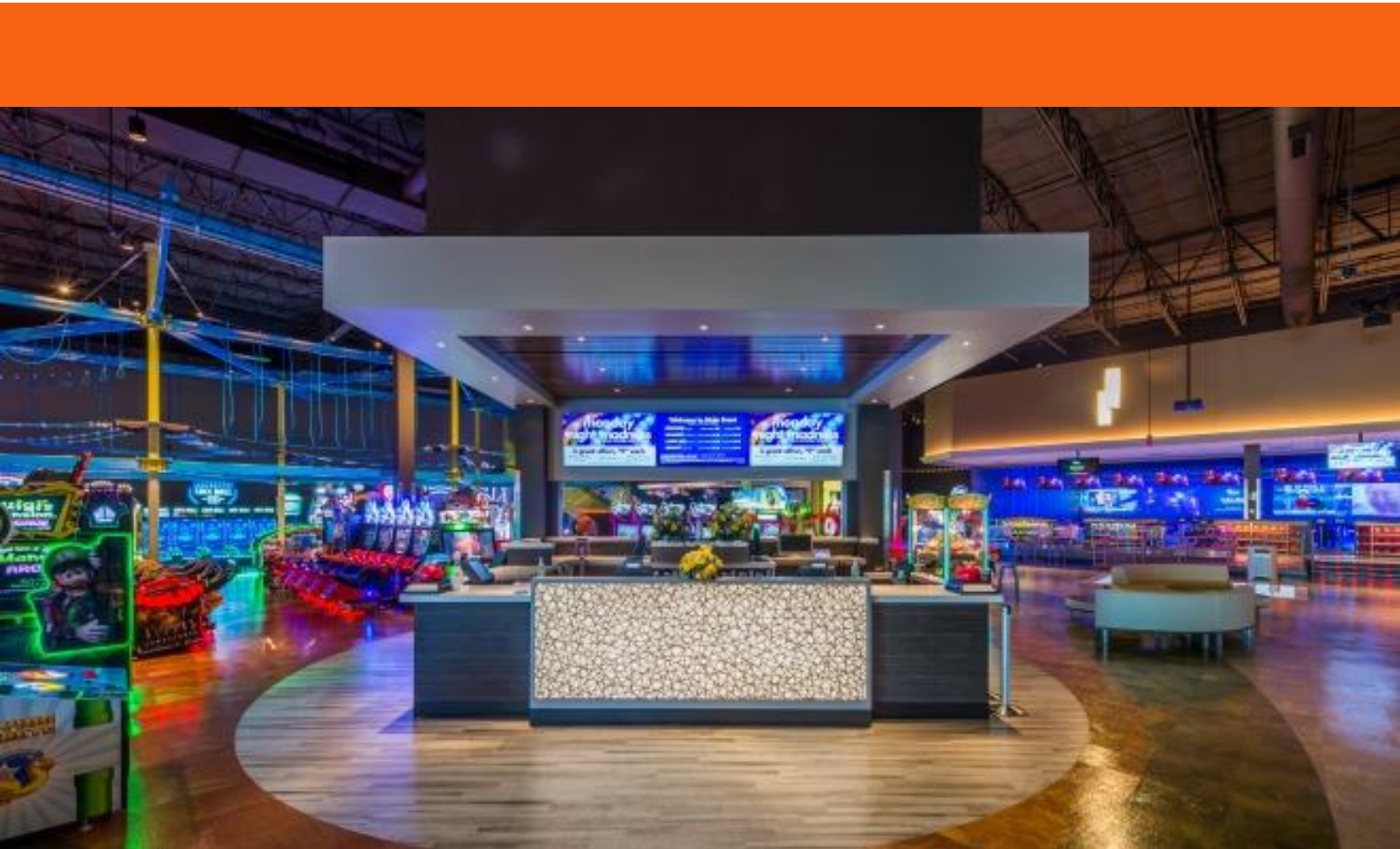


# Why Laser Tag is Perfect in an FEC



---

**Doug Willems**

## Summary

Simplicity is paramount for a Family Entertainment Center. For your weekend players, for your staff and for the owner, the Laser Tag operation needs to be easy to understand, operate and manage. Only one group wants complexity and that is your weekday 'dedicated' players.

This White Paper addresses how to keep all parties happy. Delta Strike advises you on how to achieve the effortlessness required by the majority of your stakeholders, whilst never forgetting the dedicated players who provide the 'icing on the cake'. This is the extra income that comes at no additional expense, if your Laser Tag Center successfully engages the weekday market.

