



# BATTLE

## — COMPANY —

BattleCompany.com

**LASER TAG'S  
LEADING INNOVATORS**

Headquarters / 9100 S. Nicholson Rd, Oak Creek, WI 53154

1.888.798.9616



# WHO WE ARE

We are an ambitious laser tag design and manufacturing company with a passion for changing the way people **EXPERIENCE LIVE-COMBAT GAMING**.

We **PROVIDE MANUFACTURING** and support to businesses both big or small, around the world! With fresh thinking and **INNOVATIVE GAMING** concepts, our reputation has made us a leader in the live-action gaming space. One of the hallmarks of our approach to **DESIGN** & manufacturing is equipment versatility. Whether operating an indoor arena, outdoor battleground, mobile business, or a special entertainment attraction our equipment can be **CUSTOMIZED TO FIT** your needs. Battle Company systems will expand your income opportunities and offer possibilities where the rest of the industry can only provide limitations.

Our products are **DESIGNED AND TESTED** at our 13-acre property headquarters. We've put the equipment into action in our 5,000 square-foot indoor laser tag facility as well as our newly constructed outdoor battlefield. This is to ensure the highest level of design quality across the different types of environments where laser tag is played. Using Agile development methodology and manufacturing that is **ISO 9001 CERTIFIED**, we are the fastest manufacturer in the industry when it comes to bringing new products and software to market. Battle Company equipment has a strong competitive advantage over other brands and our **COMMITMENT TO R&D** is the reason why we are leading the evolution of the laser tag industry!

## BUSINESSES THAT CHOOSE US TO POWER THEIR EXPERIENCE



## WE SERVE THE MILITARY



## WE SERVE BUSINESSES OF ALL SIZES

<h3>INDOOR</h3>	<h3>OUTDOOR</h3>	<h3>MOBILE</h3>
<ul style="list-style-type: none"> <li>• AIRSOFT (partner)</li> <li>• PAINTBALL (partner)</li> <li>• BOWLING CENTER</li> </ul>	<ul style="list-style-type: none"> <li>• FITNESS CLUB</li> <li>• VACATION RESORT &amp; HOTEL</li> <li>• CAMPGROUND</li> <li>• HAUNTED HOUSE</li> <li>• CORN MAZE</li> </ul>	<ul style="list-style-type: none"> <li>• THEME PARK</li> <li>• TARGET SHOOTING RANGE</li> <li>• MINIATURE GOLF COURSE</li> <li>• BIRTHDAY PARTIES</li> <li>• CORPORATE PARTIES</li> <li>• TEAM BUILDING EVENTS</li> <li>• YOUTH GROUP EVENTS</li> <li>• SPORT COMPLEX</li> </ul>

## OUR PRODUCTS HAVE THE HIGHEST REPLAY VALUE IN THE LASER TAG INDUSTRY



SOLD INTO **35+** COUNTRIES

ENTERTAINED OVER **8 MILLION+** GAMERS OF ALL AGES

## 3 OUT OF 4 PLAYERS WHO USE BATTLE COMPANY EQUIPMENT RETURN TO PLAY AGAIN!

OUR EQUIPMENT WILL **INCREASE YOUR REVENUE** & CREATE LOYAL CUSTOMERS!

