

HELPING OPERATORS SINCE 1997 BY PROVIDING POWERFUL LASER TAG EQUIPMENT

# LASERBLAST

LASER TAG EQUIPMENT



**IMMERSIVE  
ARENAS**



**INDUSTRIAL  
EQUIPMENT**



**INNOVATIVE  
TECHNOLOGIES**

MADE IN THE USA

[laserblast.com](http://laserblast.com)

877-338-7889

# Operator Reviews

"Mike and the Laser Blast team were crucial in the design phase as we integrated lots of technology including lights, fog, DMX, and interactive video. The Laser Blast team also supplied 31 phasers and all controls. We could not be happier with the quality of equipment, industry expertise, ease of communication throughout the process, and flawless install. Top notch people and top notch product!"

*Chris & Rich, Rebounderz*

".. Great lasertag equipment and great service! I have been a lasertag operator for 23 years and I am very pleased with our decision to switch to LaserBlast. I have worked with other lasertag equipment where service, parts, support are hard to get. With LaserBlast, you will get prompt, helpful service, quick turnaround times, and quality products. Although they have hundreds if not thousands of customers, they will always make you feel like you are their top priority." *Tim, Lazer X*

"..The laser tag paid for itself within a year. We especially like how easy it is to upgrade the gear. We added team bases to expand our game formats, and later on added some scoreboards inside the arena without breaking our budget." *Ryan, Zao Island*

".. We installed our Laserblast system in April 2012, replacing an older competitor system. The quality of the Laserblast gear and ease of use, along with game features made the decision an easy one for us..." *Bill, Interskate 91 North*

## Laserblast Differences

WIRELESS CHARGING  
EASY MAINTENANCE  
RICH GAME VARIETY  
MEMBER TERMINALS  
IMMERSIVE ARENAS  
DMX INTEGRATION  
TOUCH ELEMENTS  
DURABLE ENGINEERING  
AI PROJECTOR TARGETS  
AURORA LASER  
TRIVIA LASER TAG  
NO-CHARGE SUPPORT

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## DID YOU KNOW?

Laserblast laser tag equipment is operating in 30 countries, and we have installed over 500 systems.



# Our Story

ENGINEERING LASER TAG  
EQUIPMENT SINCE 1997

Our founders made use of decades of real-world engineering experience to design a sophisticated laser tag system that could withstand the energy of excited kids bouncing off the walls! Take a look inside our phaser to see the difference a well-engineered design makes. (Page 7)

*Carla & Tim Ewald, Zap Zone  
Farmington Hills, MI 1997*

Having developed optical glass for fighter jets, electronics for space shuttles, and industrial measurement lasers, we understand the importance of reliable equipment that stands up to the test of time. Many of our customers continue to profit from our laser tag systems after 15-20 years of operation.

## What makes us Different?



**Innovative Technologies:** clip-free suit-up, wireless charging, capacitive touch detection, rubber grips, and 1000+ cycle rated, safe, LiFeP04 batteries.

Laserblast is a growing, dynamic laser tag equipment industry leader that will add excitement to your family friendly attraction. We also give you the confidence of a smart investment with growing revenue. Let us demonstrate to you why our products are the best in the market, have the most advanced features, and give you the most repeat play possible.



**Renowned Durability** to ensure your investment in our systems hold up for years to come.

Over our 22 years of laser tag, our project coordinators have gained effective knowledge about opening and operating a successful laser tag attraction. Our project coordinators will give you the individual attention needed to make your attraction a success.



**The People:** From project coordinators to our customer support team we are committed to providing the best experience possible.

THE MOST POWERFUL LASER TAG SYSTEM ON THE MARKET:

# CYBERBLAST



## The Best Tagging Technology

Cyberblast provides the highest quality laser tag game play. It starts with our unique-in-the-industry computer aided alignment process, ensuring that every single laser is evenly matched and accurate. We then angle **16 hit sensors** to prevent tagging dead zones and make full use of multi-level arenas.

## More Inclusive Phaser-Only Add Ons

*No player left behind.* We've developed a solution for small children, disabled or handicapped tag enthusiasts. Can't wear a vest? Our Vestless Phasers are fully compatible with the Cyberblast System. Having a few at your facility will ensure families and players of all types will be able to play in your arena.

