

THE BATTLEFIELD SPORTS MAGAZINE

LOCKNLOAD

Volume 10 * Issue 31

*Halloween & SAW 3D
Gaming Conference*



- * Introducing... COBRA
- * Microsoft partners with Battlefield Sports to launch HALO
- * Annual Thanksgiving Survey

Gaming on the Go!

Portable Gaming Business

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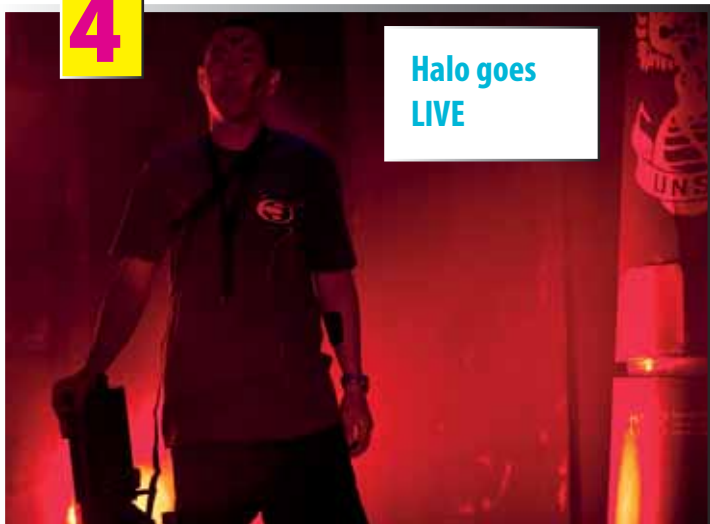
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Live Gaming Conference in London



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Halo goes LIVE



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Cobra is new



A woman with long brown hair, wearing a tan t-shirt, a green tactical vest, and a camouflage helmet with goggles, is holding a paintball gun. She is looking directly at the camera with a serious expression. The background is a blurred outdoor setting with trees and a chain-link fence.

from the Brigadier's DESK

This year has been a busy one. And with Thanksgiving just around the corner, it is an ideal time to reflect. We are thankful for family, battlefield entrepreneurs, enterprise, Battlefield Sports and the hundreds of clients using our gear to bring gaming to life. We are thankful that you have entertained millions of gamers worldwide.

Have gaming guns - will travel! This edition focuses on mobile gaming. A mobile indoor/outdoor gaming business gives you lots of options. This edition we also introduce our new Cobra see p22.

We've come a long way over the past few years, but we feel like we're just getting started.

See you on the battlefield

Peter Lander aka "Plan"

&

Nicole Lander aka "Zev-va"



***Crowds across
line up to***

HALO *Launch*

Microsoft's hugely anticipated "HALO: Reach" video game was launched recently.

As part of the lead up to the fourth release in the blockbuster series eager fans lined up for hours to experience the game LIVE across Canada.

Microsoft partnered with Battlefield Sports to run a series of live games.

A parking lot on West Cordova in Vancouver was transformed into a warzone, hundreds of people lined up one Saturday night, some for hours.

Gamers played against the Xbox team (the Covenant), with the goal of reaching and activating the UNSC obelisk.

People who pre-ordered were allowed to play a 2nd game, as the Covenant defending team.

"You got a rifle which can be switched between semi- and full-auto, "magazine" of 50 rounds, and you had 5 lives. The Covenant players had 10 lives. Of course, I played rather instinctively and got some epic headshots," said Necro2607.

"This was worth the four hour wait in line!" said Kurtis Kooznetsoff, one of the avid gamers.

The entire mobile HALO force moved east and repeated the experience in Toronto.

HALO Reach is an archetypal first-person shooter game.

It is one of the biggest and fastest-selling titles this season. It was the top-selling game for September.

Reach generated about \$216 million in sales, said Wedbush Securities analyst Michael Pachter. "Pretty impressive." In fact Halo: Reach generated \$350 million during the first 16 days of launch worldwide.

According to sales figures posted on Bungie's website, Reach has grossed more than any other game, film or entertainment product this year.

Despite economic jitters that is pinching consumer spending, for computer games "the industry is showing signs of recovery," according to Steven P. Musil of CNET.Sports™.



Canada
experience
HALO REACH LIVE

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SATR COBRA

GUNS Emulate up to 69 guns. This model recommends emulations - "Laser Tag" mode i.e. features auto-reload, softer SFX, Tag/Deactivation

RANGE Long range setting: up to 120 meters 400 feet. Defaults to short range. Adjust the infrared for indoor or outdoor use.

COLOR DEFAULT = Polycarbonate is Dark Grey, Trigger & Fake Barrel are Orange. Choose a digi-label either Green, Blue or Red

SCOPE A Red Dot peep sight is included in the design (no need to zero this) you can get an optional 30mm Red Dot Scope wired into the main power source for \$52.50. Also includes rechargeable battery 7.2 volt (4,000mAh)

WEIGHT 3.9lbs / 1.8kg



The Cobra model, due to it being compact and having no barrel, is great for mobile gaming.



only \$777

introducing Cobra

SUITABLE FOR: Gamers aged 4+



The new COBRA is built tough. This design incorporates the very latest in industrial design and precision engineering. Choose your team - Blue, Green or Red. You can add an optional 30mm red dot scope (which can be wired into the main power supply).

It is recommended Cobra be used with the Laser Tag theme. This theme changes the language & display e.g. instead of "firing" the display shows "tagging."