ROI IN LESS THAN **SIX** MONTHS



OPERATORS USING BOTH EDGE SOFTWARE & CALLSIGN APP SEE A DRASTIC INCREASE IN REVENUE



ON AVERAGE OVER **600%** ANNUAL PROFIT PER RIFLE



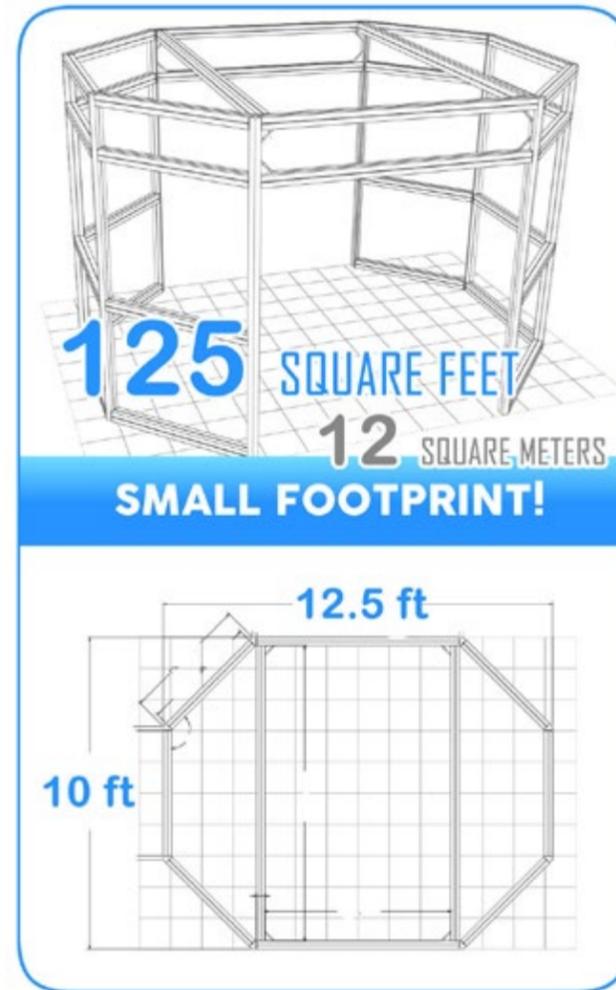
**LIVE ACTION ARCADE**  
**BATTLE CAGE**  
**SWORD FIGHTING GAME**

The Battle Cage is an exciting sword fighting game that is fun for players of all ages. Players strap on a belt, grab a sword and step into the cage to face off in this exciting attraction that is not only fun to play but fun to watch. The Battle Cage has **AMAZING SOUNDS, LIGHTS, & MUSIC** that will blow your customers away!



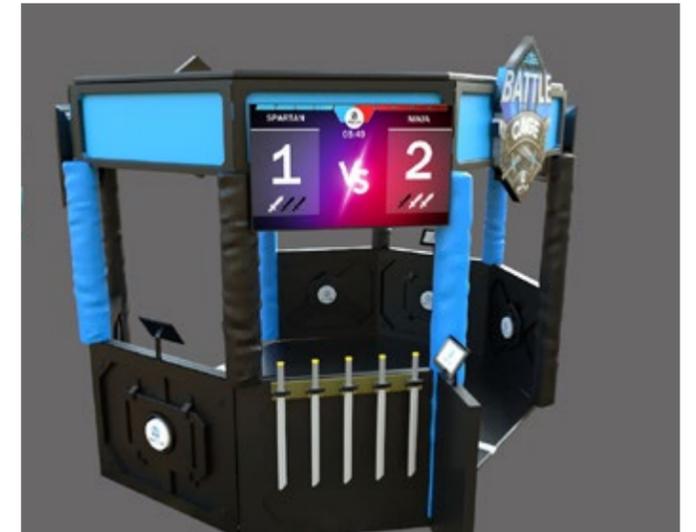
**PATENTED SWORD**

The sword blades used in the Battle Cage are safe for players of all shapes and sizes. The patented coating and a strong foam core design ensures the Battle Blade holds up longer than any other type of blade.



**BIG ATTRACTION**  
**SMALL FOOTPRINT**

Have a 10ft x 12.5ft space not making your facility much money? Remove the clutter and fill that area with the Battle Cage. This 125 sqft attraction will put your entertainment center on the map!



**LIVE SCORING WITH SWORDS**

Battle Company's advanced scoring software will keep track of points in real time. It's time to challenge your buddies, family, or co-workers to a fun filled epic duel.



**WHAT IS INCLUDED WITH THE BATTLE CAGE?**

**4x Swords**

Included with your Battle Cage is 4 Battle Blades. This means your attraction will be operational all day long!

**2x Monitors**

Two large monitors display live scoring for all your spectators to see

**Lights**

The Battle Cage comes with lighting to help illuminate your players in any environment.

**6 Speakers**

With 6 total speakers the Battle Cage music and sound effects are amazing.

**3x Tablets**

3 tablets come with each cage. One tablet is used for each player and the third makes it easy for your staff to start and run games..