## Game Variety



Every Cyberblast system includes over 30 game formats, and free access to new formats as we create them every year! Some games are intended for smaller groups to make the arena fun even if only 5 people want to play on a weekday afternoon, some are fun for big groups of new players, and some are tailored for advanced players on special VIP nights.



## VEST FRONT



## VEST BACK





## Operator Resources

We provide all the marketing and operational support you'll need for your laser tag center. This includes hundreds of model photos, software, maintenance walk-through, and marketing templates.

## FEATURES

**Targets** - Award bonus points and activate effects.

**Cybergates** - Restrict access and award powerups.

**Base Stations** - Central defense points.

**Elements** - Multi-purpose: Mine, Recharge station or Detector.

**Trivia Stations** - Customizable in-game quizzes.

**AI Targets** - 10' interactive opponents to bring your arena to life.

**Vestless Phaser** - Phaser only add-ons to include players of all sizes and handicaps.

**Cyberweb** - Frequent player program.



**Cyberblast is designed with ease of operation in mind.** Your center is very busy at peak times. It is absolutely critical that your staff can focus on keeping customers happy instead of stumbling through complicated startup procedures. User friendly game software makes it easy for your staff to pick a new game or accommodate guests needs.

**Maintenance is a breeze. Simple part swapping with color coded connectors and quick-close cases.** Our support team is also available to guide you. They can also help troubleshoot your vest issues. Keeping your downtime to a minimum.

**LASER GAMES TIGNIEU,  
JAMEYZIE FRANCE**



**EVERYTHING STARTS  
WITH ONE SIMPLE  
PUSH OF A BUTTON**

### Each Vest Features:

Durable Rubber Strain Relieved Cables

Front-Opening Magnetic Latch

Five Directional Hit Vibrators

16 Hit Sensors

1000+ Cycle LiFePO4 Battery Packs

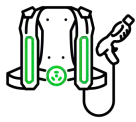
Shoulder-Mounted 4-Voice Stereo Speakers

Comfortable Futuristic Design



[laserblast.com](http://laserblast.com)

\*\* All packages can be customized. Prices subject to change.



## 2019 VESTED SYSTEM PRICING



20 VESTS  
Starter

**\$57-66k**

LIFETIME UPDATES



24 VESTS  
Advanced

**\$65-75k**

LIFETIME UPDATES



36 VESTS  
Pro

**\$92-105K**

LIFETIME UPDATES



Computer System

Software

Wireless Charging Racks

Installation & Training

Operator Resources

24/7 Emergency Support

Unlimited Lifetime Updates

30 Month Warranty

Spare Parts Kit

20 Vests

2 Bases

Computer System

Software

Wireless Charging Racks

Installation & Training

Operator Resources

24/7 Emergency Support

Unlimited Lifetime Updates

30 Month Warranty

Spare Parts Kit

24 Vests

2 Bases

3 Elements

6 Targets

1 AI Target

Computer System

Software

Wireless Charging Racks

Installation & Training

Operator Resources

24/7 Emergency Support

Unlimited Lifetime Updates

30 Month Warranty

Spare Parts Kit

36 Vests

3 Bases

6 Elements

12 Targets

2 AI Targets

2 Cybergates

2 Trivia Tag Stations

Cyberweb Membership

2 Vestless Phasers



# ZERO-CONTACT CHARGING

SHORTEN TIME SPENT ON STARTUP/SHUT DOWN.

EXTEND BATTERY LIFE

MINIMIZE VEST DOWNTIME

NO FRAGILE CONNECTORS



This exclusive innovation minimizes the time spent on start up and shut down. In 2011 our self charging vest racks were honored with the Brass Ring Best New Product Award, and they continue to be a LaserBlast exclusive feature. Unlike other systems, the vests charge wirelessly whenever they aren't in use, with no connectors or impact points. The wireless charging system creates a more efficient operation while also extending usable battery life.



*In 2011 our self charging vest racks won the IAAPA's Best New Product Award*



**BEST MOBILE SYSTEM  
IN THE LASER TAG  
INDUSTRY**

## FUTURISTIC

The most striking feature of the CyberBlast Phaser system is its futuristic style that stands apart from every other laser tag system. Not only does the rubber cover look great, it also handles better than older plastic-only shells.