The White Paper examines the needs of four of your stakeholder groups:

- Weekend Players – casual players
- Weekday Players – dedicated players
- Staff
- Owner(s)

For each group, this White Paper identifies what to prioritize. This information is based on Delta Strike Director, Doug Willems and his experience as a Laser Tag operator as well as the Delta Strike team's Laser Tag knowledge and the findings of industry research papers.

Delta Strike manufactures award winning Laser Tag equipment and provides a world renowned support service to facilitate client success. Delta Strike is continually developing its Laser Tag systems to provide the Laser Tag owner and operator with the best system possible. Delta Strike's mission: to provide the most entertaining Laser Tag system in the world.

Many of the factors raised in this White Paper are considered in more depth in Delta Strike's free Online Business Tools. Our global network of Delta Strike consultants is also available to assist anyone considering establishing a Family Entertainment Center.

Please visit our website [www.deltastrike.com](http://www.deltastrike.com) to contact your local consultant.

## What do different FEC customer segments want?

A Family Entertainment Center (FEC) is a multi-entertainment center and can have one or more of the following features: restaurant, bowling, karting, arcade machines, mini golf, climbing walls, cinema or similar. Customers would normally be entertained for two to four hours. FECs generally have two client groups – weekday and weekend.

It is imperative for an FEC to cater to both these groups to avoid the 'six-month slump' – a drop-off in income that can occur after the hype of the launch fades away. This is best avoided by ensuring from the start that the Laser Tag operation caters for weekday players, loyal clients who will visit repeatedly during the quiet weekday afternoons and evenings, providing a regular source of income

### Weekend groups

Weekends are a special time for an FEC. This is where the majority of the business will be booked. Although being flexible and catering to your customers is important, the two following scenarios are recurring opportunities you want to be able to capitalize on.

#### Scenario 1

It is little Sarah's birthday and she has ten friends along with her. They have been bowling and now want to have a game of Laser Tag. Mom and Dad want this group to be entertained for 2 or 3 hours and Laser Tag is just another part of the overall entertainment package. This family wants an easy to learn and simple to use experience.



#### Scenario 2

Josh and his friends have come to bowl and they notice that there is a package deal for bowling and Laser Tag. They choose the combo deal. For Josh and his friends, it is all about socialising. This group want to bond and chat, and play a straightforward game where they get to interact with each other.

## Weekday groups

Weekday customers are very different. These are your dedicated laser tag players. They tend to be aged between 16 and 30 years, have their own transport, have played many times before and like to improve their skills and knowledge of the game. These players are repeat customers and represent an important slice of your laser tag income.

Weekday clients are far more discerning than the weekend market and are probably very familiar with the world of video gaming. This customer group does not keep coming back to play the same game over and over. You need to thoroughly assess the software offered by your Laser Tag equipment supplier.

## Membership

Firstly, look for membership. Membership fosters loyalty. Whenever members play they earn points and these points keep accumulating. Kids love to collect and earning membership points greatly encourages repeat business.



ZOMBIES



FREE FOR ALL



TERRITORIES



AGENTS



SHARPSHOOTER



AMMO TAG

## Gameplay

Secondly, consider game depth and variety. Your repeat players need to be kept engaged, excited and challenged. Look not only for a good selection of games but modern up-to-date games. Dedicated players are frequently video gamers and they expect a similar level of interactivity.

An FEC requires the Laser Tag software to provide the best of both worlds: a simple point and shoot tag game for the weekend market and an advanced membership system and in-depth, challenging and multi-level games for the weekday market.

## What do FEC staff want?

Most staff at FEC's are hired for their people skills and so may not be technically inclined. They may also only work on the Laser Tag operation occasionally to help during busy times or relieve during breaks. Your staff will require two main things – ease of operation and ease of repair.

### Ease of Operation

When sourcing your equipment, ensure that you understand every detail of how your staff will operate the Laser Tag system. There are generally two methods – manual and automatic and both should be straightforward.

### Manual Method

Delta Strike's manual system, for example, requires that the operator presses and holds a red button on a remote and sweeps the remote horizontally in front of Team One. Their vest will automatically change to red. They then repeat and do the same for the blue team. The operator then presses the 'start' button and the game starts in 10 seconds. The game will start automatically and stop automatically after a predetermined time.



