



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



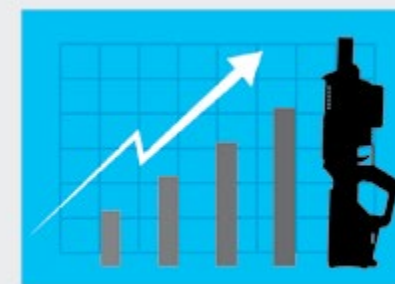
OUR PRODUCTS HAVE THE HIGHEST REPLAY VALUE IN THE LASER TAG INDUSTRY



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.



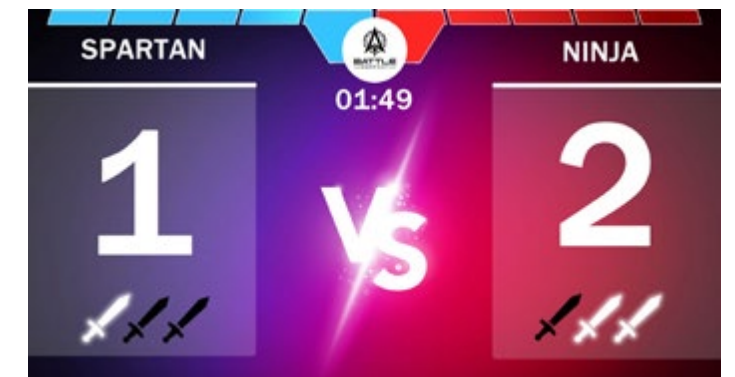
BIG ATTRACTION SMALL FOOTPRINT

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 equipped 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..

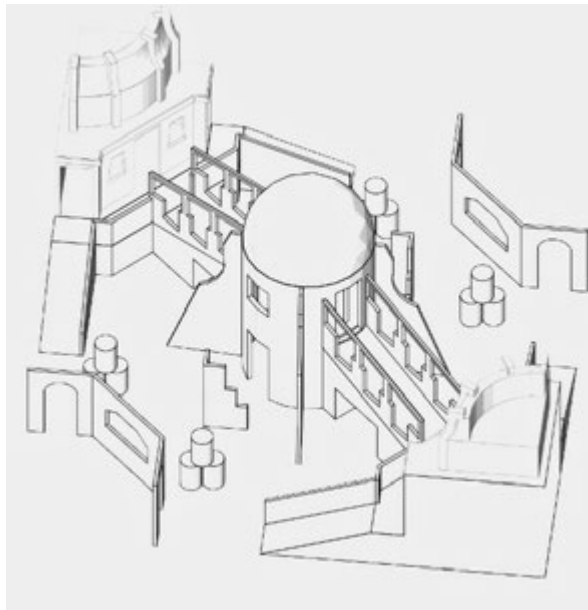
CAGE

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!

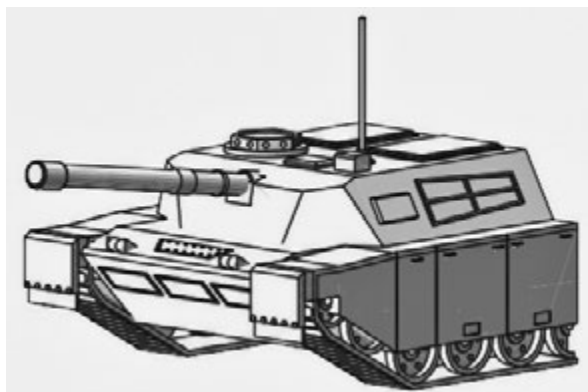


THEME PARK ATTRACTION

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



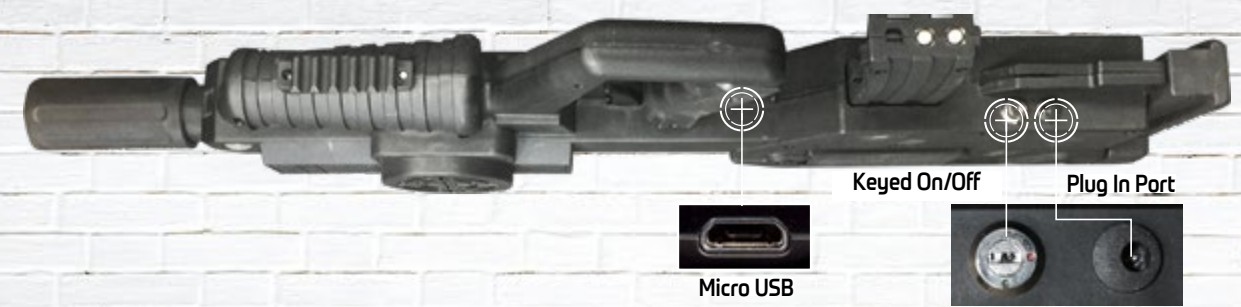
BATTLE RIFLEXL

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

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



Amazing Audio with
2000+ Sound Effects



CLASS 1 LASER PRODUCT



MOST POWERFUL ELECTRONICS!



