Yeaman' Marchisella, Jeremy 'Trog' Thompson, Yve 'Star' McDermott, 'Zev-va', Jason 'Lateo' Wragg, & Denis 'von splat' Bidlake

However, with Battlefield LIVE, the computer inside the gaming gun disables it, i.e. the weapon cannot shoot anymore, the instant the gamer is 'killed.'

This enables Battlefield LIVE to manageably expand to huge battles, even with inexperienced gamers.

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

This is great for game play, but you will probably need to allocate a 'roving ref' i.e. a staff member who follows the action to keep an eye on the game.

Battlefield LIVE, because of its integrated anti-cheating technology, lends itself to much larger numbers of gamers on the same battlefield at the same time. There are significant economies of scale in terms for staffing and other logistics if one can operate very large battles instead of many small simultaneous games such as in paintball.

Gamers are attracted to playing in games with 50 or 100, even 300+ players. There is so much action, and energy!

Using the SATR master controller to start/end games and using automatically times games, as well as using the smart medic boxes means that as few as two staff can run even the largest group.

*"Our investment in 2 medic boxes **paid for themselves** within just 6 weeks of trade. In addition, the reduced wages each week is allowing us to purchase more guns without cutting into profits. This is great news considering the increased trade we now enjoy thanks to the better gaming experience that SATR provides," Nic Daniels, Australia*

*Huge corporate team building event,  
National Conference for Hutchinsons*



The number of players through the front gate is key.

That is why being located on major motorway  
or Interstate is important.

### Huge games

Paintball is hard to manage with very large numbers of gamers playing simultaneously, because inevitable problems with people shooting while dead. Subsequently, paintball generally operates on multiple small battlefields with limited number of gamers on each.

Battlefield LIVE comes into its own for large scale outdoor games, which is something a prospective field owner should keep in mind when choosing their initial equipment.

This is particularly true if you plan to operate from a large city which is home to several large corporate headquarters.

The experience from battlefields around the world is that it is more fun for the gamers and more profitable for the operator if large battles are conducted. In summary, the outdoor forest field benefits from the use of inflatables events, because festivals and sporting club celebrations drive business to your battlefield.

It is a powerful combination.

This business is primarily Saturday and Sunday, however, mid-week corporate bookings and summer holiday events can be common.

One of the things most noticeable about operating Battlefield LIVE is how easy it is to referee compared with paintball and airsoft.

In a commercial operation, a professional outfit operating paintball or airsoft must be constantly on the guard against cheating (especially shooting when dead and wiping



paint) and gamers removing fogged up goggles or glasses.

One of the challenges with paintball is that unless the field is very well lit, it is almost impossible to referee at night. Battlefield LIVE's anti-cheating technology facilitates night fighting in a manageable way.

Of course it's still harder to referee in low light conditions than in the day, but it is possible to do so.

In fact the head sensors (optionally) flash each time they're hit making it clear to the firer that they have made a hit and stay on when the gamer is dead.

The muzzle flash associated with Battlefield LIVE makes night fighting exciting.

When a gamer shoots at night the muzzle flash is clearly visible many hundreds of feet away and therefore it gives the position of the firer away.

When a firefight breaks out usually at close range, the muzzle flash adds immensely to the atmosphere.

### **Outdoor safety**

When considering an outdoor battlefield it is important to think about any safety concerns from the terrain itself.

Examples include cliffs or dams, as these might need to be cordoned off or at least signed.

## **Combined arms deployment**

The combined arms deployment model has two parts:

1. Inflatable or mobile events which drive business to...
2. Your fixed battlefield.

The basic business flow is the inflatable game provides a high action fast game at busy events.



### Think of it as a sample of your product.

Games often last only around five minutes each.

The sample product is a way to show a lot of people how good the gaming gun and games really are, and how good the experience actually is. Gamers quickly fall in love with SATR and say:

*“What? You can play this in the forest! Sign me up!”*

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.

When you are running inflatable events, here’s what you’ll need:

- plenty of brochures
- pictures or posters and
- ideally a promotional video.

This way passers-by and players can see other people having fun in the forest. This will ensure prospective customers to gain the maximum benefit to the business.

Handing brochures to people that have now ex-



Stu ‘Weapon’ Rainbow briefing approximately 100 gamers.

### A BOYHOOD DREAM... A boyhood dream becomes the best job in the world for one battlefield owner....

Stuart Rainbow is one guy with the tenacity to succeed.

“When I first heard about the business, I thought yeah, yeah, as if I could have Battlefield LIVE as my business. It’s just too good a job, and someone like me couldn’t do this, could I?” said Stuart.

It meant that he say goodbye to the long hours associated with his previous job. “Plus, I figured, if I work hard enough I may just even make a killing,” he said.

“Battlefield LIVE is just like the army games I used to play as a child with my brother at home. Only now I can do the real thing on a much larger scale,” he said.

“Now I consider this to be the best job in the world. I tell you it’s a big difference compared to working in the corporate world for a telecommunication company or selling vacuums,” he said.

“No more waking up tired and thinking ‘Gee, I hate work, I really can’t be bothered today.’ Nowadays I wake up and I’m pumped and ready to go,” he said.

“Half the time I struggle to get to sleep at night because there is so much to do and I’m too excited thinking about all of the possibilities of the business.” he said.

“Who would have thought, me excited for work? I guess that is what your ultimate dream job will do to you. Running a Battlefield LIVE business is truly an opportunity to live out a little boy’s dream. Plus I’m actually getting paid for it!” Stu said.

“Oh it’s a hard life out on the battlefield, but someone’s got to do it.”

perienced the product (or even seen it as a spectator) is a proven way to cost effectively gain new customers.

This is the model we use in our local battlefields.

Essentially, you get to provide a sample to your prospects and make money at the same time, and from this, inevitably leads gamers wanting a full experience.

## Field installations

Deciding where to:

- position your playing battlefield
- your club house
- the car park
- the mess hall, and
- how features all fit together are all considerations.

If your wooded field is a little sparse, then you might consider adding some forts or bunkers in strategic points.

Or indeed creating an all weather field using gaming inflatables under a large open air shelter.

Laying out where you want to place the bunkers, bridges and so forth, on paper or creating a scale-model is a good idea.

## Also consider chill-out zones or a cafe.

Parents, especially of young children, like to be close to the action even if they are not participating. So consider your spectators.

You might like to include a soft play area for the kids too young to participate in the missions.

Consider, too, your armory and quartermaster areas. The armory is basically where you issue the gaming guns to the gamers. The quartermaster area is where you:

- Store
- Zero
- re-charge and
- clean the gaming





guns.

Whichever type of terrain you choose, make sure that there is plenty of car parking space.

In the busy season we have had 500 cars, or more, in and out of our venue in one day.

So car parking is a key consideration.

Likewise, you might want to consider offering your gamers merchandise, food and drink.

Just think about the extra profit center available from selling hot coffee. It has worked wonders for Starbucks.

Remember, too, it is your responsibility to provide for the security of your property, your location and the safety of your gamers.

**One quick tip, don't be shy about negotiating a deal with your landlord.**

On some of our battlefields we pay a percentage (10% including sales tax) of our gross. On other bat-



### **Inclusive/Innovative/ Inspirational**

Liz and Tony Davis, started operating 2 years ago from a 40 acre farm in the Forest of Dean, Gloucestershire, UK. "Following a mobile event for our Tourist Association we were approached by The National Star College in Cheltenham to look at running events for disabled students using Battlefield LIVE equipment." The College has expertise in working with young people with physical disabilities, acquired brain injuries and associated learning difficulties. "We've run events in the sports hall using Battlefield Live inflatables. We taped the gaming guns to wheelchairs, strapped them to walking frames and enlisted the help of carers to support operating the guns where students had severe physical restrictions."

These events turned out to be a great success. Students soon realized that despite their disabilities they had found something which wasn't out of bounds to them as so many other activities are. Battlefield LIVE provides the perfect equipment for events with disabled groups because the guns are robust, can be configured to suit the participants abilities and are completely safe without the need for face or body protection.

"We find running events for the disabled really rewarding as well as really good fun. We have now started working with other disadvantaged groups such as fostering organizations and young carers and have had tremendous feedback that has provided great opportunities to expand our operations."



tlefields we pay a fixed fee per gamer.

Both are good systems because they are linked to the number of people admitted.

These sorts of deals mean that your landlord is incentivized for you to increase your gamer numbers.

It is a win/win situation.

While live gaming is a fun business, it is also about return on investment.

You don't want to be limited to only daylight hours for your operation. If you are setting up an outdoor battlefield, then once you have cleared it with your local county officials, factor in flood lights.

There are some great free-standing flood-lights that are solar powered. And, of course, you can't forget "latrines" for your guests.

We have a rule of thumb when getting up battlefields—we go for the three "Ps":

- Somewhere to play
- Somewhere to park and
- Somewhere to pee.

### **Ablutions and hygiene**

Since your customers are staying on your property for a day or half a day, you'll need to supply the necessities for good hygiene.

Cleanliness and good hygiene are often a key factor in repeat visitations.

Think of how particular McDonalds restaurants are about cleanliness. They do this because it is a good business.

If you have a fixed venue then a couple of extras might be in order.

Feminine hygiene dispensers in the ladies' rest-rooms are a good idea.



## Pro-shop

One of the benefits of setting up a permanent battlefield, either indoors or outdoors, is that you can extend your profit centers and supply your customers with themed merchandise, military clothing, and even their own gaming guns.

Golf clubs, bowling alleys, paintball fields, even skating rinks have all developed the pro-shop concept well.



# Chapter 9

## Battlefield Theme

Once you've decided the type of terrain, your next decision then is to choose your theme.

Battlefield LIVE is a combat simulation primarily covering the periods between 1900 up till near future/science-fiction.

It is a compelling, authentic experience that suspends disbelief and creates vibrant memories.

In fact SATR is so flexible that with custom sound effects almost any theme can be supported.

### Military theme ideas

You can get inspiration for your battlefield theme from all sorts of places.

Famous movies such as the *Bridge Over the River Kwai* or *Gallipoli* are set in WWI.

Whereas *Saving Private Ryan* was set in WWII. Whether it is the *Dirty Dozen* movie or the original *Call of Duty* computer game, both have a WWII theme.

Likewise *Apocalypse Now*, *Full Metal Jacket* and *Platoon* are all set in the Vietnam era. As are the video games *Battlefield Vietnam* and *Vietcong*.



On the other hand game franchises like Halo have a sci-fi theme central to their story.

The goal of all Battlefield LIVE missions is to suspend disbelief.

That is what exertainment is all about.

That is why the graphics in computer games are so important, and why movie props and language/dialogue must be authentic, even down to the accent.

### *Re-enactments in Canada: Storm trooper*



## **You must choose a theme that you *can pull off*.**

It must be of a technology that you can realistically simulate in a game. Our handbook of Live-Plays offer a difficulty rating. This is not how difficult, or not, these games are **to play**. Rather it indicates how difficult they are **to run**.

## **Props and costumes**

Sets, props, and costumes help the gamer get into the game, and they help suspend disbelief.

If the battlefield terrain suits, you can even use bunkers and sandbag emplacements or the odd Pill Box or Field Telephone to help the plot of the mission unfold.

These items need not break your budget: scan the Army Disposal store sales, keep an eye on your local Wal-Mart close-outs, or make your own.

You can achieve a lot with a cadre of volunteers who are D.I.Y. experts.

If you want to go all-out then there is stage make-up. Moving up from the basic camo paint, you can ask your community theater stage manager about fake blood and gore.

Or you can pick up a bargain after Halloween.

While props and costumes can add authentic elements to the mission don't go overboard. Definitely make sure the articles you do use look authentic.





*Another gamer bites the dust by  
Angel's hand.  
(NOTE: the display is the old  
'classic' system)*

Therefore you don't want to simulate very high tech weaponry and equipment. Also you need to limit yourself to the scope of the battle.

Which is why we recommend running missions with direct line of fire. In other words, low intensity conventional warfare in whatever genre you choose.

Battlefield LIVE is also good at simulating special forces operations, but this is harder to pull off.

It can help if you have a background in the military or law enforcement.

### **Near Future / Post-Holocaust**

You may not always want to run a military theme.

A good alternative is near future or post-holocaust.

This is a popular genre for movies, such as *Serenity* or *Predator*. All movies in this genre must work hard to recreate an authentic, believable world.

Computer games like *Command n Conquer* and the archetypal *Doom* are both examples of first person shooters set in a post-holocaust theme.

But a word of warning: zany sound effects and a few props painted black are not enough for an authentic sci-fi theme.

Apart from the any possible copyright infringement it is much harder to pull off a *Star Trek* or *Star Wars* theme. **Trekkers and Star Wars fans are picky!**

I know, I'm one of them!

You won't have the luxury of post-production effects because all of our missions are played in real time.

If you do decide to bravely recreate a near future genre then make sure you do it well.



# Chapter 10

## Battlefield Materials

*Once you've decided the type of terrain and theme, your next decision then is to choose your equipment.*

### Gaming guns

Now you've got:

- your battlefield terrain [CHECK!] and
- your theme worked out [CHECK!]
- you've got yourself a copy of the Basic Games Handbook [CHECK!]

Next you need some gaming guns with which to play!

Since every gaming gun is a stand-alone unit, there is no need to also buy expensive computer systems.

Likewise, because there is no projectile you don't need paint, safety goggles, or chronographs.

For a **mobile** business focused on village fairs and festivals, then we recommend a minimum of **12 gaming guns (such as the Cobra), 1 master controller & 3 battle boxes (one to act as a Domination Box)** in your arsenal.

If you are going for an **indoor** set up then **24 gaming guns, 1 master controller, & 3 battle boxes (one to act as a Domination Box)** is your minimum recommend size.

But if you are planning a **forest** battlefield **48 gaming guns, 1 master controller, & 3 battle boxes (one to act as a Domination Box)** is the smallest arsenal for you. You might like also to consider a couple of claymore mines!