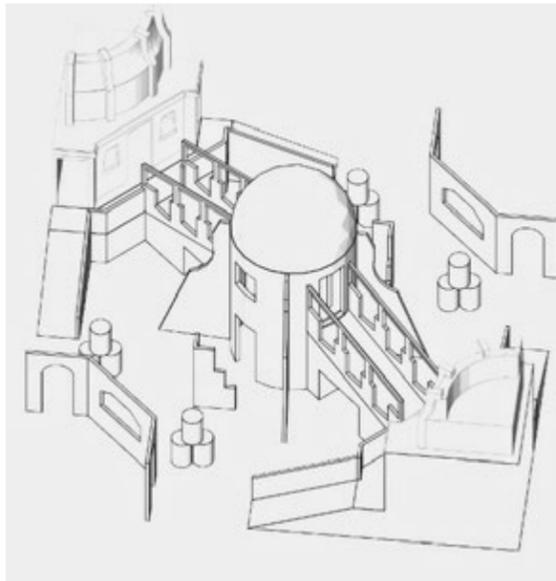
**CAGE**

A custom designed aluminum frame, strong plastic panels, and protective flooring is all include.

# DESIGN SERVICES FOR YOUR ATTRACTION



Battle Company can help you design and build your attraction from the ground up. Our team has put a focus on creating high through-put attractions for businesses big and small. Whether you are a family fun center looking to revamp your traditional laser tag experience to something more exciting or a theme park looking to create a unique live action attraction around a popular brand...our team can make it happen! Want to get into the mobile game trailer business? Battle Company can build you a specialized game trailer custom fitted with our gear so you can take your parties on the road!

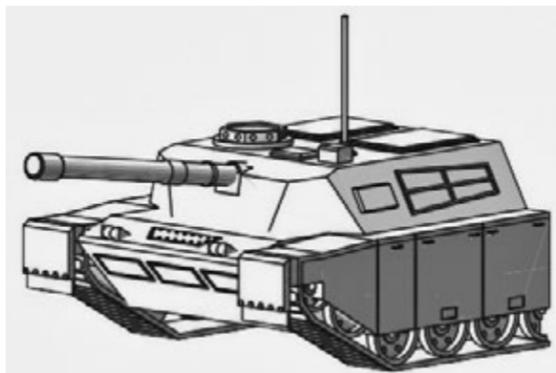


## THEME PARK ATTRACTION

Our team specializes in high through-put live action gaming attractions. Battle Company will create an attraction for you that your guests will never forget.

## BATTLE GEAR & PROPS

Need a specialized weapon or prop for your experience? Battle Company can build it! Our design team uses modern manufacturing methods to create amazing gear and props.



## ARENA DESIGN

Have awesome equipment for your laser tag business is important, but so is the way your arena looks and more importantly...plays. Let experts in laser tag hardware create an amazing design and build for your live gaming attraction.

## MOBILE GAME TRAILERS

Looking to create an attraction for on the go? Battle Company can build a specialized trailer that takes full advantage of our gear to make sure your events are as exciting as possible.

# LIVE ACTION ARCADE



## LET US HELP YOU DESIGN YOUR NEXT LASER TAG INSPIRED ATTRACTION

LINEAR WALK-THROUGHS

COMPETITIVE EXPERIENCES

INTERACTIVE TARGET SHOTS

## HIGH THROUGHPUT

“DID YOU KNOW BATTLE COMPANY GEAR POWERS THE HIGHEST THROUGHPUT LASER TAG ATTRACTION IN THE WORLD?”

## ARENA DESIGN

BATTLE COMPANY SPECIALIZES IN TACTICAL LASER TAG!

THE BEST GAMEPLAY DESERVES THE BEST DESIGN

ARENA OPTIMIZED FOR BATTLE COMPANY TECHNOLOGY

# BATTLE RIFLE PRO

The Battle Rifle Pro is our most popular unit. Its robust features and versatile design make it the perfect unit for players of all ages.

