

FREQUENTLY ASKED QUESTIONS ABOUT LASER TAG SET UP.

1) Laser tag General - What is included in your laser tag package?

Ans: Included in our package is everything you need to start a game of laser tag - except for the laser tag arena itself. Not only are the vests, guns, chargers and wallmounts included for the amount requested, but also the software, printer, pc, a marketing package... everything you need to play a game of laser. There are furthermore NO royalty's, annual costs or otherwise periodic costs incurred in relation to the use of software either. Free worldwide shipping is included. Therefore: the price on the pricelist is the end price for you as well. Please contact us to obtain a copy of the pricelist.

2) Laser tag Other - Do you provide set up for gaming arena also?

Ans: We can, though we are usually quite conservative with it since all arena parts are best (and definitely most cost-effectively) purchased locally. This would be much, much less of investment than if any laser tag company would ship the same arena parts you can acquire locally from the other side of the world. What we do however, if you want us to, is that we can provide an arena design based upon your actual blueprint. This would give you an exact amount of walls, black lights, light effects and more that we advise you to place in your arena. With that list, you can go to your local building/electronics shop and purchase the items locally. Alternatively you can also design your own arena via the following free online design tool:

3) Laser tag Other - What is the minimum area required for gaming area?

Ans: From our end there is no set minimum area, though the size of a decent arena usually starts at about 250 square meters (+/- 2600 square feet), excluding some space for the instruction room (+/- 30 square meters) a vest room (+/- 40 square meters) and possible space for a bar and other activities. It largely depends on how much you have available: I can imagine that within the city you would have and would need less space than you would if you would be outside the city. Contact us for more information!

4) Laser tag General - What is the difference between EVO-4 and EVO-5?

Ans: There are several significant differences between previous EVO versions and the newest EVO-5. With EVO-5 for instance you are able to host games up to 6 teams (in older versions max 2), you have multicolored RGB LEDs, you can add Facebook and Twitter modules and much, much more. The difference between EVO-4 and EVO-5 does affect gaming experience, though also with older versions of the equipment you are more than able to give your players an awesome experience! Contact us for more information!

5) Laser tag General - How long does it take to produce the equipment?

Ans: The normal lead time is 8 to 12 weeks, so be sure to order early!

6) Laser tag Game - How do players know the game has ended?

Ans: When the game ends a couple of things happen. For one: the vests will deactivate, make a sound instructing the players to return to the loading room. Secondly: the music will stop and via the speakers players will also be instructed to return to the loading room. The third action is optional: arenas using DMX usually have set their settings so that for instance stroboscopes will blink slower than in game. The players will return to the loading room, usually finding their way through the arena with UV painted arrows on floors/walls.

7) Laser tag Other - Can you tell me more about the LaserFun, laser tag for children?

Ans: Yes of course. The LaserFun is the *only* laser tag system designed especially for children. The light-weight vests come in two different sizes, a smaller size for the children ('Junior') and a larger size for adults ('Senior'). The attractive colors of the LaserFun ensures that every child will have so much fun playing lasergames. Of course the standard LaserMaxx quality also applies to the LaserFun: very strong, durable materials, high-quality electronics and always the most modern equipment. The LaserFun is ideal for any FEC or children's playground! Contact us for more information.

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Ans: We have noticed that players really like a themed arena with a maze. Think of a theme like Wild-West, Futuristic or anything else that you would like. Use your creativity! A maze is really great because it constantly challenges every player and requires them to think where they are walking to. It also works great if you create a multilevel arena so players can walk upstairs to target players from above. Of course we can get you in touch with a professional arena design team that can help you designing. Contact us and we can show you some great examples of beautiful arenas!

9) Laser tag Technical - If I shoot somebody from the side, will he/she be hit?

Ans: Yes definitely. We have nine smartly placed hit points on the front, back and the side of the vest as well as one in the gun. This means that if you shoot somebody from the side, it will register a hit as well. It also means that somebody fires from behind a wall with only his gun visible, that he or she can be shot. With LaserMaxx's 100% accuracy on 35+ meters you can be assured of full realism. Regardless of the position you are firing from!

10) Laser tag Other – Exactly how durable and strong is your equipment?

Ans: Have you seen our videos in which we smack our equipment, we use a hammer on our equipment and we even drive over our equipment with a car? Exactly that strong is our equipment. Feel free to come to our headquarters at any time and use a heavy hammer on the equipment yourself!

11) Laser tag Technical – What is S.W.A.T. laser and S.W.A.T. light exactly?