3 STAGE
RELOADING



HIGHLIGHTED
FEATURES



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



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.





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!

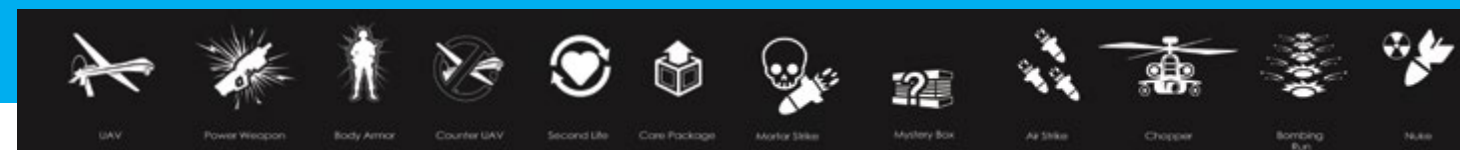
EXCITING GAME MODES!

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.



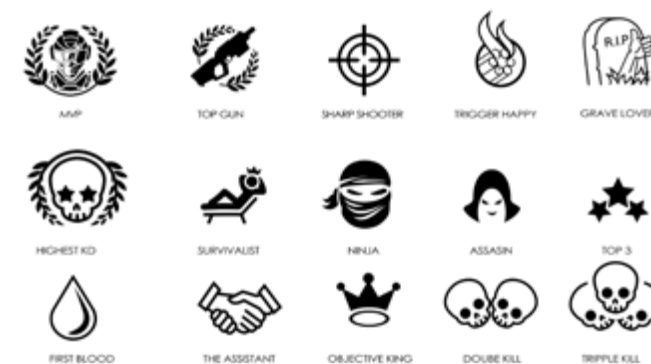
KILL STREAKS BABY!

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!



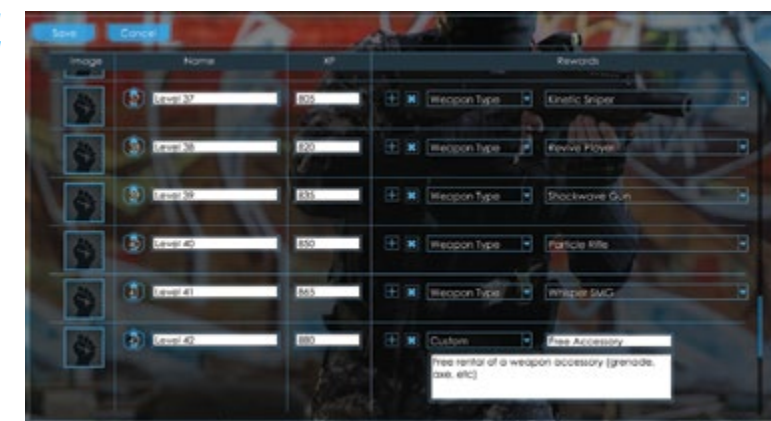
EARN MEDALS!

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



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!**



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.

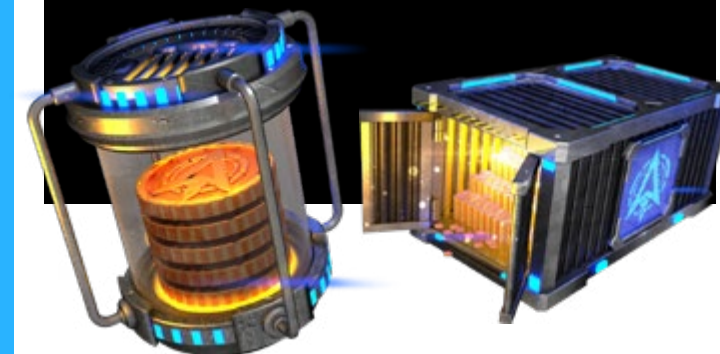
“HEY...I GOT A LOOT BOX!”

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

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!

THE ULTIMATE BATTLEFIELD ACCESSORY!