The case is made from heavy duty MAKRO-LON 2858 polycarbonate resin which is on average 4mm thick even thicker in critical areas. The design incorporates extensive use of silicone seals to make the Cobra highly water resistant.

All electronic parts except the reload button is mounted on the right shell making disassembly, maintenance and reassembly extremely easy. All surfaces are rounded making this unit highly

suitable for both indoor and outdoor use. No protruding barrel, in fact no barrel at all for maximum safety.

Blaze orange tip prominently placed at the front to ensure there is no danger of creating public alarm, Cobra can be used just about anywhere.

Every unit includes the latest SATR electronics system, integrated head and barrel mounted infrared Optik sensors and Predator muzzle flash.

Cobra has an extra weaver rail underslung for mounting a tactical torch The antenna is internally mounted (inside forward hand grip) for maximum robustness.

It has a precision engineered peep sight with own red dot inside that never needs to be zeroed. To celebrate its launch the Cobra is on sale, contact your local agent for the best price.



The display shows the Hit Points HP = 4 out of 4. Ammo available 19 out of 25. Reloads available 14 out of 15. Hits/Tags = 0, Kills/Deactivations=0. Accuracy %=0%. Spawns=0. Range = Long. Battle 1, Team A. FA = Full-Auto.

Tomorrow's Entrepreneurs

Local students and budding entrepreneurs, Sarah Green and Elise Hewlet from John Paul College, won the 'Tomorrow's Entrepreneurs' opportunity this year.

These Year 11 students were rewarded with tickets to the red carpet gala 'Telstra Business Woman of the Year Awards' at the Sofitel, Brisbane on Friday, 17 September.

They were joined by other students from across Queensland, including Girls Grammar, State High and the Good Shepherd Lutheran College.

A chauffeur-driven limousine ensured the students and their accompanying teacher, Ms Amanda Gibson, arrived at the Awards in style!

'Tomorrow's Entrepreneurs' was been organized by Nicole Lander, co-Founder of Battlefield Sports and winner of last year's Telstra Queensland Business Women's Awards (Innovation).

"As a past Telstra winner, I wanted to share the excitement and inspiration of the Awards with young students who could well be 'tomorrow's entrepreneurs' – it is not every day that students get the opportunity to network with, the most successful business women in Queensland," Ms. Lander said.

By attending the Telstra Business Woman of the Year Awards, the students were exposed to successful business women who come from all walks of life and who have achieved success in a wide variety of businesses.

The students also had the honor of meeting the Minister for Climate Change and Sustainability, Hon Kate Jones MP [pictured below with Nicole and the girls].

The winners are unified by characteristics such as vision, leadership, integrity and generosity.

The winning students were introduced to the latest and previous Business Women of the Year winners.

The students gained insight into the importance of building a network of relationships; a network based on willingness to share, rather than an expectation to gain.

Both students recognized that women can excel in business; men and women can work together in the business world as equal partners.



And the winner is...

Awards Summary:

*2010 - Top 3 Arts/Entertainment Exporter

*2009 - Top 3 Arts/Entertainment Exporter

*2007 - Category Winner (Australian Technology Showcase)

*2005 - Regional Winner

*2004 - State Finalist, Arts/Entertainment Exporter

EXPORT AWARDS

Innovative and creative companies have received the State's highest recognition for global success at the 21st Premier of Queensland's Export Awards, recently.

Premier Anna Bligh announced that Battlefield Sports, Village Roadshow Studios, and Cutting Edge Post as the top three Arts and Entertainment exporters in Queensland.

Cutting Edge pipped the other two, for the overall gong.

Premier Anna Bligh presented the awards and said that this year's winners and finalists list formed part of the honor roll of companies doing business globally.

"This year the value of Queensland's merchandise exports were worth more \$42.7 billion dollars to Queensland's economy," Ms Bligh said.

"We know that exporting is vital to Queensland's economy and jobs. And we need to continue to look beyond our borders, to grow established relationships and develop new markets to enable our world-class industries to expand and create new jobs.

"The Premier of Queensland's Export Awards, presented each year during Queensland's Export Week, recognize the achievements and ca-

pabilities of the State's export businesses and industries.

"The awards give our excellent exporters due congratulation and reward for their efforts overseas, further establishing Queensland as a reliable global supplier of quality export products and services.

Battlefield Sports as grown its live gaming company from a niche business to an international success.

Battlefield Sports, Marketing C.O. Nicole Lander said that as a previous Export Award winner, Battlefield Sports has first-hand experience of the huge advantages that these prestigious awards can deliver.

"Since commencing exporting in 2002, Battlefield Sports has gained international success for its work in combat entertainment," Ms Lander said.

"Through on-going reinvestment in our technology, facilities and staff Battlefield Sports has grown into the national leader in live gaming, and operates the largest battlefield in Australia," Ms Lander said.

Battlefield Sports has exported its equipment to more than 35 countries, far and wide from the UK, Spain, and Belgium to the Czech Republic and Romania.

FORBES MAGAZINE

Team building with a twist.

The European edition (Latvian) of Forbes magazine correspondent Ms Katrina Iljinska investigated how the war-room can help in the boardroom.

Nauris Svika started B02 a couple of years ago. The name was taken from his military unit's call sign "Bravo Zero Two" when he was with his platoon in Iraq.

Svika was a professional soldier who served for 10 years in Latvian army.

He also had been a platoon leader in Iraq and Kosovo. He studied in National Academy of Defence in Latvia and completed a mechanized infantry officer course in the German army.