# VESTLESS SYSTEM

### We offer Mix N Match Packages

CyberBlast Phaser is our lightest weight laser tag system at only two pounds per phaser. A ten player system can be contained in a single carrying case complete with a touchscreen laptop computer. The system is most often used for portable laser tag events and temporary installations.

### Durability & Longevity

CyberBlast uses field-proven LaserBlast optics, triggers, and shock isolation. Nine mounting bosses and strengthening ribs ensure a long-lasting phaser case. The rubber cover absorbs impact providing another layer of protection for the electronics inside.

The latest advance in battery technology is used in the CyberBlast Phaser system. A LiFeP04 battery provides a more stable chemistry than ordinary Lithium Ion, while delivering 12-16 hours of life on a single charge and 2000 charge/discharge cycles (over 6 years at 300 cycles per year) before wearing out. Other chemistries like ordinary Li-Ion wear out after 600-1000 cycles (2-3 years).





## FEATURES

- Lightest Weight System
- Party Rentals & Temporary Attractions
- Lowest Cost System
- Simple Touch Screen Operation
- Music Control
- Targets
- Basic Game Parameters
- Twelve-Month Standard Warranty



### MOBILE PARTY RENTAL



### MINI LASER TAG ADDITION



### TARGET GALLERY & SPECIAL APPLICATIONS



24 Capacity Phaser Rack

The 2-watt multi-voice speaker allows multiple sound effects to be played at once, so you don't miss out on critical updates throughout the game. A pico-vibrator is mounted in the grip of the phaser, providing tactile feedback when the trigger is pulled and when you are tagged. The RGB LCD shows your rank, score, shots remaining, and other information throughout the game. Angled at 45 degrees, the screen can be read quickly so you can get back in the action. Extra thick rubber bumpers surround the LCD preventing damage to the most sensitive part in the phaser.

The CyberBlast Phaser system is typically used for portable applications, however it can also be used as a low-cost fixed attraction to reach a younger target audience. If you would like to use Cyberblast Phaser in a fixed attraction, several options are available to improve the game experience.

The LED-lit display rack holds up to 24 phasers, and their chargers in an attractive case constructed of thick ABS plastic and wood. A single leg of the case can be purchased instead, holding up to 12 phasers in a very small footprint.

\*\* All packages can be customized. Prices subject to change.



## 2019 VESTLESS PRICING



**8 PHASERS**  
Mobile

**\$9,700**

LIFETIME UPDATES



**12 PHASERS**  
Mixed Use

**\$13,900**

LIFETIME UPDATES



**20 PHASERS**  
Pro

**\$23,900**

LIFETIME UPDATES



8 Phasers

8 Chargers

Computer System

Software

Radio

Backup Starter

Operator Resources

12 Month Warranty

24/7 Emergency Support

Unlimited Lifetime Updates

Carrying Case

12 Phasers

12 Chargers

Computer System

Software

Radio

Backup Starter

Operator Resources

12 Month Warranty

24/7 Emergency Support

Unlimited Lifetime Updates

10 Targets

20 Phasers

20 Chargers

Computer System

Software

Radio

Backup Starter

Operator Resources

12 Month Warranty

24/7 Emergency Support

Unlimited Lifetime Updates

10 Targets

Premium Phaser Rack

### Mobile

Expand your rental business and increase your per-event revenue. Pair it with a covered inflatable, paintball style bunkers, or open the case and use natural obstacles like trees, hallways or unique outdoor areas.

### Mixed Use

Do you have a softplay, extra party room or a special event room? Cyberblast Phaser can help you add another revenue stream without removing any of your existing business.

### Mini- Arena

Turn low-performing space into profits. Perfect for bowling centers, skating rinks, or other entertainment centers without the floor space for a traditional laser tag set-up.

# AURORA LASER



The laser tag industries largest beam! Our highly visible laser technology can be seen completely from the tagger and those being tagged. The beams halo effect easily cuts through fog. Our Star Wars inspired beam is cone shaped with a smaller shape within. This brings much more excitement than your standard small red dot laser tag beam.



# TRIVIA TAG

Custom questions are especially important for corporate events and school groups. School groups can practice what they've been learning in class in a fun environment. Company event bookers can better justify a team building event by reinforcing the company message in-game.