**THE BATTLE RIFLE IS BACKED BY THE INDUSTRY'S MOST POWERFUL ELECTRONICS**



## FEATURES

- Player and Game Presets
- Connect a Phone Via Bluetooth
- Long Range in Full Sunlight
- Rumble Feedback
- Customizable Preset Weapons
- Wifi 2.4 Ghz
- Offline and Online Scoring
- 15 Weapon Presets
- Updatable Over Micro USB
- Admin Controls
- Class 1 Laser Standards
- Lithium Ion Battery
- Adjustable Beam Spread
- 6 Team Colors
- Extended Warranty Available



CLASS 1 LASER PRODUCT



ROBUST AUDIO



WIFI TECHNOLOGY



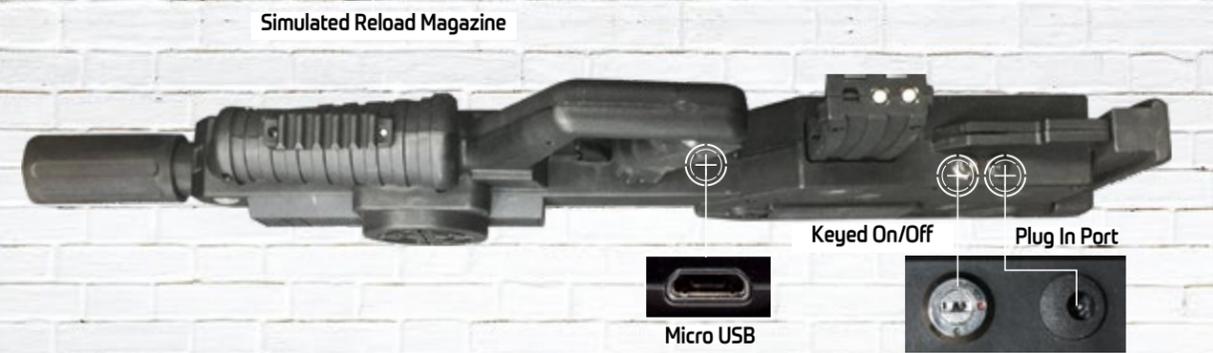
BLUETOOTH TECHNOLOGY



# BATTLE RIFLEX XL

The Battle Rifle XL is our larger, commercial laser-tag unit featuring a removable clip for simulated reloading and an adjustable stock for your older crowd.

- 1 ADJUSTABLE STOCK
- 2 PHONE POCKET
- 3 SIMULATED RELOAD MAGAZINE
- 4 RAIL ATTACHMENT MULTIPLE MOUNTING RAILS



CLASS 1 LASER PRODUCT



# MOST POWERFUL ELECTRONICS!



**3 STAGE RELOADING**

Bluetooth 2X

Quick Swap Battery Pack

Amazing Audio with 2000+ Sound Effects



**RECOIL STOCK**

Plug In Port

Keyed On/Off



Micro USB

CLASS 1 LASER PRODUCT

# BRM

METAL HYBRID

Battery powered recoil stock, 3 stage reloading, backed by the industry's most powerful electronics, the BRM is your premier choice for tactical laser tag!



Removable Mag to Simulate Rifle Reloading

IF AN M4 & THE BATTLE RIFLE HAD A BABY...

**IT WOULD BE THE BRM**

The BRM's newly designed adjustable stock is fitted with a battery powered recoil system that comes alive in your customer's hands without the headache of using CO2. Gesture detection gives players the ability to perform motion-based melee attacks. Another first for the industry. Want simulated reloading? Drop and pop the mag, then pull back the charging handle with the BRM's realistic 3 stage reloading option.

## HIGHLIGHTED FEATURES



ROBUST AUDIO



WIFI TECHNOLOGY



BLUETOOTH TECHNOLOGY



Our equipment leads the pack with over 2000+ sound effects and the industry's only custom voice profiles.



## Powerful Laser Tag Game Engine & Scoring Software

### EDGE GIVES YOU TOTAL CONTROL OVER THE BATTLEFIELD

By unlocking the power of our advanced laser tag hardware through WiFi technology Edge will allow you to create new and exciting game modes, manage your players, and of course give you real time scoring.