Ans : The SWAT laser and SWAT light are derived from the special forces. They use a special laser and a special light on their equipment, allowing them to enhance accuracy and their visibility range. With the SWAT laser and SWAT light option in EVO-5 of LaserMaxx, your players can experience laser gaming as if they were really part of a rescue operation of the SWAT!

12) Laser tag General - I would like to start a laser tag arena, but I don't know where to begin!

Ans : Obviously, there are multiple ways to start out properly. In short, one way to reach your goal is:

1) Find a suitable location, either rental or purchase, do market research etc. etc.

2) Found your company and ensure yourself of the necessary permits (local authorities)

3) Simultaneously order the laser tag equipment and build your arena/adjust your building.

A fair question would be if we can help with any of those steps. The answer to that question would be: in most cases we can help in all of the mentioned steps to some degree. Please contact us and we are happy to be more detailed and of assistance.

13) Laser tag Other - What exactly are Powerpods and MiniPods that you offer as accessories?

Ans : The PowerPod and MiniPods are special additions to your arena. They can shoot at players, they give players special bonuses and the PowerPod can work as a team base for team based games. The PowerPod and MiniPods are great accessories as they diversify how the game is played. Of course you can customize the PowerPods and MiniPods yourself to your liking. Also see the players page for more information on our Minipods and Powerpods.

14) Laser tag Other – How important are smoke machines for a laser tag arena?

Ans : Smoke machines are really important for a laser tag arena. It makes the laser visible and shows where the laser beam is shot at. Players really like smoke machines, so be sure to include enough smoke machines in your new LaserMaxx laser tag arena!

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Ans : Let us know, we can get you in touch with an awesome artist we often ask to paint walls.

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Ans : DMX stands for Digital MultipleXed and it comes from the theater and the club scene. It is a protocol that allows you to adjust and control certain stroboscopes, fog machines and lights of your arena from one central spot – your operator PC. It is a very handy module, a real time saver!

17) Laser tag Other – Do you have a newsletter I can sign up for?

Ans: We do send out newsletters and information bulletins every once in a while. Simply leave your contact details at the contact form and we will send you a mail with all kinds of information!

18) Laser tag General – Is it possible to have a different number of LaserMaxx vests than listed?

Ans: Yes, you can decide how much vests you want yourself. We have a default number of vests, but if you want more or less vests, we are very flexible. Be sure to contact us to see how we can help you!

19) Laser tag Other – Why do you have modules?

Ans: Because we believe that customizing a system gives an added value. You can customize virtually anything you would like in the LaserMaxx systems, in the software as operator but also in what system you want. That makes every system unique and perfectly suited for your needs and desires. Of course we can offer you help in making the right choices and of course we have a default setting but you can also choose your own product preferences and settings. You can always add modules later if you want to!

20) Laser tag Game – What is the anti-stalking option?

Ans: The anti-stalking option has been made to ensure there is no spawn shooting. A player can not shoot the same player a couple of times in a row, because it gives the player who was hit one second in which he can shoot but cannot be shot. In that second he can shoot his stalker. The anti-stalking option is a standard build in tool in LaserMaxx and a must for every laser tag arena because it ensures fair-play and a great fun time for everyone! You can find more information in the players section.

21) Laser tag Marketing - What kind of marketing can you offer me?

Ans: We have a good marketing package available for you and we are always designing new materials. With our available files, logos and photos you will also have everything you need to start making your own materials. Of course we will also help you in any way we can...

22) Laser tag Game - Can you tell me how the points are calculated within the laser game?

Ans: The operator of the arena can customize himself how much points are deducted when hit, how much points are earned when you have hit another player and much more. We have created our system so that the operator can customize a lot of functions himself to how his players like the game best. The best way to experience the different options within the game is by coming over to our demo setup at our headquarters or to contact one of our distributors! For more information on the different aspects of the game please visit the players section

23) Laser tag Other - Can I use LaserMaxx laser tag equipment also for mobile use?

Ans : Yes definitely. When we are asked by a TV-program to help them with a laser tag based game, we take the LaserMaxx system simply with us. You can perfectly use LaserMaxx within your rental company and use it for mobile purposes like rentals to companies and schools!

24) Laser tag Other - Is it possible to place extra targets in the arena which can give players bonuses?

Ans : Yes. The MiniPod or PowerPods will give players special powers (rapid fire, invisibility, invulnerable, spy etc) and bonus-point when players hit them. They can also shoot players, if you want them to. You can add as many Power- or MiniPods as you prefer.

25) Laser tag General - What do you mean with 'stand-alone laser tag arena' or 'tied-in'?

Ans :What we mean with a Stand-alone arena is a business hosts only lasergames, and is purely focusing on that.

