



# **LASERBLAST**

**Power. Performance. Profitability.**

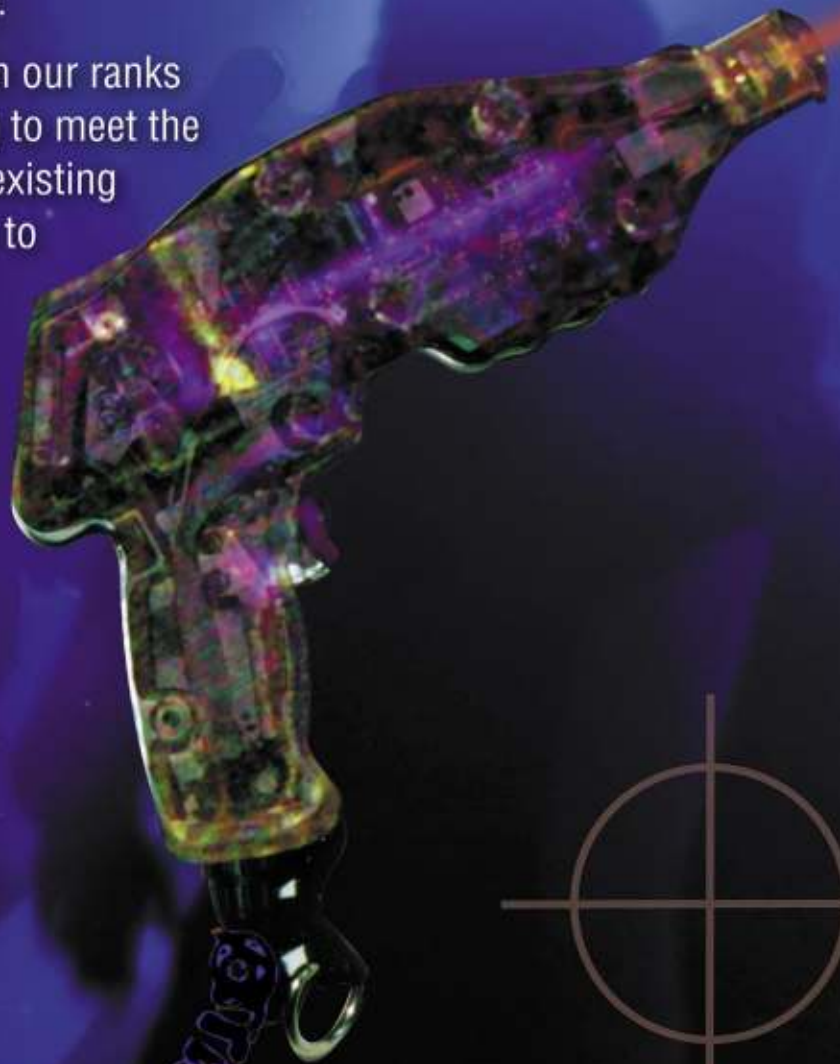
**DISCOVER THE LASERBLAST DIFFERENCE**

Welcome to the exciting world of

# LASERBLAST!

LaserBlast is a growing, dynamic laser tag business that will add excitement to your family friendly attraction. LaserBlast also gives you confidence of a smart investment with growing revenue. We want to demonstrate to you why LaserBlast products are the best in the market and have the most advanced features your hard-earned money can buy.

New LaserBlast partners join our ranks everyday and we're growing to meet the demands and needs of our existing and new partners. We'd like to share with you the exciting benefits of investing in LaserBlast. So, sit back, grab your laser and prepare to discover the exciting new world of LaserBlast systems.



# THE LASERBLAST DIFFERENCE.

LaserBlast's unique combination of top of the line products plus outstanding service make LaserBlast your best choice to help you make higher profits in entertainment. **We call it the LaserBlast Difference.** LaserBlast believes in helping our customers to be successful. We offer the best solution for your center, regardless of your budget.

We maximize your profits by providing you with state of the art laser tag systems for less money. The best products at the best prices. That's tough to beat. All of LaserBlast's systems are high end and all of them are built military tough. Years of market research, customer feedback and solid engineering genius are just the beginning of what makes LaserBlast the best product your hard-earned money can buy. We stand by our quality products, exceptional customer service and commitment to perfection.



## LASERBLAST MEANS SUCCESS:

The Small Business Association's 5-year success rate for new businesses is 49%. That means that 51% of new businesses fail for one reason or another within the first five years.

Check this out. LaserBlast boasts an incredible success rate in 5 years of 85%! What does that mean to you? You have the confidence that LaserBlast peaks an 85% success rate over the course of five years, even in the toughest of economies. That

also means, that your hard-earned money will be invested in one of the best, business, success stories in America. It's a real stimulus plan you can believe in and take to the bank!

At LaserBlast, we're in it for the long haul, just like you. So aim high, because at LaserBlast, your success is our success!



# NOW YOU CAN ADD EXCITEMENT AND VALUE!

## Features, Options and Accessories:

There are so many options and accessories to make your new LaserBlast investment the place your customers want to keep coming back to.