Boost your laser tag group event bookings! Using our Cyberweb cloud platform, events from birthday parties up to corporate facility rentals can create their own questions, powerups, and penalties. 21 unique rewards can be selected, including: bonus points, spy mode, mirror shields, and cloaking. Our Trivia Game tracks each player individually, and escalates the rewards and penalties as each player progresses through the game. Best of all, your customer can easily create the questions at our entry portal.





# AI TARGETS

Bring your laser tag arena to life with AI Projector Targets! Now players can take on giant animated opponents that appear around the arena. Once animated opponents have made their entrance, players will only have a few seconds to tag them before they attack and shut you down. Custom videos are available to match your arenas style perfectly.

Are you ready for a change of pace for your frequent players? Switch the AI Targets into Power-Up Mode. Similar to home-based video games, animated power-ups appear on the projector screen throughout the game. The first player to grab the powerup when it appears gets a temporary powerup like Spy Mode, Cloaking, or Weapon Upgrades. Power-Up Mode is another great way to give your frequent players a new experience every time!



**Each AI Target Includes: CyberPi Media Player, LED Projector, Mounting Hardware, Target, Emitter, & Local Speaker**

(8' x 6' Projection Size)

# CYBERWEB

## FREQUENT PLAYERS PROGRAM

Replace Printed Scorecards,  
Stay Connected, & Save Money

Earn achievements and hack the game with Powerups. Powerups reward players starting with the first game! Earn achievements through a combinations of dominating performance and playing all of the unique game modes. Unlock and equip new powerups from Spy Mode to the Elemental Attack!

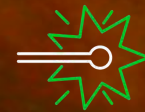
Players earn achievements by playing frequently. Achievements range from very easy, "Mercy" (don't finish in last place) to very difficult "T-1000" (Eliminate 100 players in a elimination game format). As players complete these achievements, they earn points that unlock new powerups. The achievements are designed for a steady progression, so players are always moving towards the next reward. With their smartphone, home computer or in-store web terminal, they can change their powerup for the next game and track their progress.



YOUR PACK LIGHTS  
ARE TEMPORARILY  
DISABLED



ALL ELEMENTS BLAST  
NEARBY OPPONENTS  
FOR 3 SECONDS.



YOU CAN DESTROY  
THE BASE 1 EXTRA  
TIME PER GAME.



**Badge on your vest  
and select your  
power-up.**



YOUR TAGS  
DEACTIVATE PLAYERS  
FOR 50% LONGER



DEACTIVATE EVERY  
OTHER PLAYER FOR  
15 SECONDS



RECEIVE 20 EXTRA LASER  
BURST ROUNDS PER GAME



RECEIVE 3 EXTRA  
SHIELDS PER GAME



# SMART MISSION BRIEFING

**Hands Off. Game On.** Let the video player explain each mission in depth as players watch and learn.



The Smart Mission Briefing is triggered by touching a fool-proof button in your briefing room. After watching the short explainer video, players enter the arena with confident knowledge of the mission objective. Smart Mission Briefing dramatically decreases laser tag players' learning curves. Experience the game like never before!

New lasertag game types can be difficult to explain to beginner or even intermediate laser tag players. The arena's game master is left to explain all the rules to each group, and he or she often provides a less than enthusiastic delivery. This leads to confusion during play, and minimizes the chance players will have the desire for repeat play. It's no wonder that most laser tag centers report using only the most basic Team or Free For All Game formats.

**Smart Mission Briefing is the solution** to actually make use of the incredible game variety in the CyberBlast system, and give your customers a new experience everytime.



**ZOMBIES**



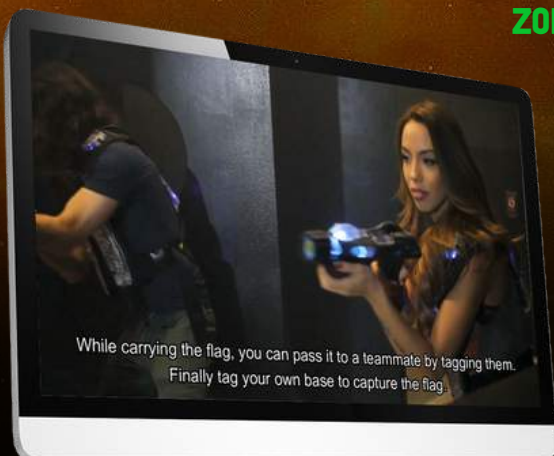
**RABBIT**



**KING OF THE HILL**



**DRACULA**



Standard Free For All and Team Games become repetitive over time, especially for frequent players. We release up to 5 new game formats per year. Some of these include: ZOMBIES, KING OF THE HILL, ODDBALL, DOMINATION & more. Let Smart Missions Briefing work for your arena and watch excited players come back again and again to play different missions.