Tied-in to other entertainment facilities means that a laser tag arena also offers other things for players to do such as: bowling, go-karts, LaserTrooper, LaserSniper and more. Both have their advantages and both are equally well suited to adopt LaserMaxx! Contact us for advice!

26) Laser tag General - What do you mean exactly with 'laser tag operator' or ' laser game player'?

Ans :We make three distinctions between people who come in contact with our equipment.

1) The one that buys the laser tag equipment, the owner of the business

2) Laser game operators are those who set-up the LaserMaxx equipment for players to play with. This is usually your staff.

3) Laser tag players are those who come to your arena to play LaserMaxx

Those three groups are equally important and all our updates, functionalities and user friendliness are adjusted to those three groups. The laser tag players want an awesome experience, the operators want user friendly laser tag equipment for them to use and the owners want a durable and high-quality laser tag product. And with reason. That is why LaserMaxx is fully adjusted to those desires and all three groups we keep in mind when we issue updates.

27) Laser tag Game - How is the laser tag game of LaserMaxx played?

Ans :The LaserMaxxlasergame is played by teams or individual players in a misty maze, firing bright laser beams at each other from their laser guns.

Each player wears a lightweight vest covered with electronic sensors that detect when it is hit by a laser beam. The microprocessor in the vest controls the player's powers. Individual players win points by hitting opponents with their laser beam, and so contribute to the overall score of their team. Teams are recognized by the color of the lights on the player's vest and gun.

A player can gain extra powers during the game, enabling rapid fire, invisibility, sniper precision, invulnerability, or even a change of team color! PowerPods are placed at various places in the maze and

can either deactivate a player or give him extra powers. Digital voices and sound effects come from every vest in the game.

After the game is over, each player receives a scorecard showing exactly how many times he hit, or was hit by, each other player. The scorecard also shows the overall team scores, high scores and bonus points gained during the game. Even the accuracy of the shots for each player is given. Large LCD score screens can show the game scores in the bar area.

28) Laser tag Game - How long does a LaserMaxxlasergame last?

Ans :The duration of each game can be chosen by you, the operator. Typical play-time is between 12 and 20 minutes. Please note that 12 minutes is a good time and 20 minutes might be too long for this high-energy game.

Obviously, this does not include the time you spend on explaining the rules and watching the enthusiastic players discuss the game while having a drink at your bar. A good turnover rate is 7 groups per two hours. Of course, with LaserMaxx you have an option to change the game time yourself to make sure you will always run efficient at very busy hours in your arena!

29) Laser tag Other - Do you sell second-hand laser tag equipment?

Ans Yes sometimes we have second-hand equipment we acquired when an arena switched to LaserMaxx. Occasionally, we even have secondhandLaserMaxx systems for sale. These are completely refurbished and serviced, including warranty. Contact us if you want to know what is in stock.

30) Laser tag Service - How long is the warranty?

Ans The standard warranty is 12 months. Optionally, this can be extended to 36 months!

31) Laser tag Service - How quick are repairs?

AnsWe strive to uphold a 48 hour limit. This means that if you send an item, we will strive to repair it within 48 hours. Shipment is done by UPS fast shipping, which means that you will have your item back within no time!

32) Laser tag Technical - Can I do maintenance on the laser tag equipment myself?

Ans Yes, most maintenance you can do on-site to ensure a high throughput. Most repairs are minor repairs. During the training, we will also explain some things about repairing as well. Major repairs are done at our headquarters where we have the necessary equipment and technical knowledge available. Luckily, you won't have to use it often though, as LaserMaxx is considered extremely durable!

33) Laser tag Service - You offer to share know-how, what can you offer me?

Ans We have more products in relation to laser gaming, LaserMaxx being only one of them. With the LaserMaxx we are market leader in Europe which means we have a significant amount of expertise and experience available on how to open a business, how to run a business, what marketing is most effective and more. We are willing to share said information with customers as we believe it is vital to have a healthy relationship with our customers.

34) Laser tag Technical - Can you tell me more about the laser tag guns you use?

Ans The guns are made of very strong, high durable material. There is a normal trigger, which is a significant advantage to realism as opposed to a button. There is also an extra button on the side of the gun for optional two-handed shooting which a safety option. It prevents players from swinging their guns around with one hand and hurting each other. Additionally, it prevents players from cheating due to the inability to cover up sensors. The cable to attach the gun to the vest we use is the absolute best in the business. The best part of the gun is that we have absolutely no electronics incorporated within the gun, meaning that the durability is extremely high!

35) Laser tag Technical - Is the laser safe?

Ans Yes, the laser is fully safe as it is a Class II laser. We are able to provide a certificate of safety with every system.