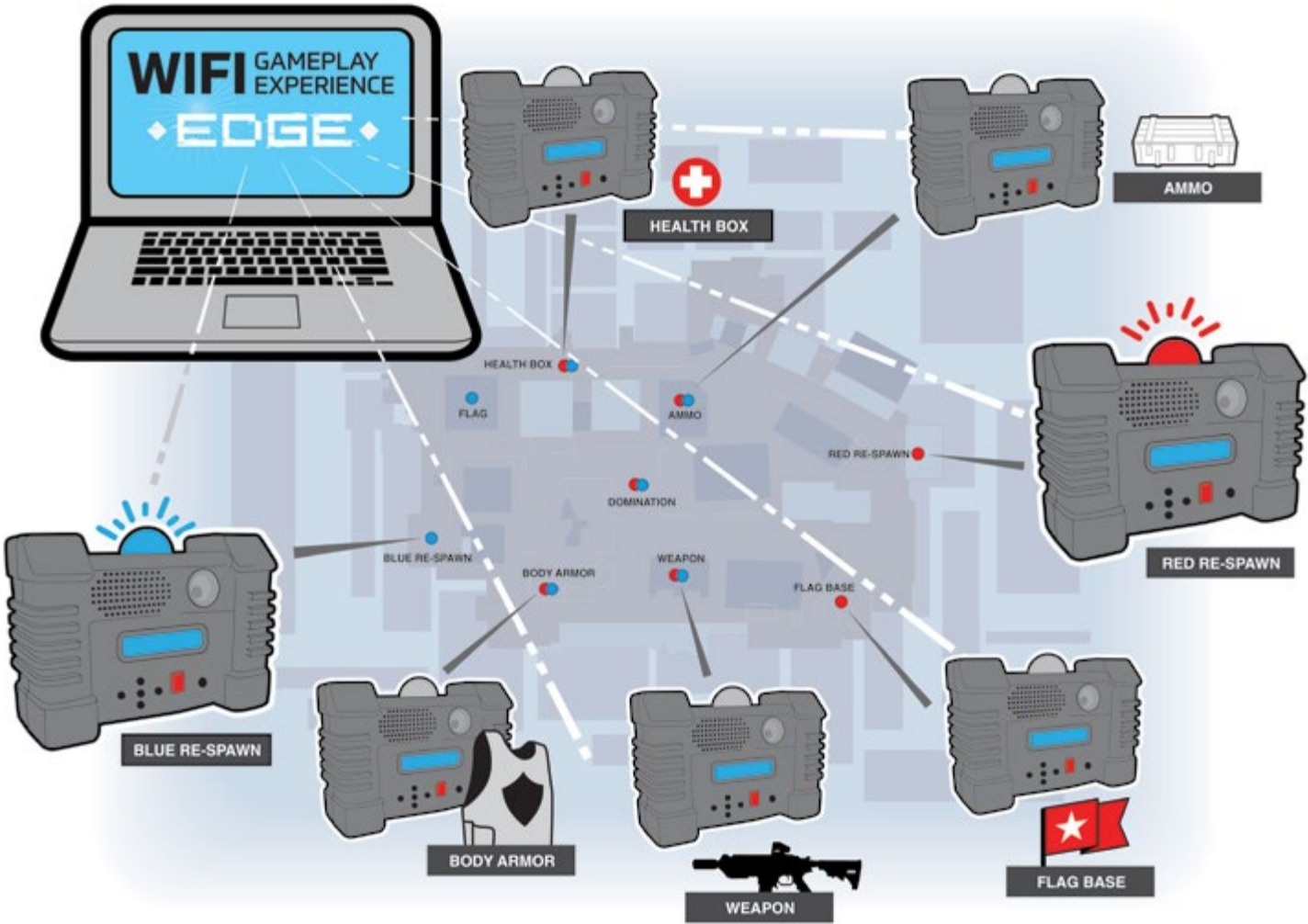


Don't mistake this baby for the basic respawn/flag box offered by other manufacturers. The Utility Box is unmatched in gameplay possibilities. This powerful device fully integrates to our EDGE Game Engine giving you total control over the battlefield. This means the entire experience changes with the 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!



PROXIMITY PING

3 WAYS

FOR PLAYERS TO INTERACT

BUTTON

SHOOT



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!

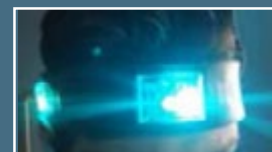


WIRELESS HEADSET

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

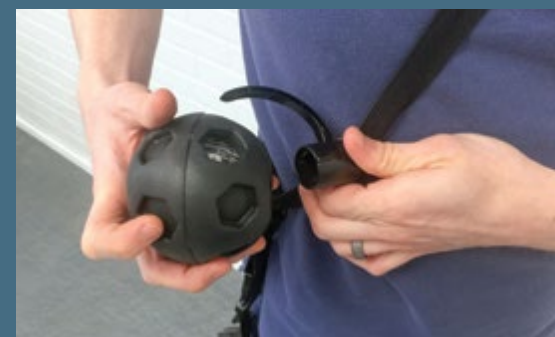
LASER TAG GRENADE

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

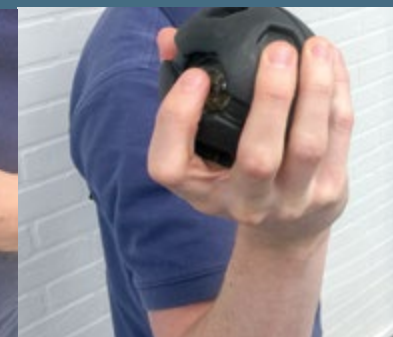
FEATURES

- 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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