"... Mike and the Laser Blast team were crucial in the design phase as we integrated lots of technology including lights, fog, DMX, and interactive video. The Laser Blast team also supplied 31 phasers and all controls. We could not be happier with the quality of equipment, industry expertise, ease of communication throughout the process, and flawless install. Top-notch people and top-notch product!" - Chis & Rich, Rebounderz, Grand Rapids, Michigan.

## DMX EFFECTS

CyberBlast software can trigger sounds, lighting, and even physical effects like fog & air jets. These effects can be triggered by touch sensors, tagging, detectors, or nearly any other action in the game. Some of our previous immersive projects include a haunted mine in the midst of a cave-in, and an ancient adventure with venomous snakes that fire back at nearby players! Some of our interactivity kits include: Fire Effect, Back-lit smoke, Base Enhancement Lighting, and central arena bars to glow the winning team's color, and flash with game announcements.



Fire lighting inside Rebounderz, Grand Rapids Laser Tag Arena

**\$3,200**

\*\* Packages can be customized to fit your areana

### BAR LIGHT

Team Lead  
Corridor Lighting

**x4**

### MEGA HEX PAR

Base Enhancement  
Light

**x6**

### FOG FURY

LED-Lit Fog Center  
Prop Enhancement

**x1**

### FIRE EFFECTS

Fire Effect Side  
Prop Enhancement

**\$750**

### CHAUVET INTIMSPOT 160

Search  
Spot/Headlight

**\$650**

**← ADDITIONAL  
ADD-ONS**

### ENTOUR CYCLONE

Wind/Fan Tunnel  
Effect

**\$600**

### RELAY TRIGGER

Attach your own  
low-current effect

**\$200**



# SPACE CONSIDERATION SITE SELECTION

## Attraction Requirements 2,000-5,000 SF

Laser tag arenas as small as 1000 square feet can be accommodated with the CyberBlast Phaser system, but returns will not be on par with a full-size attraction.

## Multi-level Laser Tag

Perform better than single-level centers, especially in highly competitive areas. Adding a walk-under ASA (area of sport activity) should be the goal if it is feasible for your building, local market and government regulations. a walk-under area requires a minimum ceiling height of 16', preferably 18'.



## Square Footage - Arena, Briefing, and Vesting

20 Players 3,000 Total SF 250 SF Vesting Room

150 SF Briefing Room 7-8 SF Per Player

## Laser Tag Game Rotation Stages

Briefing 2-4 minutes  
Vesting 1-2 minutes  
Game Play 7-12 minutes  
De-Vest 1-2 Minutes  
Score 1-2 Minutes

3-4 Games  
Per Hour

Every arena throughput may look a little different. The goal is to push as many players through your arena per hour as possible.

## Family Entertainment Center (FEC) Model- Other Attractions

In the past, most laser tag centers only offered laser tag and a small arcade or game room. As other entertainment centers have sought new attractions to offer more variety than their competition, single-attraction centers have become very rare, typically only excelling in smaller markets.

Laser tag is now almost always part of a multi-attraction center with some of the following complementary attractions: bowling, bumper cars, go karts, mini-golf, food & beverage, game rooms, trampolines, skating rinks, escape rooms, and cinemas.



# REVENUES, INVESTEMENT, & FINANCING

## What can you earn per year?

**\$250,000 - \$1,000,000 Per Year.**

## What factors decide your ROI?

Location, Population, Marketing, and Operating Hours

## Investment

**\$100,000-\$400,000**



## What factors determine the initial investment?

Local regulatory environment, self-built arena or turn-key solution, and whether the arena is single or multi-level.

## Financing

We offer in-house financing program that allows approved buyers to finance 50% of the purchase price over 12 months interest-free.