Svika spent a lot of time considering all available milsim equipment worldwide. He decided that Paintball and Airsoft weren't good enough for such type of training. So he chose Battlefield Sports gear.

Nowadays Svika is preparing teams for business and not for war.

"The first conclusion, fulfilling the task – my instinct of self-preservation is stronger than care about the team. But the purpose of Mr Svika („B02" instructor) was different – to teach us how to protect ourselves and the team, using the mutual communication asset, preventing the possibility to destroy the team or to shoot the "enemy" who was considered as the real life competitor."

"Although it seems impossible to draw parallels between the army and business, it actually is very simple," said Ms Iljinska.

Bo2 clients include senior & middle level managers, HR department leaders, and the owners of companies.

Svika believes the best promotion for B02 is his clients' testimonials!

Team Building Expert:
Nauris Svika from Bo2



Zombie Wars



It is fun and frights season!

Halloween is big business, particularly in North America.

This is the time of year when everyone gets into hitting the town dressed in costumes, feeding their faces with candy and howling at the moon.

Each year many people decorate their house, carve a pumpkin and spend hours on their costume.

And every year Battlefield LIVE gamers swap their camo uniforms for cosplay.

In Brisbane we had Hit Girl, Lara Croft (pictured right), Evil Red Riding Hood, Vampire Hunder D, an Evil Bumble Bee, Ironman, even Michael Jackson made an appearance. Not to mention the random Witches and Ghouls.

The winner of the local cosplay won DVDs of all 6 previous SAW movies and everyone got promo tickets to see the latest movie, SAW 3d.

Zombies were a popular also too, in Wales (pictured above).

Gamers played out their Halloween fantasies with a Zombie Live-Play called OUTBREAK.

Hallow ***Cosplay wa***

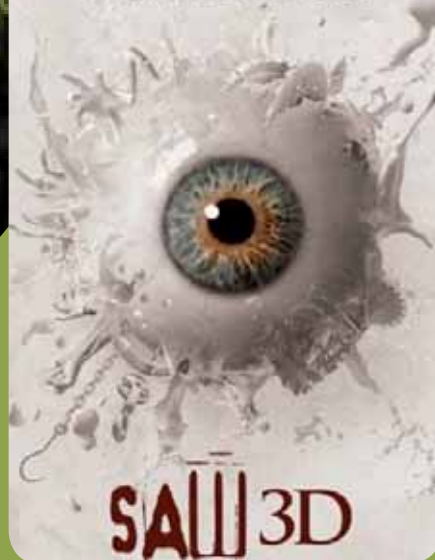


Teen

Girls



IN EYE-POPPING 3D



Marketing
Cross-over

Top 10 Tips

1 Keep it fun - even when playing a full on scenario it still needs to be fun. You will perform better if you are enjoying the game.

Always end the day with laugh with great mates.

2 Keep learning - We all have to start somewhere. Legion of Felix was playing for a few years before we started winning, it takes time. Watch and learn from those who beat you, it is those gamers who will make you better. Remember you are never that good that you can't learn something new.

3 Work as a team - Put together a clan and train. Get to know each of your strengths and weakness and create strategies to best utilize these strengths. This sounds easier then it is, it's probably the hardest thing to do to create a truly effective team.

4 Positioning - Where possible stay back from cover, it will give you a greater angle of sight and somewhere to go if you need to move. As a guide 9ft/3m from a medium size tree works well. Also if you are behind cover it is better if you can sometimes adjust the height in which you come out at. It will help if you are pinned and may give you a chance to get the shot on them first.



LOF Supa-starz

Battlefield Sports asked Canditta "Angel" Natakaupa and Adam "Raven" Natakaupa from the clan 'Legion of Felix' (or LOF for short) the national "Clan Wars" winners 2007 and finalists in 2008 to bring you their 10 hottest tips for playing Battlefield LIVE.

5 Training - Like anything the more you train the better you will be. Train in fitness; speed, endurance, flexibility, etc. As well as in strategy, navigating, communication and scouting.

6 Communication - We have seen it time and time again where a clan fails due to poor communication. Work out before hand your abbreviations or if you are going to use them. Keep them simple if they are too complicated it may just cause confusion.

7 Know your Gaming Gun - Each weapon has its uses and you need to know what it is capable of and best used for so you can be effective in a team. A M4 in a creek will not be as effective as a P90, and a Spitfire should stay out of the open. It is good to play with each style of weapon so you can experience the range, fire rate and reload times. That way when you come up against it you know how best to beat it. Each of the different gaming guns have different sounds, learn them so you can identify them.

8 Stay alert - Keep your gaming gun up. It may only take a second to bring your weapon up and aim but on hard mode that could be 2HP gone! Be aware of your surroundings, if you are hit you need to know from where it came from. You need to know where your team is and where the enemy is at all times.

9 Movement & camo - Remember camo only works if you are still, so try to move quietly and swiftly. Pick a camo that suits your terrain. Scrim netting and face paint are good to break up the outline of your face. Watch out for excessive scrim net use as it could get caught and can obstruct your vision. Often it is good to move in short bursts rather than a long run. You should always take note of a safe position to fall back to.

10 Keep your eye on the prize - It is the objective that counts don't get caught up in battles that do not aid your team and will cost you the win. Learn the mission and know the objective.



Don't get surrounded!

