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Battlefield Sports

# Media Release

## Gamers are winners with Battlefield Sports R&D Grant

**State Government Grant to assist Battlefield Sports improve its innovative laser skirmish technology**  
**CAIRNS, Australia, September 26<sup>th</sup> 2003:** Outdoor combat games participants are set to benefit from new research and development into Battlefield Sports' innovative laser skirmish technology through a grant, announced today, from the Queensland Government.

The six-month project commenced this month, is to be made available to the company under the Department of State Development Queensland Industry Development Scheme (QIDS) program. The \$32,705 grant from the State Government will be matched dollar for dollar by the company.

The project aims to research and develop and prototype advances in Battlefield Sports' innovative optoelectronics (emitting infrared through a lens and receiving an enhanced signal through special infrared filters).

According to Marketing Manager, Nicole Lander said the grant would be used to improve Battlefield Sports ingenious light filtering techniques and development of new equipment models beneficial to the outdoor entertainment sector.

"We are pleased to receive this grant as it will enable us to further our R&D efforts," she said.

The grant is part of a State Government initiative "Making Queensland Future Manufacturing Development Plan" which aims to position Queensland's \$10billion manufacturing industry as a global leader in investment, innovation, growth and technical change.

Member for Cairns, Desley Boyle MP, said, "This funding will assist Battlefield Sports to improve its product and development and increase its range of products for interstate and international markets."

"Importantly, this project has the potential to create 22 new jobs over a three year period," Ms Boyle said.

The Minister for State Development, Tom Barton said, "QIDS is not a handout but a dollar-for-dollar scheme designed to assist businesses compete in today's rapidly changing and highly competitive global marketplace."

More than 1,100 QIDS grants worth over \$23 million have been approved for businesses in Queensland since 1998.

### ABOUT BATTLEFIELD SPORTS

Inducted into the national Technology Showcase in February 2003, Battlefield Sports is the world's leading manufacturer of craftsmen built, high powered infrared guns for outdoor fun combat games without the bruises. Battlefield Sports is the winner of Highly Commended in the 2002 Emerging Exporter Award and 2002 Business Achievers Award for e-Commerce. Battlefield Sports sells about 75% of its Laser Skirmish products internationally. Laser Skirmish has extensive market potential

worldwide in both corporate team building and recreation/leisure markets. As well as strong national sales, current export markets include Australia, Canada, Sweden, Finland, Austria, Belgium, Netherlands and Cyprus. Strong interest also has been expressed from Israel and Germany.

The Battlefield Sports website is available at <http://www.battlefieldsports.com>

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© Nicole Lander is the Senior Vice President, International Marketing at Battlefield Sports.
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