Sci-fi themed	Military Themed
Cobra (light-weight, great for kids)	Saber M9 Pistol (good as a side-arm or for V.I.P escort live-plays)
Scorpion (inspired by Warhammer 40k bolter)	Spitfire (inspired by the famous Uzi)
Commando Carbine (self-styled)	P90 (inspired by the FN P90)
Morita Sniper (inspired by the Starship Troopers movie, can also be configured as a SAW)	M4 (inspired by the American special forces carbine)



Whichever you choose, we recommend also having around 10% spares.

We also have:

- Master Controllers
- Battle boxes (configure as a medic box, ammo box or Domination Box)
- Radio Repeaters (to extend the RF signal) and
- Claymore mines.

"Well it's hats off to this device [the claymore]. It's quite simple to understand. The mine capability is awesome and its range is effective too, and I like the shot to activate this weapon as well, so as is the Claymore is instant death and the dirty is slow but sure. No wonder Battlefield Sports is No 1," Duncan Bell, Darwen, UK

If you are going for a modern military (milsim) theme then the M4, p90, and Spitfire (Uzi) would make up the bulk of your armory.

You might like to throw in a few Morita SAWs. If you are playing outdoors, I recommend one bipod Morita per 10 gamers, that is one per squad.

On the other hand, if you are going for a near future theme, then a combination of Com-mandos and Scorpions is the way to go.

Your primary target market will impact on your choice of models. Older gamers need a range of both smaller and larger gaming guns. Whereas younger gamers are often happy just with smaller models.



**Gamers from Canada**

**If you are planning on catering for teens & adults, I'd pop in a couple of Morita Sniper Rifles, as 'Wow!' gaming guns.**

The great thing about all the Battlefield Sports' gaming guns is that they are simple to use. The first-time gamer and the casual gamer—gamers whom make about 80% of your customers—can pick them up and play, no problem.

Likewise your veteran gamer also enjoys using them due to their range and consistent fire-power.

Veteran gamers love the selection of 69 weapon emulations that SATR offers. In selecting the gaming gun models you need to analyze the weapons:



- reliability and
- robustness.

### Gaming Gun colors

The Battlefield Sports' gaming guns have two finishes from which you can choose: either a block color powder-coating or a specialist camo coating. Both are robust and hard-wearing. Colors available are:

- Gun metal grey – silver metallic
- Desertstorm - warm satin gold metallic
- Vixen - rich bright matt red
- Octane - dark metallic bronze
- Toxic - purple
- Phantom – jet black
- Hammerburst—textured black
- Covenant—textured silver/khaki (new)
- Striker - dark blue
- Thunderbird - orange
- Sniper—forest green.

Please note that an additional charge applies if you choose a non-default color.

### Gaming inflatables

Using our inflatables, you can deploy small scale combat games at events across a region. This has many advantages over other options for a combat game business.

The Battlefield Sports urban air field sections are an excellent choice.

The mobility and flexibility means Battlefield LIVE games can be operated at just about anywhere.



We recommend setting up on a tennis court because it is readily available at many convention venues and resorts.

Tennis courts often have lighting for night games and have a suitable surface for playing a sporting activity.

There are two basic ways you can make money using inflatables:

1. Attract passing trade from people walking by at a significant event looking for something fun to do, and
2. Operate like a ride where the event pays you a fixed fee to operate for a fixed number of hours.

Our experience is that a live gaming 'ride' is quite easy to be granted space in smaller events and school fundraisers, even in larger regional events, such as festivals, leading to immediate income.

**The reason?** An annual show or festival is a major activity for any organization or community, requiring months of planning to make the event a success. But event organizers have a problem, a big problem. The teens are staying away.

Battlefield LIVE is a sure fire way to get them coming back.

### **Roll-up, roll-up**

This 'ride' is ideal for village fairs or festivals, as a brand new transportable attraction in 50 feet x 100 feet (15m by 30m) of flat surface (approx size of a tennis court) and this creates a fantastic draw-card that will raise the level of funds and excitement at any event.

The key to success of Battlefield LIVE has been the ability to play in a huge variety of locations where the

### **FROM DISNEY EXEC TO GAMERS' COACH.**

Joe & Dena Wheeler have a vision. They wanted to create an entire new concept in indoor combat sim & LAN gaming centers, called **Hard Knocks**. Joe was a Disney entertainment executive for 5 years before starting Hard Knocks. Dena is a former schoolteacher and mother of 3 who's done her share to develop the couple's million-dollar-plus enterprise.

They used anime cartoon characters to promote their ideal scene. They created beautiful 'Lara Croft' type and handsome 'Brad Pit' like cartoon characters to promote their business.

Then Joe unleashed a virtual marketing campaign via Myspace, and forum posts, and FACEBOOK. As a result, he received more than 1,000,000 unique visitors to his web site before even opening his 'real world' doors.

*(Continued on page 87)*



entertainment can be taken right to the customer.

The most crucial element for customer acquisition is **location, location, location!**

This is our unique selling proposition over other combat simulation business. The nearer the customer the better. The gaming inflatables even allow the flexibility to use existing sports halls or gymnasiums to work as part of a multi-sport facility.

Flexibility to deliver games anywhere, anytime is often the key to winning corporate, church and school based business.

Some of these groups might be politically sensitive. For these groups we recommend the brightly colored Scorpions, configured with the “laser tag” sound scheme.

Many private groups such as these have wanted us to fit into their timetable and location rather than them having to fit into ours. That’s fine! Do it!

Your competitive advantage is often your ability to deliver the product in a more convenient way, not necessarily that you have a better product.

*Remember some of the people booking your business might not yet have played Battlefield LIVE so they don’t know you are better!*

The right location provides lower levels of customer acquisitions costs.

**In business, it is not winning business that is the key, it is winning the business consistently at a cost compared to the selling price that makes the enterprise worthwhile.**

Our gaming inflatables at festivals are the ultimate development of this process because the game is run only a matter of feet away from potential customers.

*(Continued from page 86)*

Location, as always, is important. So Joe chose an indoor arena close to the University of Central Florida.

His combat arena is, in fact, in Dot Com Court! His enormous 30,000-square-foot (that’s almost 2,800 meters square) warehouse challenges both veteran and casual gamers. To the guys & gals who play they call Joe “Coach” - his code name. *Just like in computer games everyone at Battlefield LIVE has their own code name—what’s yours?*

“Our customers execute missions that challenge them to defuse bombs, rescue hostages, protect VIPs, and take on various other military/law enforcement scenarios,” Joe said.

“Our plan is to replace paintball and laser tag nationally. Hard Knocks delivers pain-free, more realistic combat experiences indoors with complete control of the environment.”

“Our law enforcement training and corporate team-building sales are far ahead of projections, specifically because of those differentiators,” said Joe.

The consistent theme across all the Battlefield Sports' business packages is based on years of commercial experience.

The fact is, the most important factor to gaining the sales volume needed for strong profitability is location.

The mobile deployments package with gaming inflatables work so well because they are in a position to attract people walking by looking for something to do at a large public event (such as fairs, festivals and shows).

These 'revellers' can see the game in action around very cool looking urban inflatable wall sections combined with metal guns, cool sound effects, and real rifle scopes, and there is clearly a compelling attraction to the gamer generation.

The volume of passing trade largely dictates sales.

## **It's right on target!**

### **First Aid**

Some extra materials you will need is sufficient first aid kits.



Two women get into the game at the HALO Reach pre-launch in Toronto



State and local governments often have mandatory supply and training levels for operators of entertainment facilities, so check with your local authorities.

We've found that the most common item used in our kits is the good old Band-Aid™ (an adhesive strip) for minor cuts and scrapes. The second most popular item has been ice, or medical instant ice, for minor bumps and bruises. Of course, on rare occasions you might need something more substantial.

For example, in 11 years of running games and tens of thousands of people through the doors every year, we have had a couple of broken bones, a couple of injuries that required few stitches and a few other incidents.

We have been fortunate. But it is good to be prepared, just in case.

Having appropriate first aid items handy in case of an emergency can help mitigate the stress and impact of an incident while waiting for the paramedics to arrive.

But a caveat, most regulations dictate that you cannot administer drugs—even over-the-counter products such as paracetamol or Tylenol—to your customers, so don't overstep the mark.

### **Convoy transport**

To support the really big mobile events, a small truck or a dual-axle trailer is needed.

This will carry the gaming guns, inflatables and accessories to the mobile events.

Our trailer which is painted urban camouflage really is eye catching. And it is big (around 12 ft/4meters) so it grabs your eye on the highway!



# Chapter 11

## Battlefield Marketing

*Once you've decided the type of gaming guns and gaming inflatables, your next decision then is how to market your business.*

### Marketing 101: Selling Fun

Marketing is the action of promoting products or services, you will need to get very good at it.

We are in the entertainment business so our job is to market Battlefield LIVE entertainment. Marketing is not the same as just selling.

According to the American Marketing Association Marketing is the process of planning and executing:

- the price
- promotion, and
- distribution of goods, ideas, and services to create exchanges.

We define marketing as activities associated with identifying the particular wants and needs of a target market, and then going about satisfying those customers better than the competitors.

Simply put, **selling is** when you have a product or service you want to provide to the market.

Whereas **marketing is** when you offer a product or service that market wants.

It is finding an unmet need, in an appropriate way for your group of customers.

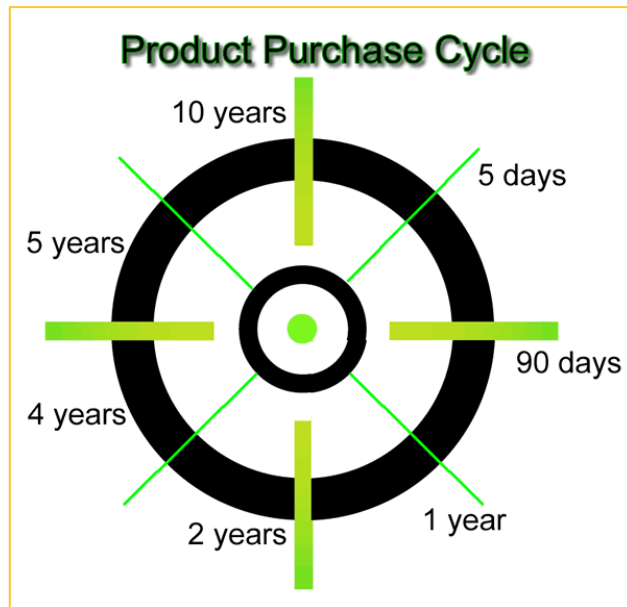
The purpose of the marketing department is to educate the target public (or audience) on what Battlefield LIVE is and to create an ever increasing demand for Battlefield LIVE games.

### Define your marketing

All purchases have their own Product Purchase Cycle. In other words, how often people buy your product.



If you think that a Battlefield LIVE facility is a bit like a theme park you'd be right on target.



## Convergence Marketing

Now-a-days convergence is the key. Convergence between movies and computer games and LIVE gaming.

Unleash your inner hero. Combat entertainment is hero entertainment. Battlefield LIVE is an innovative way of telling a story, rather than just watching a narrative unfold on the screen, live gamers determine how the plot unfolds. Our type of entertainment is not linear. Rather it is a gamer-centered story.

The buzz word today is convergence marketing; the intersection between Hollywood movies, computer game blockbusters, music and, now, live gaming.

“The convergence of the action game with the passion of music is changing video games,” said Mike Griffith, head of Activision Studios. “The movie goer is passive whereas the gamer is **active** and part of the game itself.”

Both the movie and console industries are seeking new

## BREAKING NEWS.... YOUTUBE IT

Ever dreamed, over a coffee in the corridor, to meet a couple of buddies at work, hit on a cool idea, then become billionaires?

That's the YouTube story.

YouTube founders Chad Hurley, Steve Chen, and Jawed Karim, all met at PayPal.

From their launch in early 2005 in a 'garage' (like Google, Microsoft and eBay), the lads' business expanded via viral marketing, and was eventually acquired by Google in October 2006 for \$1.65 billion. From **\$0 to \$1.65 billion** in under two years; my hat is off to these guys. They played the game well.

The Battlefield Sports team believe in the 'broadcast yourself' tools to help them promote live gaming.

Do you not need lots of expertise in 3D software, Photoshop, After Effects. Just take some footage and uploaded them onto YouTube.

At last count, their most popular clip has already been **viewed approx 602,000 times** and counting!

Now that's what I call viral marketing!

and innovative ways to immerse the gamer -- to make their games / movies even more compelling -- to REALLY get into the game.

Not only does live gaming create an immersive gaming experience, it also creates elegant convergent marketing opportunities. There are lots of opportunities for cross-media promotion, tie-ups with movie or computer game releases.

With Battlefield LIVE the participants are the heroes. We use props and costumes and backdrops to help suspend disbelief.

No longer satisfied with the longer, slower, linear and more predictable kind of entertainment experience, today's digital generation want a faster, diverse, non-linear, random game -- exactly the type of experience Battlefield LIVE games deliver.

"The c word for me is collision not convergence. Convergence implies that we know what we are doing. And that it is flowing together. I think it is just some bumping and smashing into one another. And it is happening now," Gore Verbinski Director Pirates of the Caribbean.

Convergence marketing is a way to drive crowds of gamer-generation customers who want a thrilling, interactive experience right to your door.

We all have an inner hero waiting to be unleashed. Unleash it with Battlefield LIVE.

## **We are in the business of selling fun.**

People, nowadays have lots of 'things' but we create a unique and memorable **'experience'**.

Your mission is to create an experience that the gamers will remember for the rest of their lives.

If it is a birthday party, then your goal is to create one of the highlights of their childhood, this is why people who come into



'Plan', Ty 'Rico' Watson, and 'Zev-va'



your park pay the ticket price. Tickets, of course, are a main source of income, but not the only source. Income sources can be categorized into three basic areas:

1. Tickets
2. Food & beverage
3. Merchandise and souvenirs

Industry averages for tickets vary from country to country.

Don't forget that loss leaders are common in retail.

We've found that a low lead price works well, especially for the younger market, and the customer can choose a price point that suits their own budget based on how long they play.