## RUN YOUR BUSINESS THE WAY YOU INTENDED

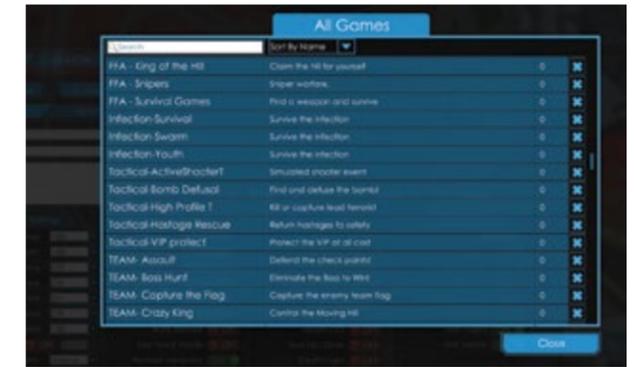
### EDGE HAS THE INDUSTRY'S MOST ROBUST FEATURE SET

- Design an unlimited number of game types
- Build a variety of weapons with the industry's most advanced gun builder
- Dream up unique player types with special weapons and abilities
- Grant players the option to use their phones in-game with CallSign
- Create unlockable weapons and custom rewards
- Deploy enemy actors for a live target experience
- Promote your business with in-app messaging and special offers through CallSign
- Apply special rules to create unique missions
- Add your own songs and sound effects to each game
- Track stats and manage player CallSigns
- Select and deploy new missions instantly
- Run single games or full sessions
- Broadcast your scoreboard to a TV screen

**EDGE CAN RUN WITH OR WITHOUT AN ACTIVE INTERNET CONNECTION!**

### EXCITING GAME MODES!

EDGE comes ready with some of the most popular game types from the video game industry. King of the Hill, Domination, Infection, Capture the Flag, and more! EDGE gives your business the power to be creative when developing an experience for your players bringing your vision to life with endless possibilities.



### KILL STREAKS BABY!

The EDGE Game Engine is the only system on the market that offers a true kill streak experience found in popular games like Call of Duty. Call in a UAV to give away the enemies positions, get upgraded weapons or body armor for you and your team, or rain terror from the sky with mortars, missiles, choppers, and even a nuke! There are 16 Kill Steaks available for you to add or remove from any game!



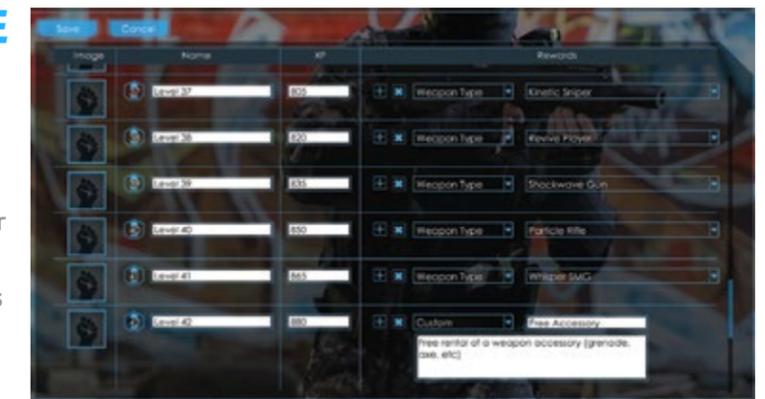
### EARN MEDALS!

EDGE will let your customers earn medals. Medals are achievements given to players based on how they play. This creates additional buzz for players beyond seeing their stats. With CallSign, players can track all the medals earned while playing at your battlefield.



### RANKING & UNLOCKS CREATE MORE REPEAT CUSTOMERS

Our robust ranking settings allow you to create your own rewards for players to unlock. We are not just talking about giving a player a little number next to their name and a star. This is a full fledged ranking system where players can unlock weapons and custom rewards redeemable at your business!



# EDGE TERMINAL

ACCELERATES PLAYER THROUGHPUT WITH CONTROL FROM AN IPAD OR ANDROID TABLET

## YOU ARE NOW FREE TO MOVE ABOUT THE BATTLEFIELD!

EDGE Terminal is a custom designed application built for iPads and tablets that give you and your staff freedom and control over the entire battlefield. Terminal acts as a remote control for Battle Company software and equipment making it easier to create Callsigns, manage the EDGE game engine, assign teams and equipment, and run a game or session. Controlling the battlefield has never been easier!