## Trade-Ins

If you are already operating any laser tag system and ready to make a change, let us simplify the process by reselling your old system for you. Depending on the revision and condition of the gear, we can typically offer between \$5,000 and \$15,000.

## Leasing Companies

We have worked with several leasing companies who can finance up to 90% of the equipment purchase price. We would be happy to work with your preferred company, or recommend a company that understands the amusement industry for you.



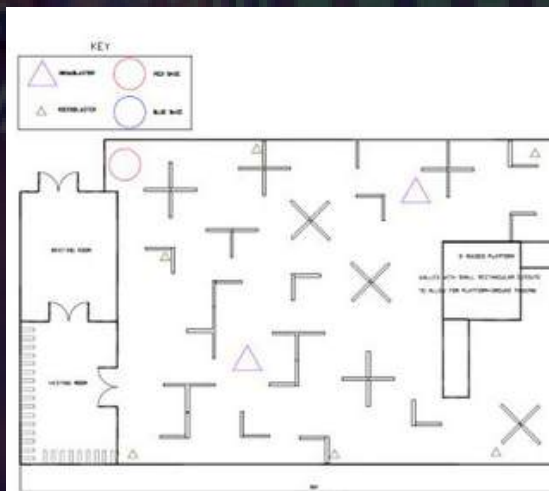
# CONSTRUCTION & THEMING

Building an exciting arena with eye-catching designs is among the most important factors in the success of any laser tag center. The arena by itself must be a memorable experience for your guests. The two most frequently chosen options are a turnkey arena from our partner theming companies, or build-your-own arena with design assistance from LaserBlast.



## Self Built Arena

If you choose to construct your own arena, LaserBlast will provide a fun, functional, and competitive layout tailored to your available space using our 3D modeling software and extensive experience. This is the least expensive option and tends to make sense for smaller markets. You will be provided with an arena package, including partition layouts & details, electrical requirements, and suggested audio / special effects. We still recommend having the arena themed or painted by a professional. We can suggest an experienced laser tag artist, or you can hire a local artist.

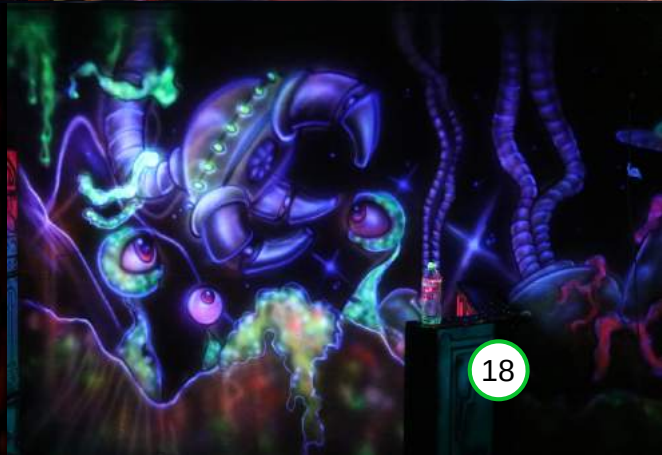


## Turnkey Arena

For more populated areas that can support the initial investment, we recommend working with a professional theming company that specializes in laser tag environments. Working with an experienced company ensures your arena will be safe, durable, and impressive to keep players coming back. In addition to standard wood & barrel partitions, these arenas typically also include unique elements to match your theme, base structures, archways and more. We have strong working relationships with the best theming partners in the business who can help with your project. Contact your LaserBlast representative for more information about our theming partners.

# Theme is important!

Your guests deserve a memorable experience that will bring them back for more!





"Great laser tag equipment and great service! I have been a laser tag operator for 23 years and I am very pleased with our decision to switch to LaserBlast. We bought our 1st system in 2007 (42 vests) and purchased a 2nd system in 2016 of 50 vests. Since then we have added 2 of the new "phaser-only" hand held units. These are great for smaller guests and those who might have special needs. I have worked with other laser tag equipment where service, parts, support, etc are hard to get. With LaserBlast, you will get prompt, helpful service, quick turnaround times (if ever needed), and quality products. Although they have hundreds if not thousands of customers, they will always make you feel like you are their top priority."

-Tim Kintz, Lazer X Fort Wayne, 23-Year Operator

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