For instance, for our 'family fun' session our minimum ticket price is **only \$19.92pp.** This is for a two hour experience (4 x 15 minute games) for a group of 20 or more and is pre-paid. Likewise, our 'family fun' ticket without the bulk discount is just under \$25pp for the two hour experience when the ticket is for a group and is pre-paid.

Our ticket price for our teen/adults session is just under \$30pp (when pre-paid). Here they get 2 x 30 minute missions over the 2 hours. If gamers want to pay on the day of the event then the price jumps up to \$37pp.

For private groups, such as for team building session (this session goes for a bit longer, 2½ hours) the tickets are around \$50pp.

At the opposite end of the spectrum, we charge just **\$5 for a 5 minute game** at a festival or village fair.

Customers can then choose if they want to add in optional extras like camouflage outfit rental or table hire.

### Know your customer

Understanding your customer is the first step towards making a sale.

Define who they are, what they want, and what motivates them to buy.

Then you will have a pretty good basis for your action plan.



Think about how your potential customers normally buy similar products. Ask yourself who is the primary decision maker in the buying cycle:

- husband or wife
- or child (don't underestimate the "nag" factor!)
- Secretary/personal assistant or
- CEO?

Consider where your customer gets his or her information from.

For example, research has shown that teens are weary of 'authority' sources such as newspapers, but value peer opinions.

Instant messaging and cell phone texting are key ways teenagers today communicate. But does it have the cut-through?

Online community websites like **FACEBOOK** and **YouTube** are key communication channels.

On the other hand, the Personal Assistant to the CEO might like to watch the latest drama TV show on cable.

Once you've worked out who you are communicating to and where they are likely to hear your message, then think about their motivations, and that way you can build a rapport with potential customers.



**Here's an idea: find out which movies are popular amongst your gamer base.**

Survey it.

Then give them a chance to play out their favorite characters. We've found that cross-marketing linkages help to promote scenario days.

For example when the latest *Lara Croft* instalment was released, we created a series of Live-Plays loosely based on the film's plot.

We also teamed up with Paramount Pictures and Hasbro to promote the launch the movie "G.I.JOE The Rise of Cobra." Fans of the action-hit could get the ultimate adrenaline rush in cinemas, via computer games, and with us, a live gaming experience!

But be sure the movie you choose resonates with your audience.

By creating a rapport with your customer they are much more likely to buy from you, because they like you.

### Be laser sharp!

While Battlefield LIVE is appealing across many diverse markets, it is important to focus on one key segment—at least in the early stages of growth in your business.

Carve out a niche and stick to it.

You could be the provider of:

“a LIVE computer game”

Or you could provide:

“a corporate picnic to reward your staff.”

Or the most:

“hard core boot camp in Orange Country.”



You get the idea.

Make sure you choose a niche that appeals to you, and that suits your background. An age group or group of customers that you feel you can communicate with.

### Marketing mix

Often, to get the best the marketing mix for your business it is a good idea to start with a series of questions.

- Who are you talking to?
- What is their problem?

- What is the one thing you want to tell them?
- Why should they believe you?
- How do you want them to feel?

### *Who are you talking to?*

Make a complete list of the different type of **publics** you deal with in your business.

### *What is a 'PUBLIC'?*

Well, just like a Hollywood star might refer to their fans as 'their public,' the people who are in your niche make up your public, your audience.

Separate out each category from the mass of people you deal with. Then **write down** what you know about each of these different publics – their common interests, professional or similar characteristics.

List what they like, how old they are likely to be, what they reject, what type of communication they like, what is their lifestyle like.

### *What is their problem?*

List out what these target publics' needs and wants are. For example...

"What do you do for a 13 year old boy's birthday party?"

### *What is your solution?*

List out how you fulfill these target publics' needs and wants are. For example "The coolest birthday party ever for your 13 year old."

### *Why should they believe you?*

Ask yourself why your target publics should believe your message. Consider the three prongs in the art of persuasion.

Based on the teachings of Aristotle these 3 factors are still fundamental to convincing people that your message is believable. They are:

- Ethos
- Pathos and
- Logos.

### **AS FAR BACK AS ARTISTOTLE THERE HAVE BEEN THREE 'ARTISTIC PROOFS' OR PRINCIPLES OF PERSUASION:**

**Ethos:** This is where your creditability factor comes in. It convinces people of your competency, reputation, expertise and knowledge. For example you've been in business for five years, you use the best equipment, you're a former Ranger or Special Ops personnel, and so on.

**Logos:** This is the logical side of the argument. For example with Battlefield LIVE gamers get a minimum of 30 minutes on battle-field game play whereas traditional indoor laser tag offer only 7½ minutes of in arena time. A 'logos' type argument usually includes numbers, polls, or other empirical evidence. So you could say, for instance, 9 out of 10 gamers prefer live gaming to Xbox (as long as that is what your survey results confirm).

**Pathos:** This where you tug at the customer's heart strings. This appeals to your audience's emotions. Many say this is the most powerful part of persuasion. For example, book this birthday and your child will be the most popular kid in his or her class!



**Ethos** are arguments which convince people of your competency, reputation, expertise and knowledge. For example you might say “in business for 14 years.”

**Logos** consists of logical arguments. For example you might say “we cater for 5,000 birthday parties every year.”

**Pathos** consists of emotional appeals. For example you might say “book in a birthday party with us, and your kids will love you.” Many say this is the most powerful part of persuasion.

## Ask yourself what emotional connection you want to make.

### Customer acquisition

There are two major components of marketing:

1. the recruitment/acquisition of new customers, and
2. the retention and expansion of relationships with existing customers.

No matter what the size of your marketing budget, everyone undertakes some form of marketing.

There are lots of options for communicating with your customers.

### Marketing calendar

If a Marketing Plan sounds too grandiose, start with a 12-month calendar, featuring an event at least every second month.

Most groups, in order to actually get people to a battle-field, need three things:

1. A reason or special occasion
2. An organizer, and
3. A deadline.

For example, for a birthday party group, you have the Mom who is the organizer, and deadline of the birthday date.

### HALLOWEEN IT...

A student at the local high school, Cameron Boyle, also known as ‘Brat’, is one of the keenest gamers on the battle-field.

“I have been playing Battle-field LIVE for about three years,” said Cameron. “The first time I came with my sports team was for an end of season break-up. I’ve been hooked ever since.”

“I believe if you want to win you need your own equipment. So I bought my own gaming gun,” said Cameron.

“It is a blue scorpion with fantastic halo red dot scope and a

*(Continued on page 98)*



Likewise, for stag parties, the best man (or sometimes the groom) is the organizer and sometime before the wedding is the deadline.

But birthdays only come around once a year and (hopefully) you only get married once.

So a marketing calendar is a great way to create new 'deadlines' and 'special occasions' or, should we say, excuses to come and play Battlefield LIVE!

Here are some dates that everyone can use:

- To kick start the year: make **January** your fitness boot camp season.
- In **February** why not have a Valentines Day event where women and girls play for free? Or if you prefer promote Chinese New Year.
- **March** is often the launch of the season and, we recommend, the birthday for your business. Why not add a dog tag to everyone also having a birthday booking that month.
- Themed days, **April** in Australia means Anzac Day. If you don't know already find out your national patriotic day.
- **May** might be a chance for your to focus on the Full Moon with night fighting missions.
- **June** depending on your country's public holidays (or bank holidays), consider promoting a special Father and Son event on Father's Day.
- The fourth of **July** is a big day so gain momentum from community marketing with your own event.
- **August**, for example, have a Michael day or Christopher day or Jessica day - if that's their name, they get a free mission!
- **September** has always been our busiest month. We have so many sports teams booking in to celebrate their end of year. So go with the flow, if sports club books 20 or more gamers then the organizer plays for free.
- **October** has to be *Halloween!* **Zombie Laser Tag!**

*(Continued from page 97)*

special forward grip so it looks a bit more like an MP5," he said.

"I play as often as I can, at least once a week, sometimes twice," he said.

"I am a member of a battlefield clan. Our clan has five members, four guys and a girl," said Cameron.

"Normally, I am a pretty serious Battlefield LIVE gamer but as soon as I heard of the Halloween special I thought this is going to be cool, and it gave me a chance to make fun of my older sister, who happens also to be our clan leader," he said.

"So I replaced my knee pads and camo paint for a Halloween costume," he said.

"It was so much fun," he said.

"And it was a good change to the hard core games I am used to playing," said Cameron.

"I don't think I will ever forget Halloween at Battlefield LIVE," he said.

**November** might be a Thanksgiving theme with special missions designed around the pioneers.

**December**, of course, has the Happy Holiday lights and celebrations and gifts. So why not get a red Santa's hat to identify the V.I.P for your escort missions?

These are just some ideas. Your battlefield will have more! Put your thinking cap on, get the calendar out, and brainstorm some more—we'd love to hear them!

### Long-term value of a customer

As you make plans for July 4th or whatever special occasion it is tempting to jack up the prices and jam in the people.

Spend per Visit	No. of Vis-its per Year	No. of Years	Long Term Value per Cus-tomer	No. in the Group	Total Long Term Value
\$28.50	3	3	\$256.50	10 people	\$2,565.00

But will this convert them into long-term customers? The day that our customers are on site is our chance to create an impression.



Green team base—  
American kids having  
fun



Do the sums on the value of your customers over the long-term.

They may spend:

- \$30 for a casual couple of games or
- \$50+ for the works (Live-Plays/missions, camo hire, party food & drinks, and merchandise).

Weekly, monthly or once a year?

Enter your own figures. Compare the results for just one person. Then multiply it by the number in their group. If, with your marketing calendar, you boost the number of visits, for example, from three to four then you can drive up your long term value per group:

- from \$2,565
- to \$3,420.

That's an extra \$855 per group. It gives a different angle on the cost of losing someone, and the value of doing more to acquire them.



*'Angel' surrounded by 'Phoenix', 'Chopper', Sam 'Speng' Pengilly, and Harley 'Shade' Abbott.*

Let's face it, in many towns and cities there are lots of venues competing for the entertainment dollar.

Give your customers a reason to return.

## Party central

You can package up birthday parties for either a:

- sci-fi or
- army theme.

For many people the birthday event will be their first try of the game, so you want them, and to be able to come along, have fun, get hooked, and come back again.

To promote more people participating you'll want to offer group discounts, and encourage pre-payments!



We've found a 10% discount for groups of 10 or more works well. For groups of 15 give a 15% discount. And for groups of more than 20 offer 20% off. But we only offer this incentive on pre-paid bookings. In fact, payments on the day are full-price.

Whatever ticket price you choose to charge, there are some policies and procedures that are a must.

- **First**, insist that bookings are made at least a few days in advance. In our high season we recommend at least 1 month in advance!
- **Second**, we have a 2pm Friday cut-off to guarantee a weekend reservation. (Mind you people can just rock-up and risk it, hoping that they can get a gaming gun but gamers with pre-payments get first preference.)
- **Third**, ask for a non-refundable deposit to hold the reservation. Or, if you can, go for the entire amount of the ticket. The deposit binds the customer to coming



along and means that you have less cash on field, which is a good security advantage for your staff.

### Get the word out

I know we've mentioned this before, but it really is paramount.

Find communication channels that suit your business and put the message out.

Blogs, forums, press releases, and advertisements are all ways to get the message out that you are here, and open for business.

Once you've found a good 'message stick' (Indigenous Australian word for a letter) then keep communicating!

Communicating with your clients builds confidence in your brand.

A good rule of thumb is to send a message, at least once every six weeks.

You may wish to communicate more often to segments of your gamer base, such as your veteran gamers.

But whenever you do communicate make sure the message is of benefit to the gamer.

For example, we may send out a birthday card and invitation coupon to gamers six weeks before their big day.

Or send out a weekly email to your veteran gamers letting them know what feature mission is slated for the weekend.

## TOUCH POINTS

◇ Radio ads	◇ TV ads
◇ Newspaper or specialist publications ads	◇ Posters
◇ Signs and banners	◇ Car/truck/trailer decals
◇ Yellow and White Pages	◇ Articles and media releases
◇ Company newsletter	◇ Charity events
◇ Networking	◇ Online ads/banner ads
◇ Flyers and brochures	◇ Coupons
◇ Sales Letters and direct mail	◇ Email
◇ Cinema ads	◇ Gift Certificates
◇ Postcards	◇ Word-of-mouth
◇ Viral marketing	◇ Blogging
◇ Website	◇ Business cards
◇ Cell phone texting broadcast	◇ Forum posts.

### Marketing collateral

When you are planning your attack on your chosen market segment, you need to consider marketing collateral. You have access to many different channels to communicate your message to your segment.

The words and images you use to communicate that message are important.

The latest buzz word is **‘touch points.’**

Basically, touch points mean how the message can get in touch with your prospects and customers.

While these various marketing collateral can all add value, the best advertising is getting people to see and try out the game.

For example, try running demo games be it at a festival, at a busy adventure park or shopping mall, as long as they all have passing trade.

### Types of promotion

Promotion involves disseminating information about our product and brand.

It comprises four sub-categories:

- Advertising
- Personal selling
- Sales promotion
- Publicity and public relations.

Advertising is often the first thing that comes to mind when thinking about marketing.

# YOUR TICKET

TO A GREAT **NEW** ATTRACTION



STATE-OF-THE-ART  
**GAMING GUNS**



INSTANT ACCESSIBILITY TO  
THE "GAMER" GENERATION



EASILY BOLTS ON TO YOUR  
EXISTING ATTRACTION



INDOOR/OUTDOOR OR  
MOBILE LIVE COMBAT



NO AMMO or MESS



MAX FUN



**PATENT  
PENDING**

**INFLATABLES**



WE ARE ALSO THE EXCLUSIVE MANUFACTURER  
OF THESE TOUGH PORTABLE -INDOOR /OUTDOOR  
BUNKERS, PILLBOXES, BUILDINGS AND WALLS

+61 (0) 7 3100 1377

BattlefieldSports.com  
aunz@battlefieldsports.com



**BATTLEFIELD  
SPORTS.COM**

MADE IN AUSTRALIA  
OFFICES WORLDWIDE

Example print ad.

While TV commercials are usually considered to be the most effective mass-market advertising format, they are often out of reach of the marketing budgets for small and medium size businesses.