EDGE TERMINAL GIVES YOUR STAFF FREEDOM AND CONTROL FOR MANAGING GAMEPLAY ON THE GO

TERMINAL CAN ALSO ACT AS A STATION FOR PLAYERS TO VIEW THEIR CALLSIGN PROFILES AND TO SEE THEIR SCORES AND RANKING.



## CONNECTING YOUR LASER TAG BUSINESS WITH FACEBOOK

Give your customers a new reason to hit the Like Button!



EASILY SHARE YOUR SCOREBOARD TO FACEBOOK

Facebook is one of the most effective marketing platforms in existence and by merging it with your game engine, you can easily create more buzz for your business.



INDUSTRY'S FIRST INTEGRATED  
SMARTPHONE  
APPLICATION

### REVOLUTIONARY SMART PHONE APP

There is a smartphone in everyone's pocket... so we at Battle Company want to help you take advantage of that! CallSign is a FREE smartphone application created for your players to view stats, track personal medals, level up, unlock weapons, and redeem custom rewards!



PLAYERS CAN USE THEIR  
PHONES IN GAMES

Download CallSign App Now  
Available on the App Store Google play



### Full Heads-Up Display!

“ People love their phones, that's why we developed CallSign. It's a huge advantage for your business that's just not offered by other manufacturers. CallSign keeps customers coming back ”  
- Aaron Fischer - CEO -



# CALLSIGN & BATTLE COIN HELP YOUR BUSINESS MAKE MORE MONEY!

## INTEGRATION WITH FACEBOOK

Integration with Facebook means your customers can market your business to all of their family and friends. This will bring brand awareness and future customers from the world's most popular social network.



## BONUS XP

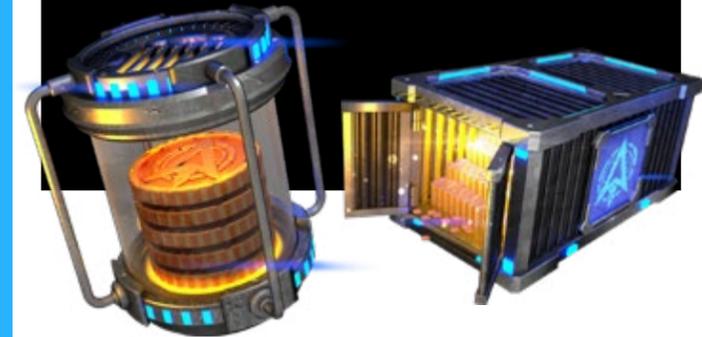
Incentivize your players to share their scores to social media by REWARDING THEM WITH BONUS XP!



## NEW RELEASE

## INTRODUCING BATTLE COIN

Upsell weapons, custom characters, XP boosters and more!



## POWERFUL SOFTWARE ASSET

Battle Coin is a tool that enables you to create Upsells in EDGE for individual players. Our operators are some of the most creative in the industry and Battle Coin will unlock your knack for creating custom experiences for your customers! You offer a premium game; Battle Coin can make it even more special. It breaks new ground for upsells in the laser tag industry and gives you the ability to earn more money on every game you sell with by selling a tailored experience!

## CUSTOMER REWARDS

Give a discount at the snack stand for reaching level 5, reward a customer with a buy-one-get-one when they hit level 10 so they can bring a friend, or drive traffic to another attraction with \$1 off coupon. Custom rewards encourage players to spend more money at your business.

## “HEY...I GOT A LOOT BOX!”

Gamers love opening loot boxes. the more they play... the more loot they earn. The more they play... the more loot your business earns!