Automation Must Haves			
Game Start	✓	End of Game	✓
Activate the Vests		Announce a countdown on sound system	
Start the Music		Announce Game over message from vests	
Activate the lights		Stop the music	
Activate the haze		De-activate equipment	
Announce Start game		Print a score sheet/display score	

### Automatic Method

Again using the Delta Strike system as an example, the operator presses the number of the game they wish to play and waits. Team colors will be randomly selected by the server, ensuring that there are approximately half on each team. They then press the 'start' button on the remote.

### Automation

The key is automation. In both cases the Delta Strike software is running in the background controlling the whole process – but the operator doesn't need to use the software on a computer as everything is being activated from the remote. Use the checklist below to ensure that your Laser Tag system offers the latest in automation.

## Easy to Repair

Phasers and vests can be smashed against walls, dropped on the floor, sweated on, given the "tug of war" treatment, and are sometimes even vandalized. While your equipment supplier will hopefully have worked very hard to build a reliable laser tag system that is extremely tough, at some stage equipment will need to be fixed and repairs need to be as easy as possible for your staff.

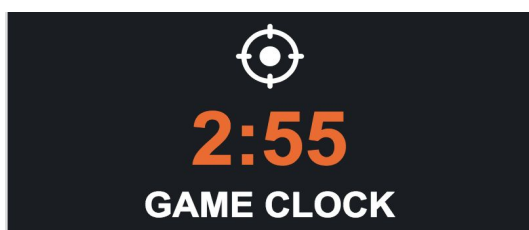
Look for plug and play spare parts replacement, labelled sockets, induction training for staff, easy to use manuals and no stress wireless upgrades to software. A web portal offering equipment diagnostics, operational reports and online ordering for spare parts makes life simpler for remote managers or for owners of more than one center.

## What does an FEC owner want?

There is one main thing FEC Laser Tag owners want most - a money machine. Most money is made during your busiest days, which are the weekends. The challenge facing FEC's is that these periods often get booked out and you are turning people away. An FEC Laser Tag owner needs to focus on simple 'through-put' i.e. getting players in, through and out of the arena as efficiently and swiftly as possible. On your busiest days, any downtime in the arena is lost income. 'Through-put' is determined by these three factors:

### Number of phaser packs

The number of phasers you have in your center will obviously depend on the amount of area you have available. This is something your consultant should know very well.



### Turnaround time between games

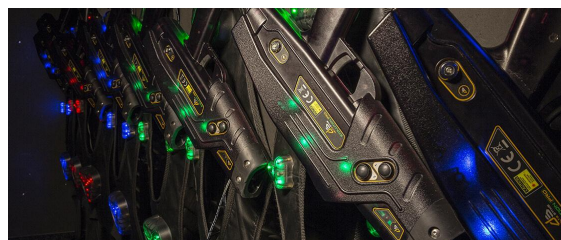
This comes back to how easily your staff can operate your system and the importance of automation to your business operation.

## Through-put

### Noun

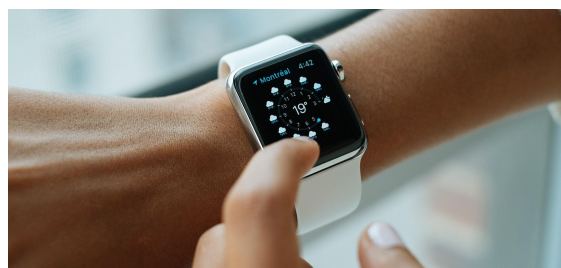
*The amount of material or items passing through a system or process*

*A term often used in the laser tag industry when measuring profitability*



### Time of game

You may be surprised how much difference strategic re-packaging of your game times and combos can make on your income. Different laser tag game types



**For a simple life – and maximum income generation – an FEC owner needs to ensure that they are meeting the needs of both the weekday and weekend markets, keeping things straightforward for their staff and focusing on optimum 'through-put'.**

## Why Laser Tag is perfect In an FEC

If you have any questions on how to set up your laser tag business, you can call us direct - simply go to the **contacts** page on our website, [www.deltastrike.com](http://www.deltastrike.com) and call the sales representative closest to you.

We hope this paper has been helpful and informative. There are many other white papers that can be downloaded free of charge from **Downloads** section of our website.



All the Best,

**Doug Willems**

CEO

Delta Strike

A handwritten signature in black ink, appearing to read 'Doug Willems', with a stylized flourish at the end.