Advertising can include everything from common methods such as:

- Billboards
- Flyers
- Cinema
- Radio
- Newspapers & magazines, and
- the internet
- to more flamboyant methods such as sky-writing.

*What are the best advertising methods for you?*

Make a list of all the advertising methods you currently use and by what proportion. Plot the proportions on the media wheel (see diagram).

Sign into the online Battlefield Sports University and there is lots more useful tools and marketing ideas for you to use. If you don't already have access to the BFSU, please contact your local agent to find out how.

The university has useful stuff such as:

- Image library including photos of our go-to gal "C.O. Siren"
- Media release templates
- Brochure ideas
- Coupon examples
- And much more!

**Print**

Other successful marketing actions have been targeted such as newspaper ads.

These periodicals are aimed directly at one or more of your target publics.

Because the eyeballs that see your ad are the really the ones you want, it is a cost-effective strategy.

On the next page you can see an example of a print ad we have used in the past.

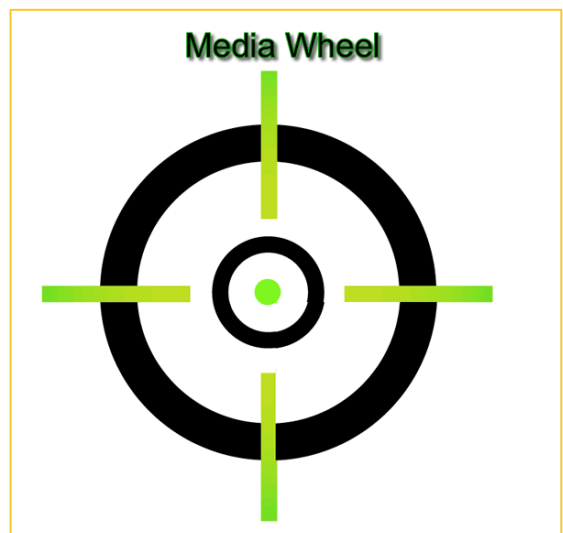
**TV**

When launching into a new business, some budget could be allocated to a good television and/or cinema advertising program.

When people can see an audio-visual example of how much fun Battlefield LIVE really is, they quickly grasp the concept.

While of course prime time shows have the most impact, they are also the most expensive to advertise in.

When considering TV, there does not seem to be any particular advantage in choosing





particular television shows because our target audience is so broad.

Re-runs of old favorites such as *M\*A\*S\*H*, or late night shows, often have the most number of possible viewers for the dollar spent.

Consider the demographics of the show's audience.

For example, if you are going for teens then a reality TV show like **Project Runway** (particularly the behind the scenes Models version) could be just the ticket.

Many operators have had success in regional cable networks such as MTV advertising in the counties in the immediate vicinity of the battlefield.



Unlike a store in a retail mall, in some cases, battlefields are not positioned to get passing trade.

Rather the venue **is** the destination. This means that more budget needs to be allocated to direct advertising as a percentage of turnover.

Our experience is that 14% to 20% (especially during start-up) of the turnover desired should be directed into a combination of TV advertising

supported by follow up direct marketing to your database.

In regions where the television covers a large geographical area, consideration should be given to using cinema advertising as well.

The advantage of cinema is that it is possible to target specific locales.

Other options, such as on cable TV, you can select to advertise by zip code.

## Web marketing

An important piece of marketing is your web site.

The purpose of your web site is to:

- Generate qualified traffic, that is to entice visitors to come to your site, and
- Produce conversions, in other words, get the contact details of these visitors so you can build a business relationship with them (e.g. an email address or a phone number).

There are two basic ways to generate this traffic. These are either:

- via the 'natural' database, the 'free' listings
- and/or through the 'pay per click' online classifies.

### **The 'natural' database**

When I say 'free' listings, it is not always actually free.

'Free' listings often require a submission fee. For example, Yahoo's Express Submit costs \$299, but your site is guaranteed to be reviewed within seven business days.

However you can submit for free to Google. This is significant because Google gets around 64.2% of all search engine traffic.

This equates to billions and billions of searches every day.

According to a recent ComScore survey of the US search market Yahoo, which gets about 17.9% of search engine traffic and Bing (Microsoft sites) 13.8%. The “Ask” network had just 2.7% while AOL only got 1.4%.

Interestingly, the Google database also powers Dogpile, and Alexa.

Actually, Alexa is a nifty little application.

You can type in your web address and see who links to you.

Having good linkages is one of the elements the Google engine considers when analyzing your ranking.

Getting a top ranking is vital in the natural database.

The element that is paramount to success in the natural database is **content**.

## You’ve all heard it: content is king.

What constitutes content? Here’s some ideas:

- Reviews of your gaming guns
- what model your gamers’ prefer
- perhaps a poll.
- News from your battlefield
- an ezine or intelligence updates.
- testimonials,
- case studies, and success stories from your battlefield.

Together content and page rank gives you a top position.

But just as content is king there is a new tsunami on the horizon: video. **Video Content is the New Emperor.** Google bought YouTube in 2006 for \$1.65 billion. I think it was a savvy investment.

lab reported last month that more than 48 hours of video content is uploaded to YouTube every minute, which is treble the amount witnessed 6 months ago.

Only 6 years old, YouTube revealed that the video site attracts **3 billion views a day**, up 50% compared to last year.

The great news for your battlefield business, is that our game makes great video.



### ***How to boost web traffic?***

Keywords are the secret to boosting traffic to your web site.

First you need to decide which keywords you want to focus on. Basically, you want popular terms with less competition.

Google adwords has a free tool which lets you know the popularity of a keyword or phrase and roughly how many other web sites are competing with you on this.

Write down the Top 10 keywords appropriate for your business. To get you going, here are a few suggestions:

- Live gaming
- Laser Tag
- Laser Combat
- Laser Skirmish
- Battlefield LIVE
- Combat games
- Missions and scenarios
- Stag and hens
- Team building exercises
- Staff Christmas Parties
- Birthday party invitations.

Whether you create your own web site or have someone do it for you, many people write in the home page's title '**xyz & associates events**' as the name of your company.

However, since your business is likely not to be a household name (at least not yet), then most people are likely to find you using a keyword, not your business name.

For the best results repeat keywords **in your** page title tag.

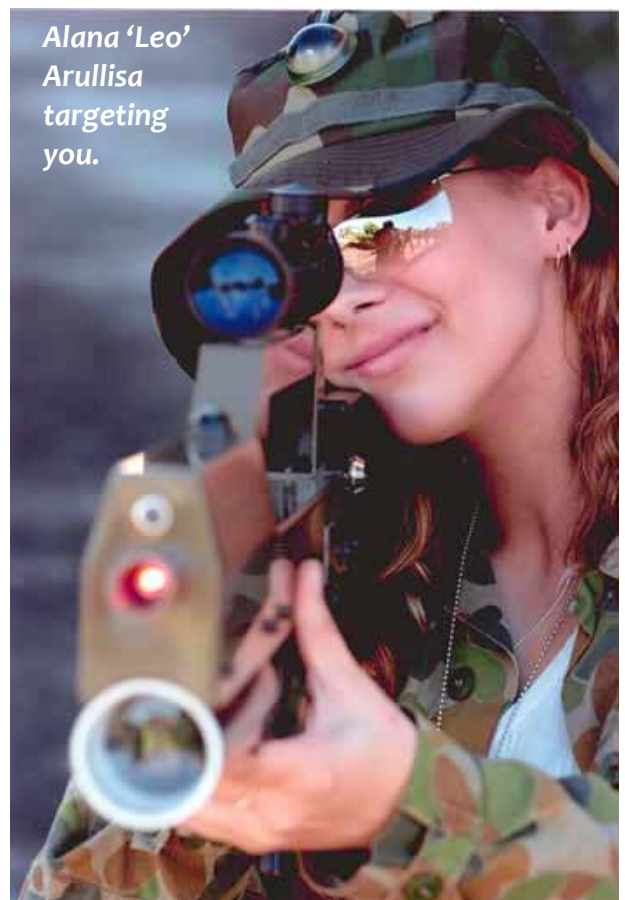
Choose one of the keywords from the dot points above, or create your own, and put them in the very first spot in your title tag.

It will look a bit like this:


**<title> team building exercises Los Angeles, corporate picnic days by Battlefield LIVE Orange County CA </title>**

You might have noticed, also included in this example title tag is the name of the city and State. This is a great way of localizing your search.

Once you've selected your keywords, repeat them



*Alana 'Leo' Arullisa targeting you.*



in your text. After all, the purpose of your web site is to showcase your product range with powerful sound and vision, offer relevant messages and have a strong call-to-action.

It is important to refresh and update web content regularly so repeat visitors always find something new (i.e. a different and compelling reason to contact you) at each visit.

### **Pay per click**

The other way to boost traffic to your site is by paying for it.

Basically the concept is pretty simple, you select your keywords and choose how much you are prepared to pay for each click through.

There are three major providers of this service:

- Google
- Yahoo and
- bing (Microsoft).

You can track your progress using Google ‘Analytics.’

Using Analytics, you pop a little bit of code on each of your web pages, then you can see your traffic statistics, and follow who has visited, and how they found you.

To find out more see:

<http://www.google.com/analytics>

Having your own web site is great in that your prospective gamers can find out more information about your services after seeing the primary advertising on television or radio.

According to a recent *Business Review Weekly* (BRW), most companies use their websites as a lead-generation tool.

We have a lot of feedback that a listing on web portal helps generate new enquiries. But the BRW study they found one in five email enquiries are ignored. So get into communication!

### **Word of mouth**

In the long term, positive word of mouth generated from offering an excellent experience to the gamers, is the key to developing a good reputation.

We’ve all heard the tale if someone had a great experience they told two friends about it, but if they had a bad experience they told five people about it.

In business, reputation is the key to long term success.

### **The buyers’ experience**

Your customers’ experience in purchasing your products and services is an important part of marketing.

Elements such as interaction with your staff (both on the phone and in the field), and **point-of-sale displays** and signage combine to form the entire purchase experience.



### ***What are the best personal selling methods?***

Experience shows that a new operator needs to make a long term commitment to build a new region.

This is because Battlefield LIVE is such a new product to market.

With persistence and ensuring a good reputation, word of mouth advertising kicks in to drive profitable sales with less reliance on paid marketing.

One of the most crucial factors in the success of the promotional strategy is personal selling, either by telephone or face to face.

Direct approaches to summer camps, scout groups, sports clubs and youth groups can be very effective especially, if the exercise is sold as a fundraiser for the group.

Battlefield LIVE is a team oriented entertainment that is fun for all. Organized groups should be the target for personal selling.

It is viable to offer a large organized group a significant discount on the normal advertised price so the organization can make the difference between the advertised price and the discount price.



A good personal promoter can win a lot of business cost effectively without having to do significant paid advertising.


The Battlefield LIVE business suits the person that loves meeting new people, and makes friends easily.

Once the customer has called, you or the call center staff start the selling process.

We have a phone drill all of our staff are familiar with to ensure that what we let our prospects know about Battlefield LIVE on the phone, is consistent with their experience on the Battlefield.

A party host on the battlefield is a valuable component of your customer service and personal selling strategies.

Used extensively by bowling alleys and other family entertainment centers, party hosts are a valuable member of the team.



Armed with brochures and knowledge about other product offerings, party hosts can build rapport with customers and cross-sell.

***What are the best sales promotion methods?***

Sales promotions are non-personal promotional efforts that are designed to have an immediate impact on sales.

Sales promotion is media and non-media marketing communications employed for a pre-determined, limited time to increase consumer demand, stimulate market demand or improve product availability.

One of the best ways to undertake sales promotion is contests and award certificate prizes.

We ran a very successful ‘proud as punch’ competition, (where parents entered why they were proud of their kids).

This was in conjunction with our “Mom this is the best birthday ever” radio ad. It worked a treat.

Taking a note out of the KFC book, why not offer award certificates to local sports clubs or soccer teams in your area?

## **Put out your Shingle**

Ok, we know it sounds obvious but putting out the ‘shingle’ really does work. It is vital that your venue is well signed.

Once you’ve established your business the next step (after creating a website and opening a business bank account) usually is to “hang out your shingle.”

We have many people find us just from the directional sign we have on the highway.

It is even more important if you are a mobile operation.

Your signage must answer the key question: “What is it?”

Make it easy for people to find you!

**STEP 1:**

Collect your marketing collateral, i.e. your business name, logo, tag line, corporate colors, and fonts. It is a good idea to decide on a uniform look and feel across all of your marketing. (For an example of a “style guide” refer to our Battlefield LIVE style guide in the Battlefield Sports University.)

**STEP 2:**

Decide on what signage you need. This will depend on your business model; if you are operating a mobile business then easily movable banners is a good choice. If you have a fixed venue, such as a theme park, then a billboard might be the way to go.

Premises often require fascia signs, directional signs, parking signs, information signs, “A” Frames, banners or even flags.

**STEP 3:**

Company cars and trucks are a valuable marketing platform which will get your busi-

ness noticed. Vehicle graphics should be eye-catching but not have too much information; otherwise it could be overwhelming for the viewers. Remember to include your web address on everything!

#### STEP 4:

Signs outside your battlefield help guide your gamers to your gate. Motorists only have milliseconds to read & absorb your message. *"We have tracked that 75% of our business this summer has come from our signs,"* said Toria Dean from Battlefield LIVE Pembrokeshire. NOTE: Normally a highway billboard has a maximum of 5 words on it.

The 'copy' or text should not be less than 20inches (50cm) high, preferably about 40inches (1m) high, so they are legible from the Interstate (motorway). Ideally the colors would be highly contrasting to promote easy reading.

