

BATTLEFIELD SPORTS MAGAZINE

Lock n Load

VOLUME 9. ISSUE 27

BATTLEFIELDSPORTS.COM

S*A*T*R FEVER

S*A*T*R spreads like Wildfire

New Optik-Sensors

Conference Update

National Clan War Winners

Australian Army Training

SupaNova!

New Medic Box

VISIT US IN VEGAS
IAAPA Conference &
Trade Show mid Nov



EVIL NEVER LOOKED SO GOOD

G.I. JOE

THE RISE OF COBRA

WARNER BROS. PICTURES PRESENTS A G.I. JOE FILM BY JOHN DAHLBOM "G.I. JOE: THE RISE OF COBRA" CASTING BY JAMES NEWTON HOWARD COSTUME DESIGNER JAMES HARRIS EXECUTIVE PRODUCERS JAMES W. BAXTER AND JAMES W. HANCOCK PRODUCED BY JAMES W. BAXTER AND JAMES W. HANCOCK WRITTEN BY JAMES W. BAXTER AND JAMES W. HANCOCK DIRECTED BY JOHN DAHLBOM

AUGUST 2009

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WHEN ALL ELSE FAILS, THEY DON'T

Lock n Load

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fax: +61 (0) 7 3423 1002 Please note on p12 of our last edition the poem as part of SJB's obituary was attributed to L Rodrigues, rather it was anon. Disclaimer: All views expressed in this publication are those of the writers and not necessarily those of the Publisher, or companies associated with this publication. It is not a substitute for professional advice. Do not use this info to make financial decisions as it is for reference only. © 2009.

from the Brigadier's DESK

Whether you are a fan of action-adventure sports, a die-hard lover of war games, or a role-playing game tragic, S*A*T*R has something for everyone. This is a watershed year for Battlefield LIVE. We officially launched S*A*T*R in London, UK in April, we followed up with another conference in Brisbane, Australia in June. Now, I am happy to announce we are planning yet another trade show, this time for the North Americans. This latest exhibit will be in Vegas in mid-November in conjunction with the IAAPA trade show.

We have seen the shock and awe of the global financial credit crisis. Now it is time for the grinding trench warfare towards viability victory. With the breakthrough technology of S*A*T*R our brand of combat entertainment has been revolutionized. I believe only venues with this "secret weapon" will survive and thrive in today's instant communication environment. Only the best will do to defend your business.

Gamers from all over the world have experienced our leading edge gaming technology playing our authentic, exciting Live-Plays. Our online "briefings" i.e. short video clips of the main points of the missions have proved popular. These Live-Play movies whet the gamer's appetite, and gives them a heads-up of what to expect on the battlefield.

It is the real-time hit feedback, the heart of this new digital S*A*T*R system that gives gamers an adrenaline rush. In other words, it gives the gamer a hit of dopamine (the 'happiness' brain chemical). It is a healthy 'high.' That's why people say they get S*A*T*R fever, sort of like gold fever! They just gotta get their weekly fix. :-)

My goal was to create an emotionally engaging, authentic experience we have done this. It is working. More, it is spreading like wildfire!

See you on the battlefield,

Peter Lander,

Brigadier-General "Plan"
Battlefield Sports . ●

"When the winds of change blow, some people build walls and others build windmills."

— Chinese proverb



S*A*T*R fever!

Battlefield Sports' new DIGITAL TECHNOLOGY spreads like wildfire

New digital gaming system, S*A*T*R has been spreading like wildfire around the globe. Gamers can't get enough of it. S*A*T*R stands for small arms transmitter receiver. It enables gamers to fire infrared "bullets" to simulate direct-fire, incorporating authentic sound/light effects, with real-time voice feedback.

S*A*T*R was officially launched in England in April, and the new technology has snowballed! More than 1,130 S*A*T*R units have been ordered! More than 330 in the Asia Pacific, More than 440 across the UK and Europe plus almost 360 in North America. Wow!

How Does it All Work?

When a player hits an opponent their gaming gun instantly says "casualty" or "kill confirmed" or "already dead." The opposition's gun issues a near-miss, wound or dead sound effect.

Further, the global radio system enables improved gamer throughput due to its global *start, stop, pause, resume* functionality.

More features, and more value are the simple messages emphatically delivered by the new S*A*T*R series of gaming guns. With the release of the new S*A*T*R series, Battlefield Sports continues its tradition of offering battlefield owners premier live gaming equipment.

The crux of the new technology and the core of the patent application is its real time hit feedback system.

"I believe that this new digital S*A*T*R system is a live gaming juggernaut, the instant grati-

fication real-time hit feedback means it gives gamers an adrenaline pump. My goal was to create an emotionally engaging, authentic experience that will not only satisfy veteran gamers, but

also attract new players who want to experience something like watching a heart-pound-

ing blockbuster movie, but instead, having the opportunity to LIVE it," said Peter Lander, Founder.

