

AUSTRALASIAN

LEISURE

M A N A G E M E N T

www.ausleisure.com

\$9.50 (inc GST)
NZ \$10.50 (inc GST)

MAY/JUNE 2011

LEISURE BUSINESS

Revenue Strategies
Theme Park Sales

INNOVATION

Ticketing
Singapore's Leisure Landscape

DEVELOPING ATTRACTIONS

Laser Gaming
Space Dome Simulator

AQUATICS

Accessibility at TRA
Wave Simulator

PLUS

Playspace Award
Leisure in New Caledonia



Into the Game

Nicole Lander explains how live gaming can help unleash your inner hero

The attractions industry, always seeking new and innovative ways to entice the customer to the gate, has taken a leaf out of the console industry's book. Meanwhile, the gaming industry, always intent on immersing the gamer, is constantly seeking to make games more compelling – enabling users to really get into the game, taking them out of the lounge-room and into the theme park.

'Live gaming', blurring the lines of traditionally siloed attractions such as zoos, science centres and ski resorts, is making this happen.

All types of future-thinking attractions are embracing entertainment convergence. Pioneers understand that the traditional stand-alone zoo or water park now can offer much more interactive, unorthodox experiences.

Where bowling alleys used to just do bowling; water parks just had water slides; and go kart tracks were just places to race karts, the modern incarnation of an entertainment hub is now a bowling alley, a sports bar, FEC and laser skirmish arena. Likewise the modern Science Centre is now a rock climbing challenge, a soft-play area, and a laser skirmish battlefield.

Traditionally indoor laser tag arenas were dark, foggy places. However, with the latest innovation, laser skirmish, the games can be played in the daylight.

Battlefield Sports is an innovator bringing computer games

to life. Gone are the traditional ranking scores (individuals from best to worst) associated with indoor laser tag. Gone are the score sheets, where, at worst, a child's birthday could be ruined if their displayed results are disappointing compared to their friends.

Computer games changed entertainment forever. PC games, Xbox and Playstation now generate more revenue than all Hollywood's movies, as a result of the gamer being able to drive the action. These entertainment mediums enable the story to unfold, according to the gamer's will. The gamer is a content creator rather than a spectator. It is interaction not automation.

Live gaming is able to provide a similar experience in a variety of entertainment and attraction scenarios where anyone can become their 'inner hero' for a day. It is an innovative way of telling a story, rather than just watching a narrative unfold on the screen. Like a traditional movie, live gamers determine how the plot unfolds.

Not only does live gaming create an immersive gaming experience, it also creates elegant cross marketing opportunities. There are lots of opportunities for cross-media promotion, tie-ups with movie or computer game releases.

As Grant Astell, owner of Pandemonium, a laser skirmish arena at Devonport City Council's Imaginarium Science Centre in Tasmania explains "the reason we combined Jungle Gy



and the Imaginarium and added Rampage Laser Skirmish and Overhang rock climbing is twofold.

"Firstly it takes a stand-alone business and turns it into a true family entertainment centre which caters for all ages and therefore all members of the family.

"Secondly, it allows us to leverage each offering with the others which is more appealing to both families and in particular school and community groups who can more readily justify the cost as it has multiple attractions and allows for full and half day visits."

No longer satisfied with the longer, slower, linear and more predictable kind of entertainment experience, today's digital generation want a faster, diverse, random game – exactly the type of experience these games deliver.

Mike Griffith, head of Hollywood's Activation Studios believes that "the convergence of the action game with the passion of music is changing video games. The movie goer is passive whereas the gamer is active and part of the game itself."

The Battlefield Sports' experience combines the excitement of role-playing, team-building, and adventure, and stimulates gamers both mentally and physically.

Live gaming enables people to engage in an immersive, simulated battle as a game, training, team building, or fitness activity. The world-first intelligent optoelectronics can simulate the performance and sounds of up to 69 firearms, plus a 'Laser Tag' theme.

The gaming guns fire 'ghost bullets' and provide real-time 'hit' feedback. This means a player can be setup as a sniper with a long range weapon or alternatively act as a front-line combatant with a short range automatic weapon.

The infrared 'bullets' can shoot up to 300 metres in daylight, depending on the gaming gun model. And when a gamer tags an enemy, the shooting gaming gun instantly says 'casualty' or 'kill confirmed' or 'already dead'.

On the flipside, the enemy's weapon issues a near-miss, wound, or dead sound effect.

The attraction involves no mess, or risk of injury from harsh paintballs, and all ages, genders, and levels of fitness are accommodated. It is what all gamers strive for; to go from listening to gunfire via speakers to hearing it all around them as their pulse races.

Our small arms transmitter/receiver (SATR) system improves the gaming experience because, with our real-time hit-feedback, gamers know instantly when they have hit someone. With SATR, gamers can take their skills from virtual matches into a live game, to experience the excitement of a Hollywood blockbuster, with themselves as the leading lady/man. Live gaming lets people abandon their everyday roles and become a Hollywood hero for a day.

The system uses a combination of lensed infrared and radio data to enable real-time hit-feedback and other statistics, e.g.