Jonathan Jerrold from Wildtracks in East Anglia also uses a roadside billboard to good effect *"This sign generates a lot of interest,"* says Jonathan. Use symbols as well as words to convey the meaning. For example an icon of a telephone is quickly recognizable and takes up a lot less space than 'telephone' or even 'phone'. Comfort signs are useful, you know the ones:

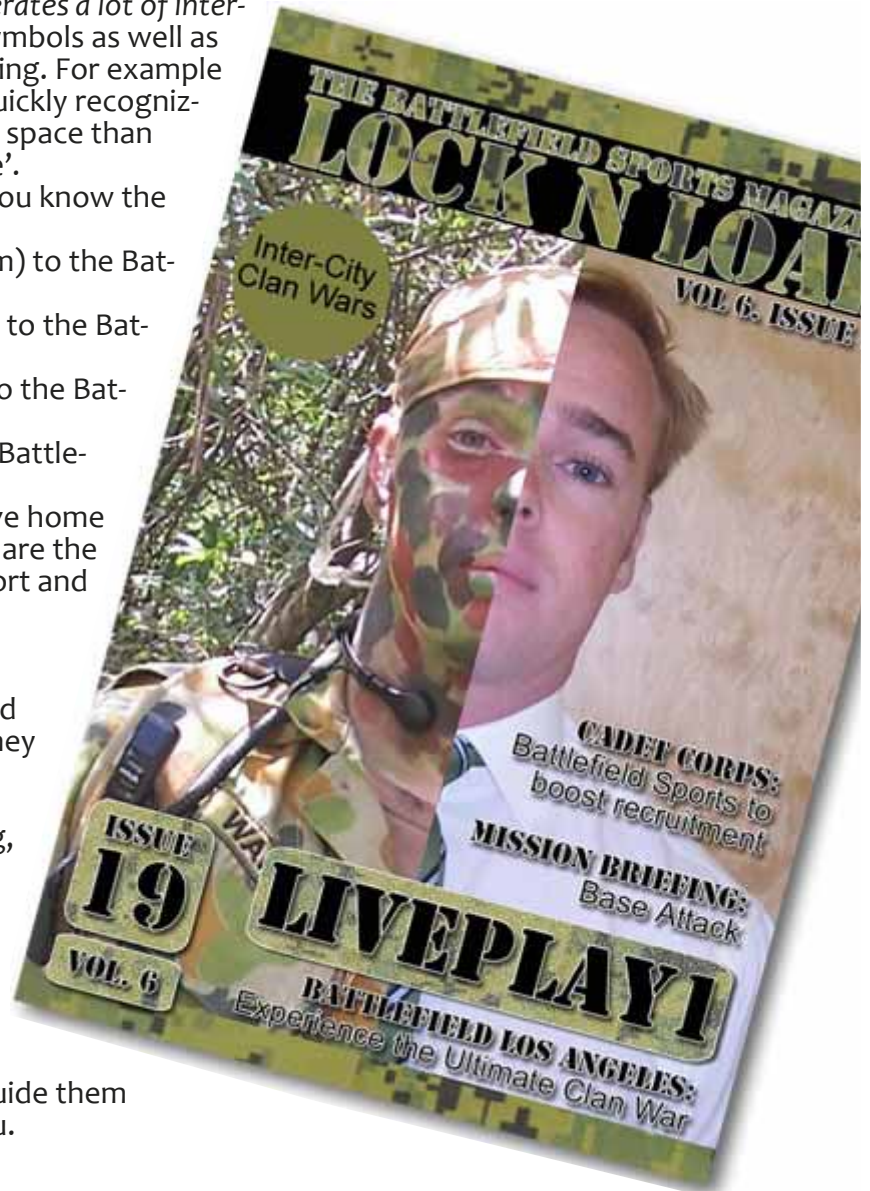
- 10 miles (or 10km) to the Battlefield
- 5 miles (or 5km) to the Battlefield
- 1 mile (or 1km) to the Battlefield
- Next left to the Battlefield etc

Check them out as you drive home today, and see which ones are the best. Are the messages short and punchy?

#### STEP 5:

Signs within your battlefield help guide your gamers. They could include health and safety signs, information boards, reception branding, or point-of-sale graphics. Remember, have just one phone number as your booking line, that way it will be easier for your audience to remember it.

Once they are in the front gate, guide them through the process of buying you.







From where to park, where to ‘enlist’ even down to where to find the ‘latrines.’

### Customer Relationship Management

After the customers have actually bought something from you, that is when the real work starts.











While it is easier for a customer to buy from you again, it is still vital that you offer great customer service to ensure they keep coming back. Communicating with your customers, building a sense of community with them is important.

## Lock n Load

You might start a regular magazine or newsletter to keep your customers up to date. For example we first published ‘Lock n Load’ in 2001.

It has grown from a simple black and white double sided sheet to a multi-page full color magazine.

The national loyalty manager of Ford, Michael Davey, believes a magazine is the best direct marketing device for building a positive brand image. “The magazine is much more of a soft sell tool to inform customers of our services,” said Michael.

	<b>Private First Class (PFC)</b> 20 Deployments		<b>Lance Corporal (LCpl)</b> 45 Deployments
	<b>Corporal (Cpl)</b> 75 Deployments		<b>Sergeant (Sgt)</b> 110 Deployments
	<b>Staff Sergeant (SSgt)</b> 150 Deployments		<b>Gunnery Sergeant (GySgt)</b> 200 Deployments
	<b>Master Sergeant (MSgt)</b> 260 Deployments		<b>Sergeant Major (SgtMaj)</b> 330 Deployments
	<b>Master Gunnery Sergeant (MGySgt)</b> 410 Deployments		<b>Sergeant Major of Battlefield LIVE (SgtMajBFL)</b> 500 Deployments



*“It’s a neutral way of promoting ourselves with articles written by journalists.”*

*“And it’s not just a Ford brochure of an in-your-face sales services.”*

*“The magazine gives us the ability to showcase our products in a different way, through life-style content and issues that go beyond a blatant sales push,” he said.*

 <b>FOREST WARFARE</b> Won a clan war in the forest	 <b>URBAN WARFARE</b> Won a clan war at an urban field	 <b>HOT WEATHER SERVICE</b> Played in 40°C/105°F heat
 <b>ARMOURERS CITATIONS</b> Owns their own gun	 <b>2006 CLAN WAR WINNER</b>	 <b>FOUL WEATHER SERVICE</b> Played while it is storming
 <b>SQUAD LEADER</b> Regularly leads a large squad	 <b>CLAN WAR PARTICIPATION</b> Has participated in a clan war	 <b>MEDICAL SERVICE</b> Been a medic in at least 5 missions
 <b>SCENARIO DEVELOPMENT</b> Developed their own scenario that has been used	 <b>L.A.R.P. ACTOR</b> Acted in at least 5 L.A.R.P's	 <b>NIGHT TIME SERVICE</b> Played at night

## VERTERAN LOYALTY PROGRAM

Another cool idea is a loyalty program. In keeping with the military theme you could create a ranked gamers club. Our veterans, as we like to call them, are all those gamers who have played at least 20 deployments.

Once they have played 20 times they become eligible to be a Private First Class. As gamers add more deployments, they progress up the ranks.

Likewise, as gamers undertake more challenges, such as foul weather, clan war participation, Live Action Role Play actor, night fight missions they earn various citations.

As well as loyalty deployments, veterans are able to purchase special uniforms and accessories.

They also get their citations and deployments listed on the web site under their special gamer code-name.

This helps create an esprit-de-corps.

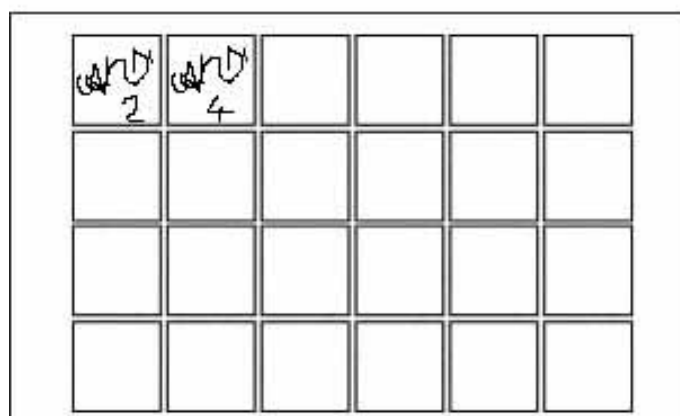
## A Rewards Program Step by Step

The aim of the Battlefield LIVE veteran program is to reward regular gamers and give them the recognition they deserve while attracting new regular gamers on an on-going basis.

We are creating a sub-culture with Battlefield LIVE as its central focus. Inspired by military reward systems for both enlisted and officer ranks, the Battlefield LIVE veterans rewards gamers for playing more often and for their contributions while playing.

Here's how it works.

Every gamer is issued a membership card the first



## A GAMER'S REVIEW...

'Clan Legion of Felix' is a multiple clan war winner. They are also the winning of the inaugural national competition. Co-captain of the clan, Adam 'Raven' Natakuapa is also the reigning champion of the Brisbane tournament series.

In fact, Raven is one of the best gamers on the planet. "I play Battlefield LIVE for a rush. I have been playing for about six years now," said Adam.

"It is as close to the real thing as you can get, more so than PC or Xbox games," he said. "I have always loved the bush battlefield and thought nothing could compare to that feeling."

"That was until the gaming inflatables, with fast paced games and close combat battlefield. It is a whole new game," he said.

The sub machine gun called the Scorpion is Raven's preferred choice of gaming gun. The Scorpion usually comes in the gun metal grey/black color combination. It is a well-rounded, easy to use gaming gun. "Your adrenaline is pumping the entire game," he said.

"The games are so fast you

*(Continued on page 115)*

time they play. (The card also proves that the gamer has completed their membership form / insurance waiver.)

This card is used not only to track if the gamer has played before, but also how much they have played.

One deployment is equal to 30 minutes of on battlefield game play.

On the back of the card the enlistment officer, the person who registers gamers to each session, (i.e. the person who takes the money) initials a square and notes the number of deployments.

The next time they play this is updated with the total number of deployments.

Once a gamer has enough deployments, they receive the rank of Private First Class (PFC) then we ask them to fill out a new ranked gamer slip.

This slip is then used to add the gamer to our enlisted ranked gamer database, put them on the website, and send them a welcome letter, plus certificate.

A print out of this database, including:

- the gamer's call sign
- Real name (or 'street' name)
- Rank
- deployments and
- Citations.

This is sent out to the field. When a ranked gamer plays, we update their card and the sheet.

This allows us to update the website with their new deployments and citations. Other merchandise links in with our veterans loyalty program.

Once a gamer has played 20 times they are eligible to become a Private 1st Class (PFC).

They can buy insignias and patches for their rank. Plus they get their photo on the web site.

Listed on your web site next to their code name are all

*(Continued from page 114)*

don't even have time to reload! You have to move, aim, and shoot as quick as you can," he said. While the SMG is a shorter in range than a carbine or a sniper rifle it is an ideal CQB gaming gun.

The gaming gun has more than enough range. Its range is approximately common combat range of up to 330ft (100m), but when configured with in "long" range tests have exceeded 660ft (200m).

"Stop: you'll die," said Adam.

"You have to make every shot counts because if you reload someone's coming through that door way," he said.

This gaming gun has a high fire rate and reloads in just 4 seconds. Because the infrared emitter and barrel are positioned close to its red dot scope, the Scorpion is easy to aim.

"So now I can enjoy both bush and urban, both stealth and room clearing while playing Battlefield LIVE," said Adam.

the citations that they have earned. Citations are awards that are granted to gamers who have performed a meritorious or heroic act, usually in the face of an armed enemy.

The enlisted gamers are able to show their rank on the field by purchasing an insignia.

Insignia patches are placed on the right upper arm, approximately four inches (10cm) below shoulder seam.

However, placement should be centered between shoulder seam and elbow during wear.

The insignia should also be facing outward with chevrons pointing upward.



'Smokey' & 'Zev-va' in

	10 - 14 games		15 - 29 games		30 - 49 games		50 - 74 games
Private		Private (Grade 2)		Corporal		Corporal (Grade 2)	
	75 - 99 games		100 - 129 games		130 - 169 games		170 - 199 games
Sergeant		Sergeant (Grade 2)		Sergeant (Grade 3)		Gunnery Sergeant	
	200 - 249 games		250 - 299 games		300 - 349 games		349 + games
Gunnery Sergeant (Grade 2)		Gunnery Sergeant (Grade 3)		Master Sergeant		Lieutenant	
	Respawner STAFF		Respawner 6 Months STAFF		Mission Director STAFF		OWNER STAFF
Captain		Major		Colonel		Brigadier	
<b>% = when games reached discount applied to price</b>							








On the field there are opportunities for the gamers to earn citations. Some are more difficult to earn than others. Listed below are a few of our citations and how to earn them.





**As they say, membership has its privileges.**

As an enlisted gamer they are entitled to a discount on merchandise such as the rank insignias, camouflage clothing, and the higher ranks receive discounts on games.

	<b>SECOND LIEUTENANT</b> STAFF WITH LESS THAN SIX MONTHS OF SERVICE		<b>FIRST LIEUTENANT</b> STAFF WITH GREATER THAN SIX MONTHS OF SERVICE
	<b>CAPTAIN</b> LIVE PLAY C.O.S WHO HAVE COMPLETED THE CAPTAINS' COURSE		<b>MAJOR</b> HEAD LIVE PLAY C.O. AND STAFF TRAINER
	<b>LIEUTENANT COLONEL</b> BATTLEFIELD OWNER		<b>COLONEL</b> BATTLEFIELD SPORTS EXECUTIVES
	<b>BRIGADIER GENERAL</b> BATTLEFIELD SPORTS FOUN- DER		

All enlisted gamers also receive weekly emails letting them know what missions are being run on the week end, upcoming events and updates.

We also run a Ranked Gamer Session (RGS) where all players need to be ranked PFC or above. These sessions are run simultaneously with the beginner sessions.

These Live-Plays are a lot more difficult than the beginners games, and offer the ranked gamers a chance to hone their skills.

### **Battlefield LIVE officers**

We use the officer ranks to show the different levels and positions of the staff. Staff can also earn citations.

The idea of ranks and insignias while may seem a little corny to some, really do help both the gamers and the staff get into the zone of participating and running a milsim game.



## **The Merchandise**

A particularly fun and profitable part of your live gaming business is your merchandise or souvenirs.