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to the war room

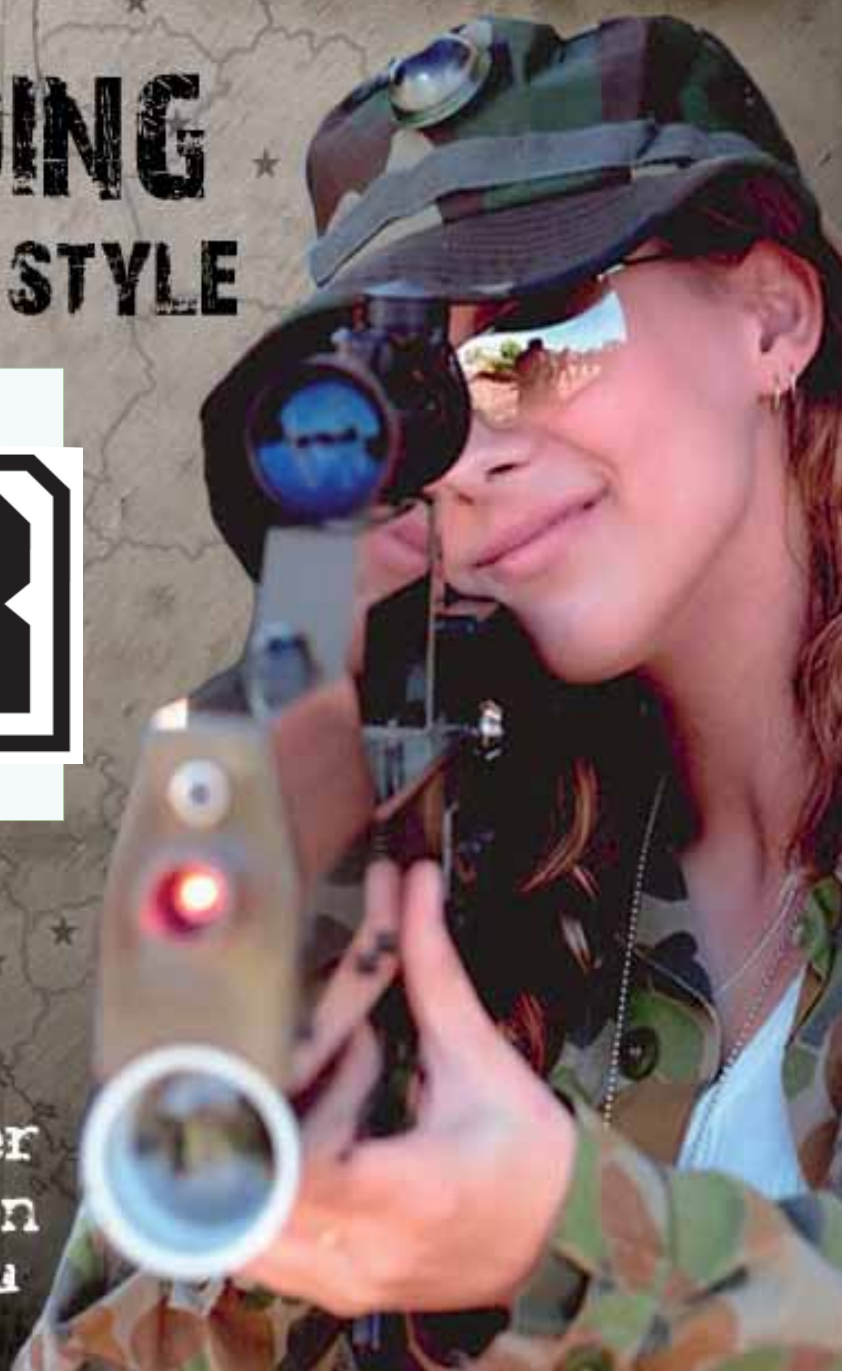
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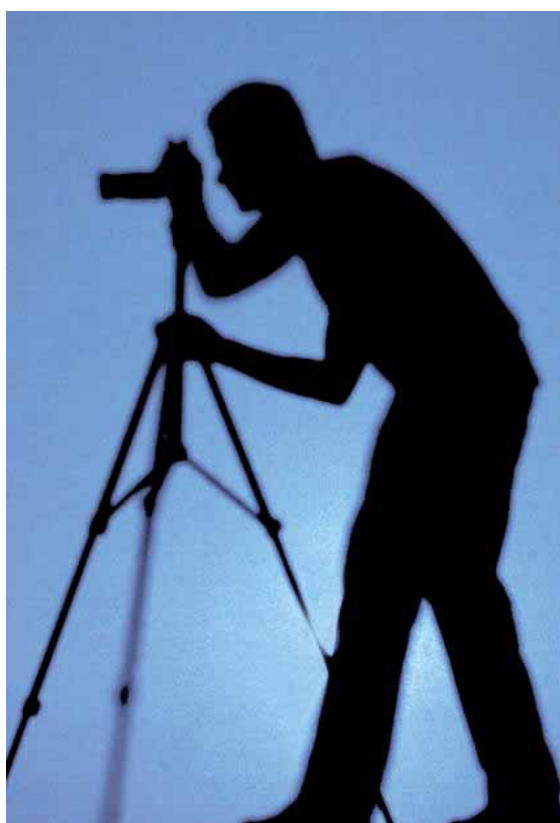
GETTING GREAT PHOTOS

By Nicole Lander

Here's a little tip that has worked well for me regarding photos. First up, invest in a good digital camera. Many cameras nowadays take still images as well as video. And they often have an "auto" function which is a godsend if you are not an expert.