Simply

Simple solutions to complex problems

Great

Great consultants who work along side your team

Leisure

Leisure is what we know and do best

Since 1988 we have been providing:

- Sound feasibility and financial models
- Practical leisure business solutions
- Strategic leisure opportunities
- 'State of the Art' facility master plans

We now also offer a new range of products including:

- Facility Funding Strategies
- Tourism and Events Strategies

SGL GROUP

SIMPLY GREAT LEISURE

Michael King Ph: +61 417 536 198 E: mking@sglgroup.net	Phillip Gray Ph: +61 (0) 88235 0925 E: sg@sglgroup.net	Anne Hindson Ph: +64 27 431 7575 E: ahindson@sglgroup.net
---	---	--

www.sglgroup.net

With offices in:
ADELAIDE AUCKLAND CANBERRA CHRISTCHURCH
HOBART MELBOURNE SYDNEY WELLINGTON

YOUR TICKET

TO A GREAT NEW TEAM BUILDING ALTERNATIVE

STATE OF THE ART GAMING GUNS

REAL-TIME WEAPONS ENGAGEMENTS & STATS
E.G. SHOT ACCURACY %

GAMING GUNS SHOOT INFRARED "BULLETS" UP TO 200M RANGE

EMULATE 69 DIFFERENT WEAPONS, INCLUDING THE M4, M16, F88 & F89 (M249) SQUAD AUTOMATIC WEAPONS

PATENT
PENDING

+61 (0) 7 3208 8003

BattlefieldSports.com
aunz@battlefieldsports.com

BATTLEFIELD SPORTS.COM

MADE IN AUSTRALIA
OFFICES WORLDWIDE



fire accuracy; all without requiring a central computer system.

In other outdoor systems the target player knows he has been hit, but the firer often doesn't know this. With our new SATR system users can experience the thrill of a war game 'Live' indoors or outdoors.

The system works 'peer-to-peer' meaning one player's gaming gun recognises a signal directly from another player, rather than via a central computer. This is literally a turnkey solution, the person controlling the game gets a key turning the gaming gun on and then all are ready to play. With the Master Controller, an unlimited number of gamers can play simultaneously and up to four different groups can play in close proximity without cross-fire.

Live gaming has tapped into the needs of the gamer generation. And it is gaining momentum as the product provides an uncomplicated but authentic experience.

Microsoft's PR company, Mosaic, approached us to help with the Canadian launch of HALO 3. As part of the lead up to the fourth release of the gaming blockbuster, eager fans lined up for hours to experience the LIVE version, complete with in-costume Master Chiefs. A parking lot on West Cordova in Vancouver

was transformed into a war zone, hundreds of gamers enjoyed the thrill of defeating the Covenant. Their mission? Reach and activate the UNSC Obelisk. Then the entire shooting match moved to Toronto. To do it all again.

That's just one of the benefits of this equipment. Not only is it 100% portable, but you can gain market traction with strategic alliances and marketing crossovers.

Attractions from the Philippines to the United Kingdom have been keen to experience the thrill of SATR. With such a major advance in the gamer experience, venues that choose to implement the SATR system, should find themselves far in front of venues that don't. Venues with this system will survive and thrive in today's instant communication and technology buzz environment.

Nicole Lander is Marketing Commanding Officer with Laser Tag and is a co-Founder of Battlefield Sports.

Nicole can be contacted on 07 3208 8003, www.LaserTag.com.au, www.BattlefieldSports.com

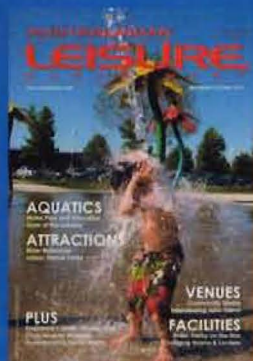
Across 200 locations (including more than 36 in Australia) in 35 countries Battlefield Sports is responsible for millions of games with service points in the UK, USA and Spain in addition to its Brisbane headquarters.



AUSTRALASIAN LEISURE MANAGEMENT

Subscribe Now!

If you're in leisure you read
Australasian Leisure Management



Challenging Informative Essential

Australasian Leisure Management is the only magazine for all areas of the leisure industry in Australia and New Zealand.

To subscribe to *Australasian Leisure Management*, complete the form below and forward to
P.O. Box 478, Collaroy, NSW 2097 Australia (fax: + 61 (0)2 9970 8355).
Annual subscriptions (six issues) cost AUS\$80 (GST inclusive) in Australia, New Zealand and through out the Rest of the World .

Details

Name(s): _____
Title(s): _____
Company/Organisation: _____
Address: _____
Postcode: _____ State: _____
Tel: _____ Email: _____
No. of subscriptions: _____

Payment

I enclose a cheque, payable to **Australian Leisure Media P/L** for \$ _____

Or, please debit my ☐ Bankcard ☐ Visa ☐ MasterCard

☐ American Express for \$ _____

Card No.

Expiry Date: ____/____/____

Cardholder's Signature: _____

Cardholder's Name: _____

Members and employees of supporting organisations and students in leisure and related subjects can subscribe for AUS \$70 (please indicate): _____