You can sell all kinds of merchandise such as products with your logo on them such as:

- baseball caps
- Apparel
- bumper stickers
- Dog tags
- Camo loot bags (goodie bags/sweet bags)
- veteran rank insignias, and
- even coffee cups.

The list is pretty much endless, as long as it keeps in with your overall theme.

You can order these products through organizations that specialize in promotional items. Check your local Yellow Pages or search on Google.

Either way they are pretty easy to find.

A great hint is to make sure **everything** has your phone number on it.

One clever souvenir is actually a photo or video of the group or gamer. Theme parks do this really well.





They have strategic positions where video cameras are positioned to capture a cool photo of the groups as they pass through the ride or attraction. Likewise you can organize a 'before and after' shot of the gamers.

Capturing this moment in history is pretty cool, especially for first time gamers. If given permission, you can also upload these photos and videos onto your website.



This can encourage others to contact you with bookings. For example if you do a group from Wells Fargo then a social group from the Bank of America might also consider a reservation.

Can you list out themed merchandise that would suit your field? Here's a start:

- Dog tags
- T-shirts
- Coffee cups and mugs
- Key-rings
- Tactical torches
- Camo paint
- Stickers

- Scrim net
- Camo outfit (BDU)
- Camel pack (water container)
- Water bottles
- Insect repellent
- Maps of your battlefield
- Chocolate!

Not all mementos need to be for sale.

You can combine them in a package.

Or you can have special gifts that are reserved for tournament winners.

## Certificates and trophies

Certificates are inexpensive to produce, but are a great memento and the gamers love the recognition of a job well done.

Once you have the design, you can print them out at your office on nice stock paper. We also give away a lot of gif certificates.

For birthday VIPs we always give them a gift from us, such as a certificate for them to come along and play again for free, next time.

Plus, we have a certificate for participants and winners of tournaments.

While they are pretty cheap to produce, the recognition is really important to the gamers.

For example, we have given away a pewter figurine called ‘Sharpshooter’ or spent bullet cartridge mounted on a plinth as trophies.

## Grand Opening—How to put the GRAND in your grand opening

We recommend your official grand opening be approximately **6 to 8 weeks *after*** you receive your gaming guns.

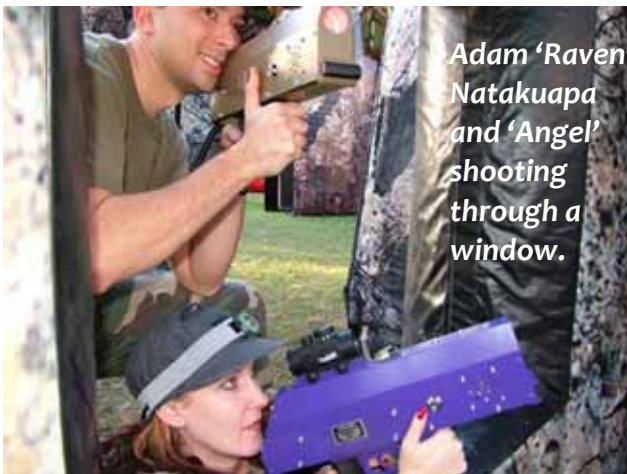
**That’s right 2 months AFTER you receive your gaming equipment.**







*Lynette 'Leagie' Kim Sing issuing a mission briefing*



*Adam 'Raven' Natakuapa and 'Angel' shooting through a window.*

Plan your grand opening ceremony for high traffic time.

Since you are launching an entertainment facility, an optimum time is during the weekend, late Saturday morning or early Saturday afternoon, say between 11:00am to 3:00pm is the often best time to increase guest attendance.

However, it is also a good idea to run a pre-opening media event, such as on the Friday before, in order to acquire media attention.

Journalists have families too, and are less likely to be working on the weekend.

### **Budget**

You may not have the same budget that Ikea or Wal-Mart have for one of their store launches, but it is important to decide on, what you want to do and how much it will cost.

We recommend including this expenditure in your business plan under your first year's marketing spend.

### **Invitations**

Consider who you're trying to reach. Ideally, you want to target your future customers. But you also need to consider your:

- Suppliers
- the media, and
- community stakeholders.

The first thing to do is invite people from within your sphere of influence, i.e. past business contacts, friends, and family.

You need your core support group there as well as influential business people that you have a rapport with.

To save on costs, for example, your cousin might own a local restaurant, ask him or her if you can negotiate discounted or donated food for the event in exchange for free team

building or employee of the month prizes. Use all of your 'grassroots' marketing you can to promote the event.

Get online:

- post to forums
- send out invitations
- put a blurb on all advertising/direct mail announcing the event
- have give away items with your logo on it.

We have also found it effective to send out an electronic invitation/media alert to the local media, summarizing the grand opening details before the event. This is not really an invitation, but more of a news item. Since some members of the community might be a bit hesitant about teens playing war games, it would be a good idea to invite an authority on teenage obesity who can talk about how getting the youth more active will help society.

If you can't get an academic, incorporate these trends and facts into your own speech.

Likewise, if you can get the local mayor or state Governor there to support your new enterprise. Look who's to say if they will come. But if you don't ask, you'll never know! I'd start from the top, and work down. :-)

Here are some more suggestions:

- Chamber of Commerce officials and other business leaders (if you haven't joined yet, become a member!)
- The mayor, city council, and all other important city, country and government officials (the more the better!)
- Anyone who had anything to do with building your location: contractors, bank officials, etc. (they helped too and want to see the glory opening)
- Local business people and neighbors (it is important to have friendly relations with your neighbors), and of course
- The press.

### **When to invite them?**

Mail your invitations two or three weeks ahead of opening day.

Politicians have busy schedules so invite them six weeks prior to the event. Two or three days before the opening, follow up on your invitations with



phone calls. If you know a big name football or baseball star invite them along too.

### **Heck, invite everyone!**

#### **The soft opening**

This is where you get your family and close friends to come out and try it as ‘guinea pigs’. No big hoop-la here. This is simply a dry run.

The key is to begin planning early.

It usually works out best to plan the grand opening event a month or six weeks after your actual opening.

This allows for the unexpected such as delays in opening, working out the kinks once up and running, and giving staff time to get comfortable in the operations. You might want to even role play through your planned order of events so everything goes to plan on Grand Opening Day.

#### **Plan the opening**

Create a timetable for the day, and decide on who is responsible for what. For example:

- Ribbon cutting ceremony (where and when)
- Your company official or spokesperson (work out who is doing the talking, the event needs a master of ceremonies)
- Refreshments
- Door prizes and/or draws
- Serve coffee, sausages, punch and cookies.



throughout the day.

- Have hands-on demonstrations of the gear.

Drape your battlefield's entrance with bunting. You'd be astonished how many people find your battlefield for the first time just from driving by and seeing your sign.

On the day, run promotional attention getters. This is to keep the excitement and energy going

But keep the activities in theme, and make sure the activities you choose are in keeping with what you plan to do on an on-going basis.

This way, you are more likely to attract to your event the people who want to patronize your business in the future.

For instance, you might have a balloon release (check with your local authorities to see if a permit is required) but all the balloons are camo - or at least tan, green, and black.

You might have a quick draw competition. Or 'how to build a bunker' demo.

### **Promote, promote, promote.**

You need to let people know that you are open for business. We recommend a series of press releases six weeks, four weeks, 10 days and a few days after the event.

This sort of public relations can double the effectiveness of your advertising.

When you tell the public about your business in an advertisement, you are essentially saying how good you are.

But when a newspaper writes about you or radio host tells the public about your business they are the judges of your service.

Drop into the local newspaper, newsrooms, introduce yourself, and chat about your new business.

Send media releases about the opening, observing carefully the deadlines of your local media.

### **The Art of PR**

One of the best ways to promote your business is through Public Relations or PR.

PR is the deliberate, planned and sustained effort to establish and develop a mutual understanding between your business and its audiences or 'publics'.



Perhaps the best method of promotion of all is PR. For the live gaming industry the best of the best is TV coverage.

Television shows are the most effective because they show the game in action.



Our business got a huge boost when we were featured on the number one, prime time, national network lifestyle TV show 'Getaway'.

We had 70,000 hits onto our website the first hour the show went to air. But even local and cable TV shows can have a good impact.

Battlefield Sports has been profiled by numerous lifestyle programs and most recently, business TV shows.

Together our gaming guns and cool missions form a live computer game. More because our service is topical the media are keen to tell this good news story.

#### PR Tips & Tricks

List your name, address and phone number in the upper left corner of every media release, so journalists can contact you for additional information. Put the release date in the footer of every media release. This is the date that you want the story to appear.

A simple verbal "thanks" is in order for journalists who use the story, but don't go overboard.

Sending gifts is inappropriate. Also, never badger them if they don't use it.

In fact this is why we recommend a series of press releases. The paper may be full the first week you send through your release but when the second one arrives it is a slow news day and hey-presto, you're in!



*Charles Slade, Phil Binder and cameraman Wayne Lynch shooting the 'Business Success' TV show.*

Always remember reporters see a huge amount of material every day. They are happy to use the stories they think are interesting, and they will not use stories they do not think are interesting.

It's that simple.

**Luckily for us, most people think Battlefield LIVE is interesting!**

Always provide at least one photograph with every release to newspapers. This is one of the reasons why we recommend the grand opening be a while after you receive your shipment. That way, you have time to get some good high-resolution photos.

A good photograph greatly increases the chances that your release will be used, even if they don't publish the actual image. Executive Producer, of the TV show 'Business Success', Andrew Vincent, added:

*"Battlefield Sports is at the forefront of their industry."*

*"Having created a new sport of Battlefield LIVE, and their innovations, made them an obvious choice to appear on the show," said Andrew.*

### **Winning awards**

The key to cut through PR is events.

Every time your business does something newsworthy, such as winning an award, there needs to be a press release.

Moreover, entering and winning business achiever contests create credibility.

Even being a finalist shows that your group has been selected out of the crowd for acclaim. It also gives you content to write about in your press releases.



*Characters from  
McLeod's Daughters  
Stevie and Alex seal  
their victory with a kiss.*

### **Brand Cameo**

It's been done for years by the big brands, and there is no reason why you can't link into this.

Here's an example that worked well for us...

'McLeod's Daughters' television star, Simmone Jade Mackinnon, aka Stevie Hall, and screen hunk, Aaron Jeffery, who plays bad boy Alex Ryan, teamed up with the rest of the cast for an on-screen battle as a unique way to celebrate their stag and hens' night.

Viewers tuned in 'in droves' to watch Jeffery, this year's Gold Logie winner for the Most Popular Actor. (The Logies are the Australian version of the Emmy Awards.)

And Mackinnon, the former Baywatch star (who hung up the red bathers for cowboy boots and riding crop) went head to head in prime-time in a game of Battlefield LIVE.

Using the gaming guns supplied by Battlefield Sports, the episode plays out the storyline of a unique celebration of a combined bucks' and hens' party.

Fans of the show also picked up a copy of the popular 'TV Week' magazine to see a two-page color spread with numerous of photos previewing the episode.

Dustin Clare, who plays Riley Ward on the show, admits that this episode was a blast to film: "The girls band together, as they do, and the boys split apart, commando style."

*"My character, Riley, takes it very seriously because he's ex-army," he said.*

*"It was very funny."*

It is great that the producers at the Nine Network (which is affiliated with the American CBS Network) chose to use our gaming guns for this plot twist as it shows the versatility of our equipment.

*"It was girls versus boys, but it was all's well that ends well with the characters Alex and Stevie sealing their victory with a kiss," she said.*

### **Some advertising tips**

Plan a campaign with a series of inexpensive small-space teaser ads to run the week before opening, and large space announcements in issues before opening day.

It has been found that a series of ads will have



**Phoenix playing  
Special Ops.**

more effect (even if they are small) than just one lone ad.

Messages in the announcements columns are inexpensive and have a high readership.

Radio spots during the last three or four days before the opening are very effective.

If it is within your budget you might like to consider a live broadcast from the battlefield on opening day. But make sure the radio station you choose is consistent with the types of people you want to target.



## Staff

You might want to roster on extra staff for the grand opening day.

You want your business to look professional. Have them all in your **corporate uniform**. (We recommend polo shirts and caps with your logo on them, combined with camouflage pants and black boots.)

Make sure your staff know how to demonstrate the gaming guns. The staff also need to smile and be friendly to your guests.

Ok, I know this sounds obvious but you need to let them know! Likewise the staff need to know the 'product,' how much the team building program is, how much the birthday party is.

To support this print simple one page flyers on each of your offerings so the staff can hand them out.

## Wrap up

Keep good records. Have a grand prize that can be entered using business cards at the event. Have back up registration forms - not everyone has business cards - keep this with the rest of theme.



For example, you might like to have a duffle bag or ammo box as the entry box. Use the entry forms/business cards to build a mailing list.

Finally, don't worry if you had less than expected people at your grand opening. Often people can't make it on one particular date. That's why we suggest having a grand opening month, with special discounts and offers for the first several weeks.

## Leaving a legacy

Once you are up and running you probably want to put something back into the community. Generally there are two ways for your business to leave a legacy:

- Supporting local community organizations, and
- Sponsoring clans.

We get approached quite often by schools and not-for-profit organizations for support.

A way to spread the good word about your business is to give away gift certificates as prizes for cent auctions or raffles.



## Clan wars

Clan wars are tournaments aimed at the most experienced gamers that want to challenge each other for trophies or cash or other prizes.


Operators run local, regional, State, and even National clan wars.

A typical clan consists of five veteran gamers. The reason why a team of five is ideal is in alignment with small group communication theory. There has been a lot of research that teams of more than five people start forming factions.

More, it is the number of people you can fit in an average car!

Clearly in a clan war there are many clans competing, which is quite different from the standard two team format normally found at Battlefield LIVE. This means the format for a tournament must be different from normal casual sessions.

Clan wars are held in just about any terrain.



However, recent experience has shown that gaming inflatables is the optimal way to handle these events because of four reasons.

**First**, we recommend gaming inflatables for competitions because missions last between one and three minutes, so it is easy to have many rounds played over a few hours.