Second, running a Battlefield LIVE business is great for PR opportunities. So when a photojournalist comes to take a photo of an event you are running or doing a story on your battlefield, then here's a tip for getting great photos. Whether it be from the local rag or the London Times, photojournalists have very good skills regarding how to set up a good picture. They often bring lights; know where to stand to get a good perspective; what to place behind the subject to ensure good composition, etc.

Regarding copyright ownership of photos, if that photojournalist takes the photo **they** own it. This is the way it is, even if the photo is of you.



And some news-services charge a LOT of money for copyright release, i.e. to give your permission for you to use that image on your web site or in your brochures.

But, know here's the kicker, if you get one of your staff to also have a camera handy and take some photos (take lots of photos - they are digital you can always delete the bad ones!!) from over the shoulder, just behind where the professional photographer is standing, you should get a good photo.

This way you can generate an image that you own because this photo was taken by one of your staff, with your camera.

Of course, just to be polite, you might want to ask the photojournalist before your start hovering behind / around him/her if it is ok with them that you take a couple of snapshots. (Use the word snapshots or similar because it sounds casual.) Also you might like to take a photo of you with the photojournalist, or the journalist, or the celebrity shaking hands with you.

This is a good habit to get into, so you will end up with, eventually, lots of photos of you with important people to put on your boardroom wall. ;-)

Of course you will need to ensure that you include in your employment contract with your staff that any photos / videos that they capture during the course of their duties that you (or your company owns).

Likewise I also recommend popping a clause in your employment contract that your staff are expected to act as "talent" i.e. actors or extras for photo or film shoots as a normal part of their duties - they will not receive any royalties for such contributions.

Mobile Gaming..

Make the whole shooting-match portable and you have a great alternative to a forest-based or indoor arena business.

For a mobile business your audience is mainly children and teens. Events such as village fairs, sporting events and other shows are the main lines of business. Gamers celebrate birthday parties, sports breakups, company picnics, summer camps, or ROTC/Cadet activities.

Obviously you cannot build an entire arena every time you set up an event, so having something that is visually stunning, but portable, to play around is vital. Inflatable barricades are heavy-duty and can be set up and packed down relatively quickly.

Our patent-pending gaming inflatables are dual-layered so the instead of ballooning like traditional paintball bunkers, they appear flat, like real-life walls, doors, and windows. In a mobile setting, this means you can be the best attraction on the fairground.

These are uber-cool looking gaming inflatables. Gamers can experience room-clearing and close quarters combat inside a maze that can be easily re-designed. The terrain can be re-arranged to suit the scenario, or event theme, or just so the combat entertainment experience is always fresh.

The key factors for public events are:

- * Compelling visual effect of the gaming guns & the urban combat zone.
- * High level of safety (inflatables are soft-play)
- * Ability for staff supervision (SATR enables global start/pause/resume)
- * Create impact for the spectators - are there bleachers? Can the crowd see the action?
- * Is there something to entertain the gamers while they are lining up? Can you do the briefing while they wait?

Networking with event planners, sporting club organizers, and team building professionals is a must. Brainstorm other youth friendly organisations in your local area. A win/win relationship with them will bring you in business!

Gaming guns that are 100% portable are also a must. Mobile equipment needs to be robust and work in all sorts of weather.

Flexibility to work both indoors and outdoors is a bonus and enables you to run events in gymnasiums and set up special arena events.


When Peter and I operated our business in the tropical city of Cairns, during monsoon season we rented a large indoor cricket stadium to run events at night. This stadium was used as a toddlers' soft-play maze during the day, and by night we converted it to an exciting fog filled battle arena.

Another profit center for this type of business model is selling themed merchandise such as dog-tags T-shirts, hats, and camo jackets to the participants at the end of the game. A neat idea for these mementos would be to print them with '*I survived ...*' with your company logo and phone number.

An arsenal of between 22 and 42 gaming guns is a good start.

Clearly with the mobile events, plenty of brochures, and ideally a promo video should be part of your set up. Handing brochures to people who have a taste of your product is a proven way to cost effectively gain new customers. That way you can book an event, from an event, and build momentum in your business.



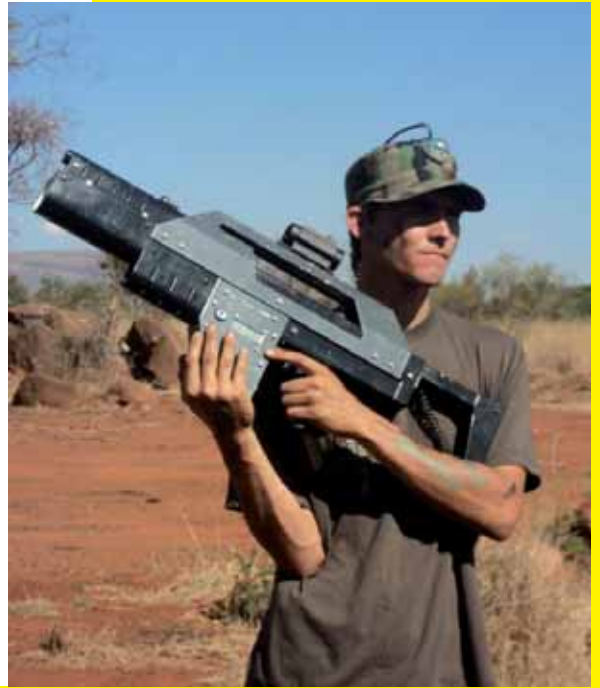
A group of young men are participating in a paintball game. They are wearing black tactical vests, helmets, and face paint. They are holding paintball guns and are in various positions, some crouching and some standing. The background is a blurred outdoor setting with a chain-link fence.