### Exciting Briefing Video:

We'll provide you with an exciting briefing video on DVD that you can use to get your players engaged, on board and ready to play! You can use this before every new group of players. Check out



a version of this video on our website at [www.laser-blast.com](http://www.laser-blast.com) and click on the **players section**. A customized version is available.

### Themes:

You can have your choice of themes to add real life theatrical excitement for your LaserBlast guests. Themes are critical to your success as a LaserBlast operator. This is one of the key areas that separates you from your competition and helps stop competitors from entering your market. "This will include paint schemes of your lobby and follow through in your entire arena.

### Bases:

With LaserBlast, there's no such thing as too much excitement. That's why we offer red, green and blue team bases. This great addition helps direct players together and creates excitement that they'll want to come back for.

### Mega Blasters:

LaserBlast's Mega Blasters act like a mine. Players get points for setting the Mega Blaster as well as points for anyone that the Mega Blaster hits when it goes off 7 seconds later. This intensifies the game and keeps players excited.



Photo courtesy of Chantye Monik



### Micro Blasters:

Includes a power supply and 20 Micro Blaster targets. The targets are activated randomly and send a signal back to the Game Control computer when hit, which activates a special sound effect over the entire arena PA system.

### Audience Monitor:

Real-time scores and promotional messages are actively displayed on a customer-monitor in your lobby. Software and hardware is provided.

### MP3 Music Server Software:

Our LaserBlast Game Control computer provides you're a reliable source of music



for your arena sound system. This allows for the operator to always maintain control over the music selection. Plus, it shuts off automatically at the end of the game so your customers can hear the next instructions.

These are big hits with LaserBlast players and create pockets of excitement that your customers are sure to remember.

### Business Services:

#### More Proof of the LaserBlast Difference.

LaserBlast believes in helping our customers to be successful. Our experienced professionals at LaserBlast can assist you in all areas including arena layouts, costs, revenue estimates, financial assistance and demographic studies. We'll work with you whether you're planning on hiring a construction or theming crew or purchasing a pre-themed arena.

Our advanced demographic mapping software allows us to provide you with the information you need to make sure your targeted location will give you maximum

success. These in-depth reports include how your targeted location compares in various demographic categories, such as population under 14 years old, to a benchmark for a successful laser tag arena.

LaserBlast listens to your needs, then we help you choose a product that fits you perfectly, including your budget.

**The LaserBlast Guarantee:** The best products at the best prices. We stand by our quality products, exceptional customer service and commitment to perfection.

**Business Partners:** LaserBlast is proud to belong to all key industry trade associations and we've built solid relationships with experts in other business areas that are important to your success. For more information about our trade partners, visit our web page at [www.laser-blast.com](http://www.laser-blast.com).

**Operational Manuals.** If you're considering opening a Laser Tag arena and don't know where to begin, let us suggest you contact the International Laser Tag Association (ITLA). They can provide you with a wealth of information and the market research you need.

#### Product Warranty.

#### Another LaserBlast Difference.

The LaserBlast warranty includes all parts and labor for a period of 1 year from date of delivery. We also provide service contracts or extended warranties if desired. The LaserBlast warranty is a NO-NONSENSE warranty. That means we'll cover virtually all repair situations, regardless of cause. **That's a LaserBlast Guarantee!**



Members of

**ILTA**  
INTERNATIONAL LASER  
TAG ASSOCIATION

**RSA**  
Roller Skating Association  
INTERNATIONAL

**IAAPA** International Association of  
Amusement Parks and Attractions

# LASERS & VESTS

## THE ~~LASERBLAST~~ DIFFERENCE:

One of the unique qualities of investing in LaserBlast, is that all of our lasers and vests are identical regardless of which level you choose. That means that no matter which level of technology you choose, whether it's FunBlast, HyperBlast or ZetaBlast, you'll always get the proven, field-tested, rugged durability in your lasers and vests.



When a player is tagged, their vest flashes, a yellow HIT light comes on, the vest makes a sound letting them know they've been temporarily deactivated, while the vest vibrator thumps on the players chest. "Good shot" recognition tells the player that they hit their mark. That gets everyone fired up for more combat!

There's more! Every laser and vest that we manufacture comes with the same rugged shock isolated circuit board mounting, heavy duty connecting cords and military standard triggers. LaserBlast equipment has been battle tested and refined for over 10 years utilizing the most durable, thick injection molded plastics in the industry.

Many of our competitor's plastics are fragile which means that they are designed to break from fatigue or

from the rugged, harsh environment found in any laser tag arena.

If you're considering purchasing laser tag equipment from someone other than LaserBlast, ask them for a demonstration on the durability of their laser. Don't be afraid to ask, you deserve to know.

Your LaserBlast sales representative will proudly demonstrate a durability test on LaserBlast equipment to help you make a smart decision that will save you thousands of dollars in both purchase and repair costs. **That's a LaserBlast guarantee.**



## FunBlast SYSTEM:

Our FunBlast system is the ideal entry level system for all types of operators. From stand alone centers to bowling centers, skating rinks and FEC's. This amazing system features the top of the line rugged lasers and vests but runs without a PC. Instead, the core of the operation is the Blaster Box, which allows operators basic control over game formats such as team vs solo, game time, deactivation time, photons/shields and rapid fire for up to 30 players.