**Second**, the tight terrain means the missions can be well supervised by the referees, which compares favorably with the challenges in tournament conditions of a wide expanse forest where most gamers spent most of the simulation out of view of the staff.

**Third**, gaming inflatables enable the clan war to take place in a small geographic area. The inflatables provide very good line of sight blocking cover. This means the cover that can be very dense. This terrain density means a clan war can be operated on 2,500 square feet (approx 250 square meters) although 9,000 square feet (approx 835 square meters) is optimum.

**Finally**, gaming inflatables are great for spectators. If you have bleachers or a grand-stand then the other clans and spectators can see all the action. If the event is to be televised, then the gaming inflatables ensure that the audience is up close and personal with the game play.

In a forest location, clan wars are structured so that there are one or two objectives but there might be multiple clans on the same battlefield at the same time.

It is also not unknown for these events to take part at night. Clearly night games in the woods require very experienced older gamers to be viable.

There is more information about clan wars and how to run a clan war in the Comprehensive Games Handbook.

## Sport Crossovers

You might like to consider opportunities for crossovers with different sporting events such as Triathlons and Adventure Races.

Not your typical adventure race, the Teva Adventure Series offered for the first time in Australia a new challenge for racers in Noosa.

While most adventure races are a team event and consist of running, mountain biking and kayaking, with a navigation component, the **Teva Adventure Series** went one step further: incorporating mental, physical and teamwork challenges.

The Noosa event tested every team's physical, mental, and teamwork abilities by adding to the traditional action sport elements, a new challenge. At the championship participants were confronted by an innovative 'battle' stage. This new race stage challenged competitors to navigate across a secret course of battle terrain using the Battlefield Sports' combat simulation system.

An intense showdown against strategically positioned enemy, competitors needed to pull out all the stops and work together as a team to overcome the challenge.

While under fire, the competitor team's mission was to find a Teva Monkey hidden in the forest, extract it, and remain 'alive' to the drop zone.

Robyn Lazenby, Event Director, was happy to include this new element to the race.

*"We continue to draw new competitors every year by providing challenging terrain, original course designs, and innovative team challenges," she said.*


*"The Teva Series is perfect for the 'first time' and 'let's have fun' adventure racers, while offering all the challenges and rough and tumble to keep the front of the field fighting right up to the final check point. "It is as competitive or as fun as you like to make it, and essential items on the kit list include a sense of adventure and a sense of fun!" Robyn said.*



The race in the 'premier mixed' category was one to remember. Two of Australia's top adventure racing teams 'Team Mountain Designs' and 'Mind the Gap' battled it out throughout the event.

At the last leg, after an 8.5km kayak down the Noosa River, the teams docked their kayaks at the beach neck and neck and in a gesture of true sportsmanship, chose to cross the finish line arm in arm to share the \$3,000 first place prize and the \$1,500 second place prize.

The winners now have the opportunity to represent Australia at the next prestigious Teva Mountain Games in Vail, Colorado, USA.



The Teva Mountain Games is America's largest celebration of mountain sport, soul and culture, and it's a fantastic opportunity for our Australian champions to represent our country against the world's best!

**2-way street**

Because your battlefield will entertain thousands and thousands of people throughout the season there are also sponsorship opportunities for you.

For example, Red Bull might donate the umbrellas to go over your picnic tables.

Or **Cadbury** may pay for a billboard sign in return for you stocking their chocolate in your mess hall. List down some ingenious ideas that could work for your battlefield.



# Chapter 12

## Battlefield Logistics

*Once you've decided the type of terrain, your next decision then is to choose your theme.*

### Depot Ops

The most important behind-the-scenes operations is charging and zeroing your gaming guns. You might like to consider numbering your gaming guns. This can be helpful during inventory checks or routine maintenance.

For example, your #33 SMG might be consistently making odd sounds, this may be due to a faulty battery or old speaker. If the gun is numbered, you can recognize it and take action.

### Battery charging

The good news is that you don't need to take the battery out of a gaming gun to re-charge.

It is recommend that you use a smart charger to suit 7.2volt 4,000 mAh nickel metal hydride (NiMH) batteries. You'll also need a tamiya connection. The battery charger must be able to charge at between 800 and 1,000 amps. Ideally it also has a discharge function.

Please note the very first thing you need to do when your gaming guns are delivered is to 'condition' the batteries.

To condition a battery:

- first you charge it
- then you discharge it completely, and
- then you charge it again.

If you don't do this vital step at beginning, your battery's performance might be effected.

When the battery is fully charged the charger will beep, letting you know it is ready.



Likewise it will indicate the charging status on the display.

I suggest you set the charger to 1 amp—even though most of our batteries are four amps or more. This is because we charge the batteries while still in the gaming gun case.

Batteries can get hot while recharging. And as they are rechargeable, over cooking the batteries can lead to a shorter lifespan or less efficient charge.

By keeping the ampage at one amp you can charge the battery without it getting too hot. Using this charger a battery generally takes 70 to 90 minutes to recharge.

#### **Back office admin**

We have a philosophy of not creating stops on the sales process.

For instance, many people prefer to pay electronically, also called EFTPOS, or they may like to pay via credit card. That's why we invested in a mobile credit card reader.

#### **Accountants and CPAs**

One important supplier not to be forgotten is your accountant. Tax laws can be complex—not to mention ever changing!

It is important to build a relationship with a good, qualified, accountant who understands your



**Ubisoft Gamers in France**

#### **GAME ON FOR UBISOFT**

Ubisoft know games.

The French games company is a world leader in games thanks to titles like *Ghost Recon*, *Rainbow Six* & *Splinter Cell*.

This year Ubisoft linked up with Battlefield Sports as part of their Games Design Forum.

Ubisoft brought together 20 games designers from all over the world to a beautiful chateau just north of Paris.

For 2 weeks they worked on their game design skills & team spirit.

The Ubisoft games designers were taken into the forest in the grounds of the chateau & experienced hands-on strategy & tactics in a series of intense Battlefield LIVE missions.

The jump from video game to live game was easy. The games designers got to live out the scenarios they develop.

The Ubisoft games designers were blown away by the battlefield technology stating “*these gaming guns leave laser tag and paintball so far behind that it’s incomparable.*”

business, and can get the best, legitimate deductions for you.

## Types of Insurance

Different countries have differing laws. But suffice to say that anywhere you go, you'll need insurance. The list can be long:

- Public liability
- Equipment insurance against fire and theft
- Fiduciary insurance
- and more!

While a Battlefield LIVE field may not be as potentially dangerous as a paintball field, it still has the potential for accidents. We've found that the biggest risk is slips, trips, and falls.

Simply because people are moving their bodies.

We recommend speaking to a good broker, someone who is prepared to visit your facility to see what you are doing, what risk management policies you have in effect, and willing to learn about your new business.

Different underwriters will have different requirements for you, anything from simple signage requirements to comprehensive risk management assessments reports for each and every venue you operate from.



Quite often your gamers will need to sign a waiver or disclaimer. We include this waiver in our Membership Form.

Not only does it cover our insurance obligations, but it also is an opportunity to gather some key data about our customers for our gamer database.

It is not feasible to have participants complete a membership form if they are doing a five minute ride at an attraction or festival, so make sure this type of game is exempt from needing the form.

Having good, and clearly followed, policies will not only help you get and keep insurance

cover, it should also help mitigate any claim a gamer or spectator makes against your company.

## Enlisting the right troops

Recruiting and selecting staff for your battlefield is one of the biggest investments you will make into your business in terms of both time and money .

A good rule of thumb is the:

- can-do
- will-do
- will-fit combo.

The can-do part is checking the applicant actually has the skills and has produced the results for this sort of job previously. The will-do part is focusing on the candidate's attitude. Do they have the right sort of personality for the position?

And finally, the will-fit part is considering if the applicant will fit into your company culture.

### The job ad

Writing a job ad works best when you realistically describe the position. In the newspaper, or on the online job portal, we write a short ad which says the job has **long hours** in *challenging conditions*.

We need people who can give good customer service even when they are hot and tired.

How do you select the best?


**First** make the closing date one week to ten days after advertising.

**Second**, if you are inundated with applicants then write them all a 'scary' letter. One of our clients received 786 employment applications even before their grand opening.

Send back a message that really gives the full picture of the job including the tough parts and the drawbacks of the job (e.g. having to work weekends, and, if you are operating an outdoor venue the extremes of weather etc).

**Third**, let your candidates know what you are willing to pay them, and importantly, tell them the purpose of the job, and your company.

Basically these are all the points included in the job description.



**BATTLEFIELD  
LIVE**

**GAMING GOES LIVE**

Expect long hours, tough conditions, but you get to run *the LIVE gaming experience*

**WANTED:**  
**Live-Play C.O**  
**(Pine Mt Depot)**

Got the ability to inspire others? Can you get things done? Got a current manual open Driver's License? Can you lift heavy objects? We run a 7 day roster. For a challenging full-time job, call us **1300 667 423**

**Battlefield LIVE.com.au**



**Finally**, ask them: are they still interested?

This message can be sent by email so you can get a quick turnaround. Once you have whittled down the list, then send them a questionnaire (again via email) asking them about their work history.

You want to check:

- that they can get things done
- that they are reliable, and
- that they can meet your criteria.

On the Battlefield Sports University website, we have an example recruiting flyer, example job ads, even a written position description for the Referee Job.

### **The selection interview**

Too many times employers focus purely on the job interview. Rather you need to draw evidence from numerous sources.

This is when you can ask the candidates directly, face-to-face, about their work history, and the outcomes they have achieved in the past.

Using good interview techniques during the recruitment process is critical for gauging whether a prospective employee is right for your group.

Likely you will employ a lot of young people, and this might be their very first job.

If this is the case, don't focus on paid employment history, rather see if the



*Michael  
'Chopper'  
Stopinski*

applicant can demonstrate that:

- they have contributed something
- got things done, and/or
- Have been part of the team.

For example it might have been they did their school's web site, or were the captain of the football team. It is very important to examine the candidate's actual results before you employ or promote them.

If a person has produced in the past, and if they can prove they have contributed then they are likely to do so in the future.

In the interview ask things like:

- What is your current job?
- In this position, what results have you contributed to?
- Is there a way to effectively measure your results?
- How do your results compare to others who had similar jobs as you?
- Who can verify your results?

Also, referees may need to interact with children.

To help you decide whether your recruits are good with working with children, you might like to ask this question:

***“Imagine you need to baby-sit a group of kids, they are running around fast—not breaking anything—just having a lot of boisterous fun.”***

Ask them: “What’s your reaction?”

You are looking to see if they would respond with:

- at one extreme, yelling at them to shut-up, or
- encouraging them to settle down by putting on a video, or
- at the other extreme joining into the game.

Ideally your candidate would answer something similar to option three.

#### **Interview tips:**

- ◇ ***Use the 80/20 rule—get the candidate to do 80% of the talking***
- ◇ ***Ask open-ended questions beginning with the what, why, when, where, who and how (journalists love this technique!)***
- ◇ ***Avoid close questions starting with did, would, do and are.***
- ◇ ***Ask probing questions beginning with “tell me more” or “describe to me”***
- ◇ ***Employ the power of silence—ask your question, then pause while waiting for an answer. Don’t worry if the pause lingers... give the job seeker time to respond.***



Basically you are looking for:

- self-motivated individuals
- people who are upbeat, and
- extroverted personalities who like communicating.

### **The referee check**

Next I recommend doing a referee check.

Don't rely solely on the applicant's written references.

Actually ring up the candidate's referee, and ask probing questions about them.

There's no point wasting your time on an interview if they can't get a good reference.

**You'd be surprised how many people skip this step.**

### **Staff battle plan**

The most important factor for your gamers' enjoyment on a consistent basis is the quality, and to a lesser degree, quantity of staff on hand.

Enlist the assistance of reliable troops and your business will flourish.

Professional referees lead to repeat business and the spreading of positive word of mouth.



In small business, developing a good reputation is the key to growth.

Our experience has been that fields with lesser quality equipment, but with great staff are more successful than battlefields with great equipment but poor staff.

### **Staff training**

Battlefield LIVE in Brisbane, Australia has more than 1,000 gaming guns in action and operates 3 separate regular battlefields plus numerous special events e.g.:

- corporate functions

- School camps (summer camps)
- Fundraising events
- festivals,
- church and
- sporting groups.

The result is there is a myriad of moving parts, that if not highly organized, would lead to substantial degradation in the consistent quality of the Battlefield LIVE experience.



*Matt 'Fender' Cooper (left) trained by 'Mak' in the BFS course room*

So we need to ensure that all games are run **on policy**.

Importantly, these policies are WRITTEN DOWN. That way both the staff and management know what is expected.

Just like McDonalds, if you visit a restaurant in France and then visit one in downtown Chicago, Illinois, you know that the Big Mac will be pretty much be consistent.

Likewise, we must ensure that all referees run missions according to plan. To sustain this retail growth, firm policies, procedures and checklists need to be established.

Experience has shown that to get those policies consistently implemented requires rigorous and professional training.

To this end, Battlefield LIVE has now established a professional course room offering the following field staff training courses:

- Live Play C.O.
- Referee (may double as a medic/game coach)
- Enlistment officer (registration or gate)
- Party host.

Our first goal is to attain a superior level of game delivery consistent with our vision of quality and standard across all our battlefields and public events.

Stage one was to get all job descriptions written up for our staff operating on our battlefields, and to get them formally trained on them.



The training consists of working through a check-sheet in the course room, and finally being assessed for competency on a number of on-the-job functions.

*“All staff have reported wins from their training and the on field delivery has noticeably improved,” said Barry ‘Mak’ Brown.*

It has also allowed these staff to recognise out-points and get them corrected. For new Battlefield LIVE operators anywhere, we recommend at the minimum the owner or manager completes our **Live Play C.O. training certificate**.

This would include theory and practical subjects.