*Portable gaming
guns & gaming
inflatables create
great cash flow*

Across the African savanahs, Harold Haywood and his team from Battlefield LIVE SA have been providing an excitement that is the closest an average citizen can get to legal arm-to-arm military combat!

The team have entertained all sorts of groups from CANSA for a wellness day, to a Boot Camp for Impala Rugby Team. They've entertained astronomy students and birthday boys, accountants and youth groups.

Pretty much any group with a bit of get-up-n-go!



Family Fun

How one family has grown their battlefield business



Joshua Blancovich, 15, one of the Founders of Albany Battlefield LIVE

Ruben Blancovich started Albany Battlefield LIVE because his son Joshua, who was 10 years old at the time, wanted to start a business. "Joshua even got my older son, Tim, interested and involved," said Ruben.

Today the whole family works in the business.

This past year has been a lot of expansion.

Albany Battlefield LIVE has grown from a small mobile operation to include both an indoor and outdoor fixed location.

Their outdoor location is on the grounds of a FEC that includes miniature golf. The indoor operation is located in the local area's largest shopping mall.

"I was able to work out a good short term lease because of the amount of empty space in the malls these days," said Ruben.

The three battle options give this family business the edge. Their clients now have a choice not found in any other form of entertainment.

Each option also helped them attract and retain business.

"For example, if we had a mobile game rained out we have the option of moving that party indoors," said Ruben.

If they have a large group that they cannot be accommodated indoors they usually can entertain them at their outdoor location or via their mobile operation.

It is often the case that all three operations are working at the same time!

"We operate all of these options with Battlefield Sports gaming guns," said Ruben.

"Scheduling has been key to increasing our business by 3 times compared to the prior year," said Ruben.

"The gaming guns have met the test of time and I am now looking to expand into some other mall locations for the summer months," he said.

Ruben is also looking forward to the new options from Battlefield LIVE.

"I have placed my order for the Cobra gaming guns and look forward to growing again this coming year," he said.



Master Controller

SATR CONTROLLER

- ✓ The Master Controller is the central computer system that controls everything else.
 - ✓ The Controller is used by the Commanding Office (C.O.) or the Referees.
 - ✓ Configure your theme: either Battlefield LIVE or Laser TAG.
 - ✓ Laser Tag mode changes the sound effects and wording on the display. In Laser Tag for example instead of using the term kill, terms like "de-activated" and "Deactivations" and on the "phaser" display it says D for deactivations rather than K for kills.
 - ✓ The Controller can time games. Games can be as short as 1 minute or as long as 120 minutes. You can also have untimed games.
- COLOR** DEFAULT = Hammerburst (for options see p12)
- SCOPE** Nil. But includes a rechargeable battery 7.2 volt (4,000mAh)
- WEIGHT** 4lbs / 1.9kg



The Master Controller comes with a handy strap.



The Master Controller is your mobile central computer system. It controls everything.

You can configure it using the language selection to work in Battlefield LIVE theme (modern military) or Laser Tag theme (sci-fi).

And it does so much more...

Spawn (via infrared / IR): re-spawns "dead" & automatically counts the number

Reload (IR): Restores ammo

Pause/Resume (IR): One gaming gun at a time or everyone in a battle (Radio/RF) this only affects the battle the controller is set to. You can run up to 4 separate battle groups.

Target Reset (IR): Sets everything back to a standard factory settings except language settings.

Laser Tag A/Laser Tag B (IR): If you've chosen a Laser Tag theme, you can reset all target "phasers" to back to the default Laser Tag settings. The A version sets each target phaser to team A and the B version to team B.

Kill (IR): Regardless of hit points reduce a gaming gun to 0 hit points meaning they are "dead".

New Mission (IR): Restart a gaming gun, resetting all stats and restores health and ammo. Does not affect the master controller game timer.

Sensor Test (IR): Can test an infrared sensor efficiently without disrupting the target gaming gun.

Shoot (IR): Shoots like a normal gaming gun e.g. for a mortar strike.

End (RF): All gaming guns on the same battle go "game over". Medic boxes also go into game over state.

Start (RF): All gaming guns, ammunition boxes and medic boxes that were in game over state are now ac-

tivated for a new game. If the gamer timer is set, the start function also starts a new count down.

Interrogate (IR): Targets a device like a medic box or gaming gun with infrared and then sends back relevant statistics to the master controller about that device using the digital RF system.

Set Health (IR): Configures target gaming guns to have a specified number of hit points.

Set Difficulty (IR): There is 3 levels: Easy, Standard and Hard. Easy is great for young children making aiming easier (no recoil simulation), unlimited ammunition and automatic reloads, works well with the Laser Tag theme.

Set Game Time (RF): One master controller per battle can be configured to control the time the game runs for. After the time expires the game automatically ends. As the game is nearing completion there is a warning SFX.

Set Battle (IR): Target gaming guns can be quickly assigned a battle, prevent cross fires from different games.

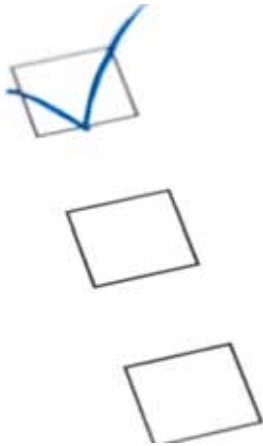
Set team (IR): Sets teams to Team A and Team B to turn *off* friendly fire or turn friendly fire on. We recommend setting gaming guns to teams.