36) Laser tag Tips - What should I do when I want to open a LaserMaxx site?

Ans When you start a lasergame site, there are many things to do. Here are a few things that are very important and should be done as soon as possible:

Think about who your players will be, where they come from, and what they want

Find a location for your arena, instruction room, bar and other facilities

Organize your financing

Make sure you have all the local permits and licenses

Talk to us about LaserMaxx systems

Think about your theme (space, wild-west, urban, jungle, children, etc.)

Start advertising weeks before your opening

Start building the arena soon; this is much more work than you expect!

37) Laser tag Service - What can I expect from LaserMaxx in the future?

Ans One word: innovations. We constantly keep on innovating our products. About once a month an update is issued with new features. Innovations we have made during the years are for instance: Pay-Per-Play, DMX-module which integrates control of arena hardware for operator friendliness, happy

birthday features, S.W.A.T.-light and S.W.A.T.-laser. These are just some of the innovations we have made during the years and we will equally continue to be innovative! It keeps on going!

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39) Laser tag Service - How long is the delivery time?

Ans Delivery time can take up to 8-12 weeks, depending on the size of your order. Please be advised that this is also the time you need to set-up the arena, so be sure to order early! Contact us for details!

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43) Laser tag Marketing - What kind of message should I communicate?

Ans This depends on the type of your target group(s). If you focus solely on children, be sure to make the message you want to communicate accordingly. If it is businesses you are focusing on, be sure to include certain aspects they can relate to. In all cases, be sure to communicate your unique selling points: why should they go to your indoor arena? What is there for them to gain? Remember that you are offering an entertainment service and as such, see the message you are sending as an addition to this entertainment experience.

44) Laser tag Marketing - Who will be my target audience at my laser game arena?

Ans Generally speaking you can expect a lot of groups: birthday groups, corporate groups, families and friends' groups, unless you have a type-specific venue (a children's playground). The age, psychography and demographics of those groups depends on the specific location you are situated in.

45) Laser tag Marketing - How can I make sure people come to play LaserMaxx?

Ans We advise customers to always and lasting practice marketing: flyers, ads, postcards. We have designs and marketing material ready for you to use, so you don't necessary have to create it yourself, though arena specific material is likely to be more effective. Remember that though you can have the best experience available, you can have the nicest staff available yet if you do not communicate it with your potential players, they can't possibly know. So, always do marketing and keep the marketing going even if you are reaching sky-high attendance rates!

46) Laser tag General - Between what ages can players play LaserMaxx?

Ans LaserMaxx is able to suit players from virtually all ages. For practical reasons, we advise the age to be 7 years and up. There is no advised maximum age limit. Note that for children of age 4 and up (!) we have especially developed LaserFun. Contact us for more information.

48) Can I trade-in my current laser tag equipment and upgrade to LaserMaxx?

Definitely!! and it has been done many times before too! We will register you into our Competitive-Upgrade-Program. This entitles you a trade-in discount that can be up to 40%! Contact us for details!

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66) Do I become full owner of the laser tag products?

Yes, you become full owner of your products. For intellectual property rights the software is licensed and stays property of us. This license you receive with any purchase is absolutely free of charge. All other products are yours and from nobody else!

67) What are the costs for system installation and training?

The system itself is plug-and-play on arrival. Installation and training of the operators at your site is free, and will take approximately one day. Travel and stay of our technical staff is not included in this arrangement. Please see our price list for more info or contact your LaserMaxx sales representative.

68) Are there any annual fees or other costs?

No. There are absolutely no license fees or other periodic costs for LaserMaxx

69) What do you think will be the best sources of income?

There are several sources of income. One is of course the profits from the LaserMaxx itself. Another is of course the benefits coming from the sale of food and beverages. If you have merchandise, that can be a potential source of income as well. Be creative!

70) How can I make sure my laser tag business will be as profitable as possible?

Look into the possibilities to have additional entertainment facilities such as the LaserTrooper (outdoor) arena, the LaserSniper, to have go-karts or bowling. This is not necessary, but it adds to the entertainment experience you are able to provide, and increases the range of your business. Anyway LaserMaxx will bring you a good profit alone also...

71) Do I need to and how to train my staff at my laser tag arena?

It is advised to let your staff be aware of what LaserMaxx is, what it is able to do and how to operate it. We offer to train your staff to be able to operate the LaserMaxx correctly and being able to do minor repairs themselves on-site. These trainings are free of charge. Traveling and costs of stay are not included in this offer.

72) How much staff do I need for my laser tag arena?