There's no installation required. Just take it out of the box, plug it in and start playing. It's that simple. FunBlast is the best system on the market if you're looking for a portable applications.

Here's the bottom line. Without a PC there's no need for installation and training. That means dramatic savings compared to even our other LaserBlast systems let alone any of our competitor's systems. The investment protection that comes with the **FunBlast** system is unique in the industry because we want you to feel comfortable with your investment.



# HyperBlast SYSTEM:

Our HyperBlast Arena system is our BEST SELLER and the ultimate radio frequency PC based system. Here's why. State of the art technology allows for seamless operator control and superior game play. Remember, all LaserBlast products use the same vest hardware and radio modems. Our radio modems allow the vests to actually communicate with each other during the action-packed game. This communication allows these great features:

- **Audio Good Shot Recognition.** In addition to LaserBlast's vibrant, visual good shot recognition, the phaser congratulates you with a "Nice Shot!" sound. Plus the name of the player that you tagged is displayed on the phaser-mounted LCD.
- **Game Score Collection.** The HyperBlast system displays your current rank during the game as it progresses. The game data is immediately sent to the computer when the game is over.
- **Audience or Arena Monitors.** Each HyperBlast base displays game information in real time on 2 different color BetaBright scrolling signs. These can be mounted in your lobby, arena or both! The optional 2nd monitor also displays the status of the current game in real time so players can keep track all of the time!
- **Arena Sound.** Our system feeds your arena with continuous user selectable arena device sound effects, and MP3 music. Coordinating the arena sound eliminates an often mishandled aspect of the laser tag experience.
- **Game Management Features.** Real time handicapping prevents unbalanced team scores. Continuous battery monitoring displays warnings on the game control computer when a vest has 30 minutes of charge left. The computer also features a screen that displays the remaining charge of each battery individually! That takes the guess work out for continuous excitement!
- **Increased Game Complexity.** The radio modems in each vest allow for new game features. HyperBlast keeps your games exciting, by allowing you to send teams in with different settings. This creates different scenarios for your players and keeps the games interesting!



# ZetaBlast SYSTEM:

**ZetaBlast is our top of the line system.**

It's the most advanced role-playing laser tag product offered anywhere in the industry. Based on the same proven hardware platform as our HyperBlast product, ZetaBlast immerses your customers in a high-action game environment that rivals today's most popular on-line games. That's great news for you and your customers who are looking for the ultimate laser tag experience.

There are over 20 new exciting effects that are a sure fire way to be a hit! ZetaBlast is the ultimate way to add excitement and variety to your attraction. It's a must if your center has nearby laser tag competition. ZetaBlast will clearly set you apart from the competition.



## DON'T JUST TAKE OUR WORD FOR IT ...

*"I can truly say at ZapZone, we have been very happy with LaserBlast and the reliability of the equipment is fantastic. Some of the other systems I've had, didn't hold as well. Our customers absolutely love the new features that have just been released and the sky's the limit. Thumb's up for LaserBlast!"*

**- Ghalli, Zap Zone, Ann Arbor, MI**  
(LaserBlast customer for 9 years)

*"LaserBlast is our single greatest source of revenue on the recreational side in our family entertainment center. LaserBlast has been a pleasure to work with. Everyone from the owner's, Tim and Carla Ewald in coaching and support, all the way to the technical staff at the plant. As an investment, we've gotten a 6 month return from the LaserBlast revenues, as well as supporting our other attractions. LaserBlast has been a true backbone of our business."*

**- Kerry Smith, Wildnerness Crossing**

*"We've had LaserBlast equipment since we opened four and half years ago, and we have been really impressed. Everything from the equipment, the professional quality, the fun it is to use, but also the people. We've gotten to know and work with everyone at LaserBlast. They're like a big family where everyone wants to help. They go out of their way to help you and make sure your business is successful."*

**- Elaine and Simon Bak, Cookeville, Tennessee**

*"I have seven stores that all use LaserBlast equipment and they're the superior company in the laser tag industry. The durability of the product is the greatest plus the staff and service are the best. LaserBlast is the best because you need something simple and easy that makes money and we've proven that with LaserBlast. LaserBlast has improved my stores' profitability and my stores' operations."*

**- Gaz, Zap Zone, Farmington, MI**

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## So Aim High and call LaserBlast today!

Manufactured and distributed by:  
Advanced Avionics, Inc.  
6118 Gotfredson Rd.  
Plymouth, MI 48170  
(734) 259-5300  
info@laser-blast.com

**www.laser-blast.com**

Please call our Michigan headquarters at 734-259-5300 so we can get your sites on the next steps you'll need to make. The sooner you get started, the sooner you can be making your dreams come true by making money and having a blast by running a LaserBlast arena. Let us prove to you that LaserBlast is the best in the business for laser tag entertainment.