Set/Chg Weapons (IR): Much smarter than "cloning", this allows you to set weapon emulation you will use for each class of gaming guns (hand guns, submachine guns, rifles and machine guns).

Find out how the Controller can help amplify your profits, as your local agents for more details.

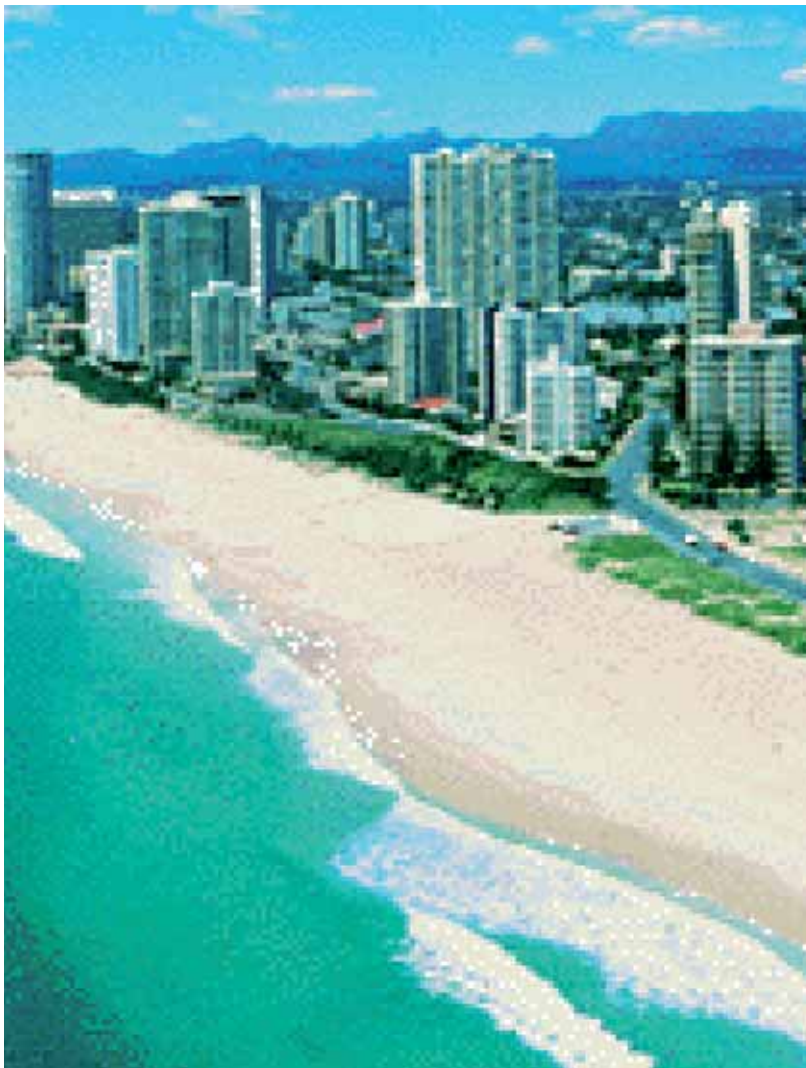
Each year, around Thanksgiving, Battlefield Sports asks its clients for feedback. Thanksgiving is a traditional North American holiday (although celebrated on different dates in Canada & the USA) to give thanks. To celebrate this day, every year in November we like to give a special thank you to our clients. So.... Thank you so much!

We have been honoring this tradition for many years and this year is no different. **Thanksgiving** is an ideal time to look back over the year and see all that we are grateful for. And this year has certainly one that



we can be thankful for! This time each year we like to get your feedback, to plan how we can serve you better next year.

The team at Battlefield Sports pride themselves on being able to provide the best customer service and the ultimate high tech gaming experience to you. Please help us to continue sharing this innovative LIVE gaming concept by completing our short survey. Watch your inbox, we will forward it to you over the next week or so. We appreciate the feedback you, our valued customer, can give us to help us improve our customer service and products to better suit you. If you have any questions about the up-coming survey please email nicole@battlefieldsports.com



COME TO THE GOLD COAST

If you can't make it to the London conference, then the Australian Amusement, Leisure & Recreation Association Conference & Trade Exhibition -- 9-12 May is the next best thing.

Be part of Australia's only leisure and attractions industry trade exhibition that presents the latest in rides, attractions, products and services for the amusement and leisure industry.

Battlefield Sports will be part of the trade exhibition will be supported by the 2011 Conference program of international key note speakers (from the USA and Asia) including, Peter Lander. The convention will include training and education sessions on Human Resource Management, Social Media Management (Facebook, Twitter, LinkedIn, You Tube and blogging), industry breakout sessions including outdoor attractions, Indoor venues and FEC's, aquatic parks and facilities, transportable rides and amusements, Go Karts, and Battlefield LIVE.

Site tours will include a look at all the new attractions at Sea World, WhiteWater World, Q Deck and Wheel of Surfers Paradise and the new Ripley's Believe It or Not attraction. For further information contact AALARA Inc: info@aalara.com.au or website: www.aalara.com.au

ENLIST TODAY



Enlist now for the International Live Gaming Conference, 27 & 28 April in London.

This is your chance to find out the latest industry trends and participate in interactive seminars such as 'how to boost sales'.

It will also be an opportunity to network with other battlefield operators.

Peter Lander, the founder, will be presenting, "I'm excited about next year's convention," said Peter. "This convention is a celebration the battlefield owners who have pioneered this new industry of live gaming."