This depends on a couple of things, some guidelines are this:

- 1) You need approx 1 or 2 operators per 20 people playing.
- 2) Do you have food and beverages? You can either choose to let an operator do that, but it can't hurt to have an extra person for that, especially in weekends.

73) Can you send me a laser game business plan?

We have created a sample business plan in which you can enter data relevant to your business, available for our clients. Remember that it is your business, not ours. You have all the revenues, all the profits and also all the paperwork. :)

74) How much space do I need for my laser tag arena?

The optimal size of your arena depends on the number of LaserMaxx vests that you plan to use, and vice versa. We recommend that you start with not too many vests. If your business expands you can always buy additional vests from us. To give you an indication of the approximate required space, see the table below. These values are an indication only. Don't forget that you also need an area to store the vests , an instruction area and preferably a bar.

Number of vests minimum required arena space:

- 10 packs when you have 300 m2 (3200 square feet)
- 15 packs when you have 400 m2 (4300 square feet)
- 20 packs when you have 500 m2 (5400 square feet)

75) Can you design my laser tag arena?

We do not build arenas ourselves, we focus our time and efforts fully on the products and keeping those the best available on the market. At the same time, we do have extensive contacts and we can get you into contact with an arena builder team, that can build the arena for you! But if you want us to help you with designing the arena, that's no problem. We have helped designing over 100 arenas and will do our best to help you with yours! Our architect can even make the drawings for your building team and let's face it; Building it yourself is most of the time the quickest, easiest and most inexpensive option available.

76) Does the LaserMaxx damage the human body or clothes?

No, LaserMaxx does not hurt the human body or clothes at all. The laser of the gun is a safe class II laser and we are able to provide a certificate of safety with every set. The LaserMaxx does in no way hurt the human body or clothes whatsoever.

77) What is the reach and accuracy of LaserMaxx?

LaserMaxx is able to easily reach 35+ meters. The accuracy when shooting at that distance is a 100%! And trust us, we deliver the best laser gun available in the business. Come over to our HQ and test it yourself.

78) How does the tagging of laser tag guns work?

A 'tag' or 'hit' is made when the beam of light shot by the gun hits the sensors. The sensors emit a small field covering the body of the person wearing the vest, making sure a hit is registered if any part of the body is touched by the beam. The Lasergun of LaserMaxx is the best available in the business. We ensure that if you shoot someone, you hit him/her with 100% accuracy and without hitting another player at the same time. We give you 100% shooting accuracy over 35+ meters and trust us, this is the best in the business.

79) How many players can play LaserMaxx at the same time?

LaserMaxx is able to host 6 teams for a total of 64 players at a time.

80) What kind of message should I communicate?

This depends on the type of your target group(s). If you focus solely on children, be sure to make the message you want to communicate accordingly. If it is businesses you are focusing on, be sure to include certain aspects they can relate to. In all cases, be sure to communicate your unique selling points: why should they go to your indoor arena? What is there for them to gain? Remember that you are offering an entertainment service and as such, see the message you are sending as an addition to this entertainment experience.

81) Who will be my target audience at my laser game arena?

Generally speaking you can expect a lot of groups: birthday groups, corporate groups, families and friends' groups, unless you have a type-specific venue (a children's playground). The age, psychography and demographics of those groups depends on the specific location you are situated in.

82) How can I make sure that people come back to play LaserMaxx?

There are several marketing techniques for that, mostly based upon Customer Relationship Management. To give you some idea now, it is wise to start gathering names, addresses, phone numbers and e-mail addresses the minute you start your business. Next, it is advised to explore your options about giving discounts to regular players and time-specific discounts (such as: easter holiday: 20% discounts for students). A specific theme night works wonders as well (e.g. Student Night).

Remember that you can make as many discounts as you want, yet if people don't know about them, they will never come regardless of the discounts. That communication can done easily in two fold:

- General marketing: flyers, postcards, ads etc and
- Direct marketing: a mail or email to people, possibly via the contacts you have already gathered.

Those are just two examples of the marketing possible.

Always remember you are not selling a tangible product, like soap or salt, but an experience: your aim is to give the players a good time. Make sure your staff knows that and works in accordance to it as it means that staff has to be social and likable and that your communication is tuned to fit that vision. And remember the LaserMaxxlasertag itself is reason enough to come back!

83) How can I make sure people come to play LaserMaxx?

We advise customers to always and lasting practice marketing: flyers, ads, postcards. We have designs and marketing material ready for you to use, so you don't necessary have to create it yourself, though arena specific material is likely to be more effective. Remember that though

you can have the best experience available, you can have the nicest staff available yet if you do not communicate it with your potential players, they can't possibly know. So, always do marketing and keep the marketing going even if you are reaching sky-high attendance rates!