# THE ULTIMATE BATTLEFIELD ACCESSORY!



## THE UTILITY BOX

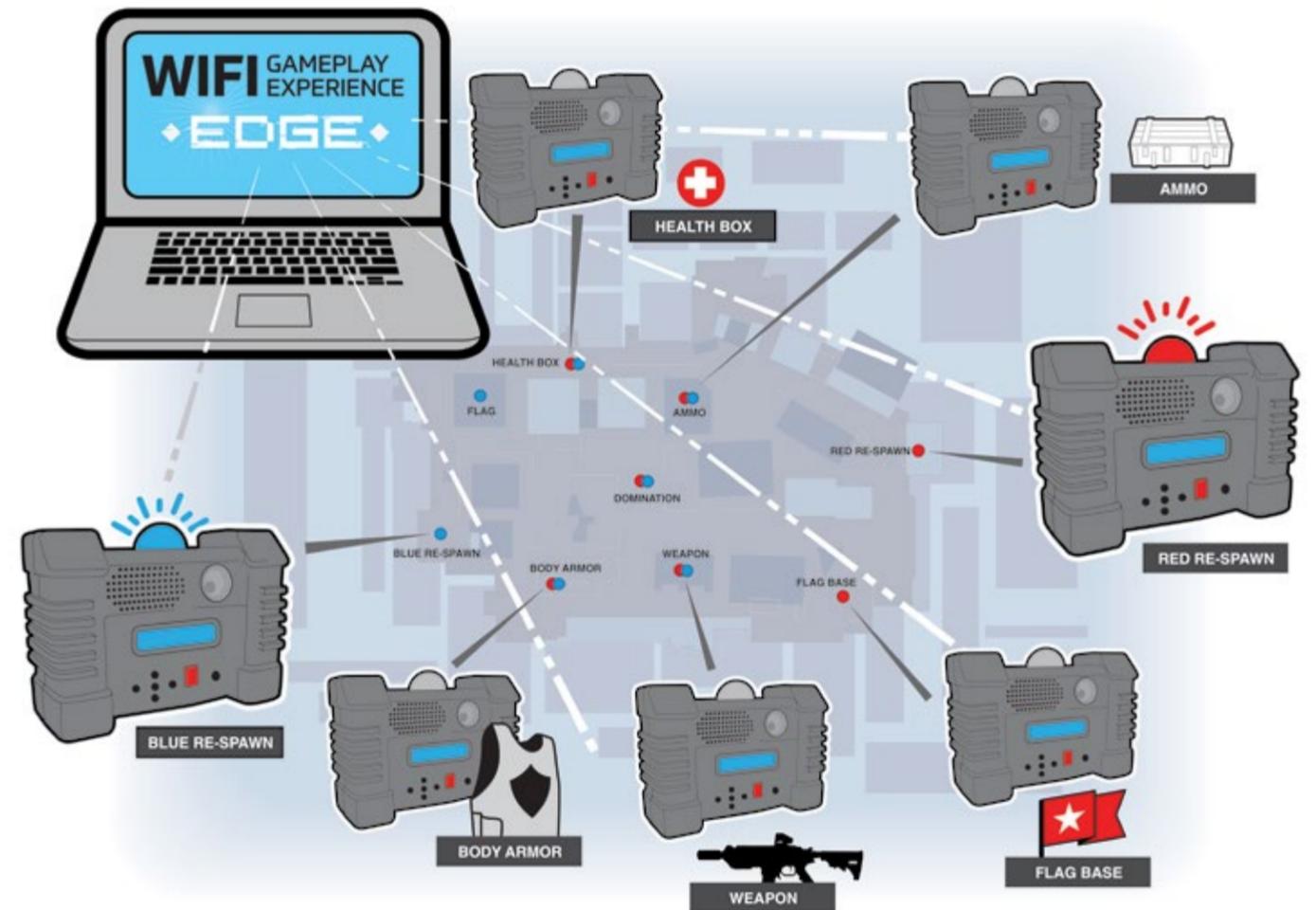
UTILITY BOX NOW HAS THE ABILITY TO TRIGGER PROPS & ANIMATRONICS

Don't mistake this baby for the basic respawn/flag box offered by other manufacturers. The Utility Box is unmatched in gameplay possibilities. This powerful device fully integrates to our EDGE Game Engine giving you total control over the battlefield. This means the entire experience changes with the click of a button. Run games offline? We got you covered.