The International Live Gaming Conferences is designed to be thought provoking.

Our speakers and facilitators are selected for their knowledge and their ability to stimulate lively discussion.

Delegates will be participating in a major thought leadership event and will also come away with practical and actionable ideas.

The convention gives you:

* 2 full days conference including 2 days morning & afternoon tea & lunch

* conference proceedings

* delegate pack

* private dinner one evening and bed and breakfast

* accommodation for one night in a 4 star boutique hotel only 5 minutes from Heathrow Airport.

We will feature real life case studies from battlefield operators from around the globe.

Plus how to thrive in today's business environment.

Plus, the **first 100 attendees** will receive a free copy of our book "Right on Target."

If you'd like to learn more about the live gaming industry and how to boost your sales, join me and Peter Lander for an incredible convention:

The London event, open to owners and operators will be held at the "Pinewoods" only 5 minutes from Heathrow Airport.

Download your copy of the conference flyer, conference program & registration form from the web site.

Seats are limited, so enlist today.

FIRST ANNOUNCEMENT

A MAJOR
2
DAY
EVENT

BATTLEFIELD SPORTS PRESENTS:

THE INTERNATIONAL LIVE
GAMING CONFERENCE
COMBAT GAMING 2.0

27-28 April 2011

LONDON PINewood HOTEL

(ONLY 5 MINS FROM HEATHROW AIRPORT)

A MAJOR CONFERENCE FOR:

- LIVE COMBAT GAMING OPERATORS
- INDOOR ARENAS
- TRANSPORTABLE ATTRACTIONS
- FAMILY ADVENTURE & THEME PARK
- LEISURE INDUSTRY ENTREPRENEURS
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BOOK NOW
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Conference updates at

www.battlefieldsports.biz

email: paul@battlefieldsports.com

 **BATTLEFIELD
SPORTS**

Quantative Easing 2

As the US Federal Reserve Bank keeps increasing the supply of US \$ Dollars (in other words "printing" money) the Aussie \$ Dollar has skyrocketted in value.

A few years ago each Aussie Dollar was worth 47 US cents. Today it is at parity.

This means that Battlefield Sports prices will rise Jan 1st.

Get in now & beat the price rise.

And benefit from our Special Christmas Packages.

Contact us today:

info@Battlefield-Sports.com

Race in

for our **Christmas Gift Packages**

Order before Xmas
& get cool gifts
& beat the price rise.

Order 10 or more gaming guns and recieve a copy of the "Right on Target" eBook included for FREE. VALUED AT: \$29.95; and the Comprehensive Games Handbook (200 PDF pages) included for FREE. VALUED AT: \$1,295; access to the Battlefield Sports University included for FREE. VALUED AT: Well, priceless but let's say \$5,500. **BONUS VALUE: \$6,824.95**

Order 20 or more gaming guns and recieve the "Right on Target" eBook included for FREE; the Comprehensive Games Handbook included for FREE; access to the Battlefield Sports University included for FREE. Plus 10 video briefings so you can create your own DVDs to brief your gamers - covers the 5 most popular games included for FREE. VALUED AT: \$1,650; and 2 tickets to International LIVE Gaming Convention in London in April included for FREE (or half price C.O. Course in Brisbane) VALUED AT: \$1,050 (£690). As well as 2 x spares kits included for FREE. VALUED AT: \$1,225. **BONUS VALUE: \$10,749.95**

Order 30 or more gaming guns and recieve the "Right on Target" eBook included for FREE; the Comprehensive Games Handbook included for FREE; access to the Battlefield Sports University included for FREE. Plus 20 video briefings so you can create your own DVDs to brief your gamers - covers the 10 most popular games included for FREE. VALUED AT: \$3,300; and 2 tickets to International LIVE Gaming Convention (or half price C.O. Course) included for FREE. As well as 3 x spares kits included for FREE. VALUED AT: \$1,800. **BONUS VALUE: \$12,974.95**

Order 40 or more gaming guns and recieve the "Right on Target" eBook included for FREE; the Comprehensive Games Handbook included for FREE; access to the Battlefield Sports University included for FREE. Plus 43 video briefings so you can create your own DVDs to brief your gamers - covers the 39 most popular games (including Border Command which enables you to play 20 different combinations) included for FREE. VALUED AT: \$7,270. Plus 2 tickets to International LIVE Gaming Convention (or half price C.O. course) for FREE. Plus 4 x spares kits included for FREE. VALUED AT: \$2,375. **BONUS VALUE: \$17,519.95**

NOTE: Not valid with any other offers or discounts. Valid till Dec 24th.

WORLDWIDE—Contact Us

Email: info@battlefieldsports.com

Web: www.battlefieldsports.com

FLICKR

Visit <http://www.flickr.com/photos/battlefieldsports> to see the latest high res photos.

TWITTER

Get the very latest. www.twitter.com/battlefieldlive

BLOG

For the inside running on the "behind the scenes" of Battlefield Sports visit Nicole's blog—<http://battlefieldlive.livejournal.com/>

YOUTUBE

Watch the latest video clips re live gaming on YouTube, visit www.youtube.com/battlefieldlive. We now have more than 80 clips, have you seen all of them?

FACEBOOK

For cool pics and insights, visit <http://www.facebook.com/pages/Battlefield-LIVE/93311279778>. We now have **more than 2,000 fans** - be one of them!

FORUM

The forum for Battlefield Live gamers is now open. Visit <http://forum.BattlefieldLive.com> to have your say, we call it "combat involved".