*“We recommend a Friday, Saturday, Sunday, Monday combination,” said Barry.*

*“We usually run the course in three parts: part one is Friday afternoon and covers theory and background, part two is Saturday and Sunday on the battlefield, and the final part is a Monday morning follow-up back in the course room,” said Barry.*

*“Our training system is a balance of practice and study. The first day in the course room then a couple of days (over a weekend) on the field seeing and participating in the real action,” said Barry.*

*Battlefield Sports regularly conducts staff training courses; these are highly recommended, especially for new Live Play C.Os.*

These courses are available to owners and staff of Battlefield LIVE locations.

The number of staff required varies depending on the type of session and the number of gamers.



*Jamie ‘wisp’ Taylor and  
Donnelle ‘Maddog’  
Broomfield in uniform*

For example, in casual beginners games, on a busy day there is a constant stream of people requiring registration services and assistance with clothing, whereas a private event, which is often pre-paid and everyone arrives at once, the demand on staff time is much less.

Each member of the staff should be allocated a two-way radio.

These radios should be tied to the referee’s uniform so they are not lost or left behind.

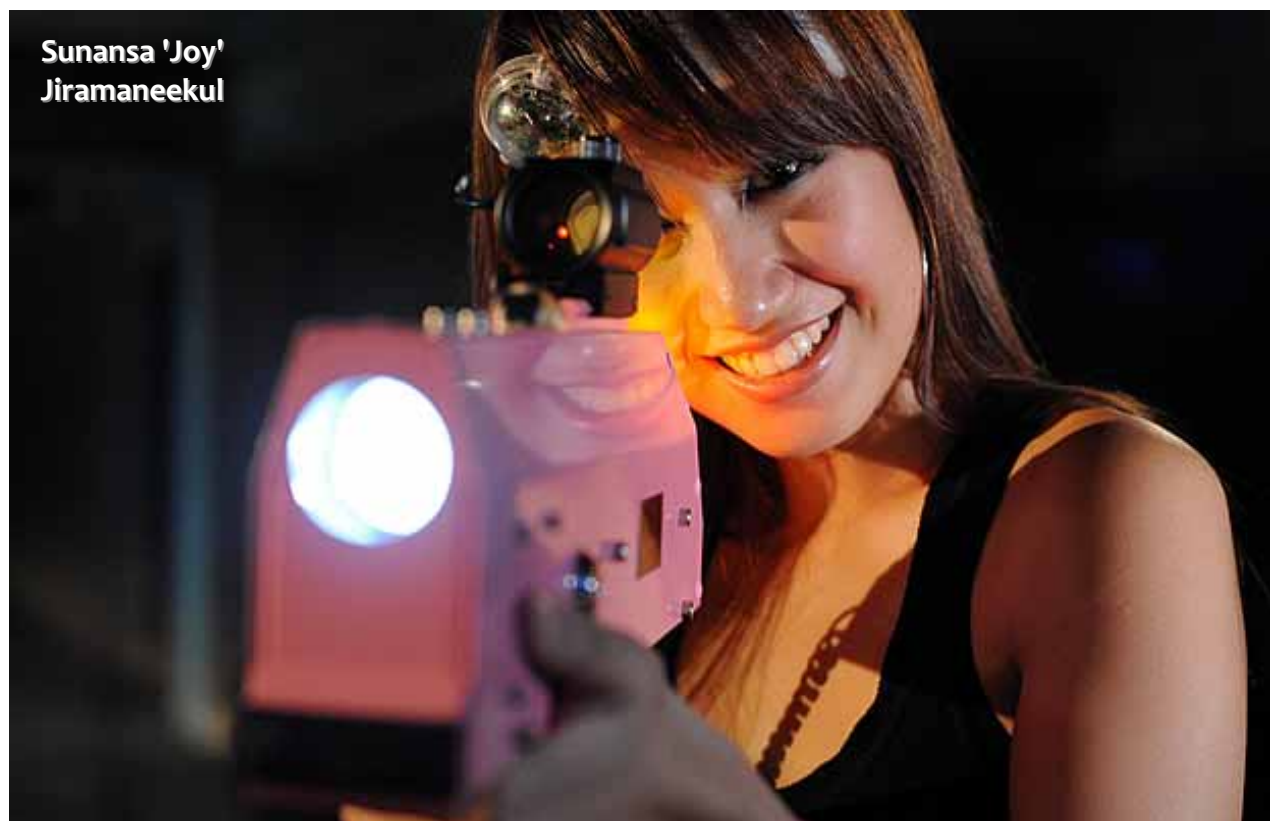
With the proper use of the Master Controller, smart medic boxes and clever public session scheduling most sessions can be run with just two staff.

At least one of the staff on duty should be competent and qualified as a medic, or first-aider.

For groups of less than 20 people, one staff member - a Live Play C.O.

For groups up to around 60 you'll need two staff—a Live Play C.O. and a referee. Our experience is that two staff can handle groups up to around 60 people, especially when using the battle boxes.

For groups of more than 60 we suggest three to four staff.



# Chapter 13

## Battlefield Checklist

### Countdown

T-minus 5... 4... 3... 2... 1... ignition! You are just about ready to go!

First let's do a quick 10 point re-cap.

Ok, so the most important things we hope you got out of this book are:

1. With Battlefield LIVE you have a huge edge in realistic milsim technology that is second to none.
2. In business today, 80% of your business will come from word of mouth. It is absolutely vital the you enhance your business reputation and good will.
3. Battlefield pioneers who have gone before you have blazed a trail and have done some of the hard work over the years of development so you just have to follow the model and be creative.
4. We hope you have had a chance to do some business planning and taken a good hard look at yourself in the mirror to see if you have battlefield traits. (It's a tough job, but someone's gotta do it!)
5. You've considered your terrain, deployment and theme options.
6. You have spent hours in 'research and development' by running games (**before** your grand opening)
7. You have discovered what's needed and worked out how you are going to deliver it and let everyone know about it.
8. You have chosen the right materials—gaming guns, gaming inflatables, and other extras.
9. You've even found good insurance cover and selected trusted troops.
10. And you are ready for ignition.

We are at the crest of a pioneer wave of live gaming. This is a revolution. Exertainment is the mega-trend that has captured the imagination of gamers around the world.

Get in and be involved, now, so you can “Go! Go! Go!”



*'Sook' keeping a look out*

# Chapter 14

## Battlefield Glossary

**2.I.C:** Stands for Second in Command.

**A.I.:** Stands for Artificial Intelligence, this is where the computer acts out an opposition role or roles in a computer game.

**AKA:** Stands for “Also Known As” in Battlefield LIVE all gamers have a nickname or codename. This is a name they choose for themselves and is used to identify themselves over the two-way radio or online in our gaming forums. For example since there might be two or three Peters on the battlefield at the one time; Peter aka Plan.

**Anime:** Is a type of animation. While there are some full length motion pictures which are anime, it is often associated with video games. Anime often draws its influences from manga comics.

**Battlefield LIVE™:** A live combat simulation game. It is played using Battlefield Sports’ gaming guns (and often also with Battlefield Sports’ gaming inflatables.)

**Battlefield Sports™:** Creator of the new phenomenon of live gaming, manufacturer of gaming guns and urban inflatables. Developer of the patented SATR technology.

**Blog:** Short for web-log, it is an online journal or diary entry. Basically it is your own personal soap-box but accessible to hundreds or even thousands of people on the web. Recently blogs have been used by business people to promote a product or service in an intimate or friendly way.

**Citations:** An award or recognition for feats performed during a game of Battlefield LIVE. Usually awarded to veteran gamers.

**Combat Sim:** see Milsim.

**Company culture:** the way things are done around here; the norms and mores of a group.

**Enlistment officer:** The person who registers gamers to each session, i.e. the person who takes the money.

**Exertainment:** The blending of entertainment and exercise. It is the name that





we've given to the game or sport of playing Battlefield LIVE™.

**Ethos:** One third of persuasion triangle, arguments which convinces people of your competency, reputation, expertise and knowledge. Also see pathos and logos.

**First Person Shooter:** a genre of computer game which gives the gamer the perspective of the soldier within a combat scenario. Often shortened to FPS.

**Forum:** An online discussion which is usually themed. Here people can post (or submit) comments on a particular topic which everyone can see. Some forum topics can get hundreds of responses and thousands of people looking at the comments.

**Gaming guns:** A 'model' gun that shoots infrared light to simulate bullets. Models vary from compact sub machine guns to long range sniper rifles. SATR enabled gaming guns feature a data radio system as well as infrared.

**Gaming inflatables:** The patented inflatable barricades made by Battlefield Sports. They come in doorway, window and wall sections which fix together to form an instant battlefield. Also referred to as Battlefield Inflatables or Urban inflatables.

**Infrared:** A type of light which is invisible and harmless.

**Intel:** An abbreviation for intelligence, especially for military or business; information.

**LARP:** Stands for Live Action Role Play, this is a more active version of table top role playing games like *Dungeons & Dragons* where the gamers act out their character's actions.

**Live gaming:** A new breed of games, a cross between sport and active entertainment, like a live computer game.

**Live Play briefing:** A summary of the objectives and scenario in the game given to the gamers. In advanced missions each team may receive different briefings.

**Live Play C.O.:** C. O. stands for Commanding Officer, this is the person in charge of running the game.

**Logos:** One third of the persuasion triangle, consists of logical arguments. Also see pathos and ethos.

**Manga:** The Japanese word for comics.

**Medic Box:** A unit which can respawn dead gaming guns.

**Message Stick:** A stick, carved with lines and dots, used by Australian aborigines, to con-

vey information.

**MILES:** This is the USA Army (and NATO) protocol for military combat simulation. The equipment is manufactured by a company called Cubic.

**Milsim:** Short for ‘military simulation.’ Also known as a ‘combat sim.’ It is a game with live action role-playing elements and a military theme. The mission objectives of each team often interfere with each other, creating a war game. Battlefield LIVE missions often include elements from online or video games.

**Online gaming:** Computer games that are played via the internet. These games can be played between two people, with one person sitting in their bedroom in London and the other in the kitchen in New York. Games can be played between hundreds, even thousands or people.

**Pathos:** One third of the persuasion triangle, consists of emotional appeals. Many say this is the most powerful part of persuasion. Also see, logos and ethos.

**Public:** Just like a Hollywood star might refer to their fans as ‘their public,’ the people who are in your niche make up your public, your audience.

**Respawn:** A term borrowed from computer gaming lingo, means when a gamer ‘dies’ in the game they are brought back to life and play on.


**Respawn limits:** The maximum number of respawns a team can have during a Live Play.

**Role playing games (or RPG):** This is where a group of people each pretend to be a character in a story. Often it is a group of friends sitting around a table, taking turns to say what their character would do next as the plot unfolds. The most famous RPG is *Dungeons & Dragons*. More recently RPGs have been played online.

**Social atlas:** A social atlas is a product based on data from the Census and is a key resource for business people. A social atlas usually contains a common set of maps for each capital city covering population, ethnicity, education, families, income, labor force and dwellings. A brief commentary explaining the main features and characteristics also accompanies each map.

**Paintball:** A game that is played with markers which use paint pellets to simulate bullets. The most popular mission is called ‘capture the flag’ where one team is defending a flag and the other team is trying to run in, grab it, and run back to their base with it.

**Paintball marker:** A ‘model’ gun that shoots paint pellets to simulate bullets. Most



paintball markers are of similar size and shape. There are, however, some markers that are replicas of firearms.

**Trans-Tasman:** Something that spans both Australia and New Zealand, because the Tasman Sea separates the two countries.

**Veterans:** Gamers who have played Battlefield LIVE more than 20 times.

**Victory conditions:** What a team must do to win a Live Play.

## About the Authors

### Peter Lander

Peter is a gamer, an entrepreneur, and the founder of Battlefield Sports. Peter is an acknowledged guru in the gaming world, and can today draw on close to two decades of experience.

Peter has drawn on his tertiary qualifications—*Bachelor of Applied Science (Computers)*, *Queensland University of Technology*—and business acumen to found a brand new active recreation phenomenon, Battlefield LIVE.

Peter has extensive experience in the management of various diverse businesses including as the IT Director of his own custom software development company to benefit Battlefield Sports. Peter has a background in professional sports coaching. Peter's sports, education, and computer experience, plus a passion for games have all been vital for the development of Battlefield LIVE.

Today, Peter has realized his lifelong passion, the commercialization of live role-playing games and is now the world expert in Battlefield LIVE Live-Play design.

His business has been honored with many awards, including the Exporter of the Year (Art/Entertainment) and, recently won the Australian Technology Showcases' Member of the Year award.

He continues to develop his understanding of the unique DNA code of the Battlefield LIVE business, and plans to continue developing and refining this experience over the years to come.

As the founder of this new phenomenon in live gaming, Peter has been featured on prime time national TV programs, including *Get-away*, *Queensland Escapes*, *Gold Coast Weekender* and *Brisbane Extra*.





## Nicole Lander

Nicole Lander is a story-teller, entrepreneur, and the co-founder of Battlefield Sports. Before launching Battlefield Sports Nicole worked as a consultant for diverse groups from fire-fighters to attorneys. Her extensive career, includes the role of Editor of *Auslink*, a trade journal.

A foundation of business administration and corporate communications borne from tertiary qualifications—*Bachelor of Commerce, Griffith University*, and a *Graduate Diploma of Communications, Queensland University of Technology*—and a decade in private enterprise, has helped Nicole grow the Battlefield LIVE industry from a niche hobby to a thriving international business.

Nicole has been acknowledged by the Federal Government as a leading business woman in the field of exporting. Nicole's background and knowledge in internet marketing and web design has been crucial in making Battlefield Sports a world class operation, despite limited start-up capital. A sophisticated web presence and an emphasis on search engine optimization have enabled the company to not only capture the majority market share, but create a new live gaming industry.

Having first been exposed to table-top role playing games, such as *Dungeons and Dragons* back in the 1980s, she moved onto computer simulations and strategy games like *Civilization*.

For her unique perspective in business and entrepreneurial achievements, Nicole and her business concepts have been featured in the *Wall Street Journal*, the *Financial Review*, the *Australian*, and was the cover story for NETT# magazine, as well as many metro dailies.

In 2009, Nicole won the prestigious Telstra Business Woman of the Year (Innovation) for Queensland.



# H

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