## OVER 20 BOX TYPES

KING OF THE HILL - DOMINATION - CAPTURE THE FLAG  
BOMB DEFUSAL - RESPAWN - WEAPON - ARMOR - HEALTH - AMMO  
TARGET - COVER - STREAK - PROXIMITY MINE AND MORE!

## THE UTILITY BOX IN ACTION!



# EDGE

GAME ENGINE SOFTWARE – ENEMY EDITION

## EDGE - Enemy Edition

Turns your equipment from team vs team style play to a full action target game. With the click of a button, program your headsets to become enemy types of your own creation, each with their own attributes.

CREATE A LIVE ACTION TARGET EXPERIENCE  
WITH REAL ACTORS!

## UNLOCK GESTURE BASED ATTACKS WITH THE WORLD'S ONLY ENEMY APP

Included with EDGE: Enemy Edition

#1 SUPPLIER TO LASER TAG  
ZOMBIE HAUNTS  
IN THE WORLD



The Enemy App adds even greater depth and range to actor integration when pairing your phone to our Bluetooth headset.

For the first time ever, actors can perform gesture based attacks like swinging their arms or wielding props like a hammer or sword to damage players.

## HOSTAGE ACTOR TYPE WANT TO CREATE A HOSTAGE RESCUE MISSION? YOU CAN!

The Enemy App can be configured to create a rescue mission with a hostage actor. Proceed with caution. If your team eliminates the hostage... you lose!



# WIRELESS HEADSET

Our wireless head-sensor unlocks new ways for players to interact on the battlefield that has never been possible before.



FULL ARRAY OF COLOR OPTIONS



## THE ONLY 360° IR RECEIVING AND EMITTING HEADSET ON THE MARKET

We now have splash damage from explosives, melee attacks, pass through effects, healing abilities, directional hit detection, and more! Easy to clean, updatable, and it is included with every laser tag unit you purchase



MELEE ATTACKS / PROXIMITY SCORING / SPLASH DAMAGE  
EXCLUSIVE TO BATTLE COMPANY EQUIPMENT

# LASER TAG GRENADE

The innovation continues with our new laser tag grenade! Clear the way with everyone's favorite tactical accessory!

## FEATURES

- Outdoor or Indoor modes of operation
- Durable impact resistant foam
- Removable charge handle
- Light weight and safe round shape
- Ultra-Bright flash on detonation
- Detonate on impact or timer fuse
- Lost grenade features
- Configurable per player  
(Frag, Concussion, Tear Gas, EMP, Trip-Mine)

Ultra-Bright flash on detonation



Removable charge handle



Fuse Button

## SHOCK BRACELET

- Excellent promotional item
- Pain with no welts
- Controllable shock intensity
- Long battery life
- Can vibrate and chirp
- Safe for all ages



# WHAT CUSTOMERS ARE TALKING ABOUT

“ I HAVE 50 PLAYERS THAT HAVE PLAYED OVER 1000 GAMES THIS YEAR. MY TOP PLAYER HAS PLAYED OVER 1,700! ”

“ AFTER I SWITCHED TO BATTLE COMPANY I SAW A 37% INCREASE IN SALES MY NEXT YEAR ”

“ THIS IS THE BEST WELL-ROUNDED SYSTEM THAT I HAVE USED IN MY 7 YEARS OF EXPERIENCE IN THE FAMILY ENTERTAINMENT INDUSTRY ”

“ I AM VERY FAMILIAR WITH ALL THE MANUFACTURERS OF TACTICAL LASER TAG GEAR AND NONE OF THEM COME CLOSE TO THE LEVEL OF INNOVATION AND CUSTOMIZATION THAT BATTLE COMPANY HAS ”

“ THE BATTLE COMPANY SYSTEM IS IN A LEAGUE OF ITS OWN, IT IS FLEXIBLE, INTELLIGENT, AND ALIGNS PERFECTLY WITH TODAY’S GAMING CUSTOMER ”

“ USING EDGE SOFTWARE HAS REDUCED STAFF NEEDS ON EVENTS, MADE OUR GAMES MORE EXCITING, AND TOTALLY CHANGED OUR BUSINESS STRUCTURE FOR THE BETTER ”

“ I PAID OFF MY EQUIPMENT IN 60 HOURS OF GAME TIME ”



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