This latest technology breakthrough provides a sought-after blend of innovative features and tough-working performance. The emphasis is on high quality, and value for money.

Nicole Lander, Battlefield Sports' Sales & Marketing C.O. says the S*A*T*R system can only enhance the reputation of Battlefield Sports' gaming guns which are already the first choice of savvy commercial buyers in its live gaming segment. "S*A*T*R will bring a more dynamic alternative to the heart of the live gaming market," said Ms Lander.

S*A*T*R using a combination of lensed infrared and radio data transfer enables real-time hit-feedback and other statistics such as fire accuracy without requiring a central computer system.

new
gen
TECH!



TOP: C.O. Bonnie (as in Bonnie & Clyde) with S*A*T*R Scorpion. ABOVE: S*A*T*R P90.

WHAT THE GAMERS SAY...



Not only can players now get instant, real-time feedback, the system can emulate 69 weapons from hand-guns, through sub-machine guns and carbines, to rifles. The gaming guns' effects are recorded in 13 languages. The Gen2 technology simulates guns from AK47s and P90s to sniper rifles and the latest G36s and more.

Many features means live gaming operators around the world can increase profits, e.g. the system uses global start/stop/pause/resume features means 100 or more gaming guns can instantly be paused and re-started. It scales up to an unlimited number of players. More, operators can run up to four separate groups simultaneously without cross-fire. This means many times higher throughput.

Gamers worldwide can gear up for the most immersive, authentic, live gaming experience. Computer gaming is going through the roof. This next generation of gaming gun ushers in a new generation of live gaming - be a part of the action. ●

1. "My head is spinning with ideas!" said Stuart Joyce, aka Red Baron.
2. "You'll be pleased to know Jono hasn't shut up about the S*A*T*R P90 and the up coming medic box since he got back... so you guys must be doing something right :)" said Lee Bargwanna, Lt.Col Arbalest
3. "I'm addicted to S*A*T*R," said Emma Lester aka Evo.
4. "**Twitch* need S*A*T*R *twitch* soooooo AWESOM-ME.. *twitch* *twitch*," said Bob Ashford aka SABRE Jackal.
5. "I've got S*A*T*R fever! And it has been 2 weeks since my last fix," said Nicole Lander aka Zev-va.
6. "It has now been over a week since my last S*A*T*R," said Nic Daniels aka Spooky.
7. "S*A*T*R stands for System is Addictive, and Totally Remarkable," said Canditta Anderson aka Angel.
8. "After I first played with S*A*T*R I couldn't go back to classic and had to get it for my own gaming gun!" said Brad van der Have aka Stalk.
9. "Oh, this is really good. This is great. This is probably the best thing I've done in life. [laughter] I just think this is really great man's toy. This is for everyone. And it is going to set the true players apart from those who brag about being the great shooters," said Mark Lien aka Golaiith.
10. "I just can't put it down. There are just so many different gun settings and I have to try them ALL," said Trevor Dandson aka Snake.
11. "I don't get the same feeling from the Classic system that I get from S*A*T*R, I'm not going back," said William Gardner aka Chicken.
12. "I can't get enough of the sensory overload I get when I play," said Cameron Boyle aka Brat.
13. "S*A*T*R is much more like a computer game & it is great fun," said Roger Anderson aka Rabbit.
14. "Recently I participated in the Conflict Aus 24Hr game at Mt Cotton (new S*A*T*R guns are AWESOME!!!)" said Ben Hunt aka Source 4.
15. "I want to let you know that our players absolutely love the new system. The speed of the system is phenomenal. It's a kick ass system and I love it. Battlefield Sports has the best equipment in the world," Todd Robinson aka Cypher.

Battlefield Sports goes country

In small towns and remote rural areas, some say that there is nothing for the youth of today to do. Others say different.

Some pioneering types have launched combat entertainment for the young men and women, boys and girls, of their local community.

Battlefield LIVE activities offer team building exercises which challenge the gamers both physically and mentally. And choreographed their triumph.

Family and friends can rightfully be proud of these go-getters. They are making a difference. They are making a positive change in people's lives.

These every day citizens are encouraging and inspiring our youth.

Karl Radford aka Phoenix, is one such citizen. He says "Roma is a small but growing community in far western Queensland. I have wanted to start a part time paintball business in our area for a long time but due to population the

Combat Entertainment in the Outback

While many small towns worry about the lack of entertainment of their youth, there are some who are taking action. From Albany (population 25,000) and Manjimup/Quinninup (population 9,000) both in Western Australia, to Echuca, VIC (population 12,000) and Roma QLD (population 7,500), Battlefield Owners are making a difference in their local communities. Can your small town benefit?



choice of equipment would very quickly dictate success or failure. When the gun laws changed

paintball was simply not a viable option. For years I have put this on hold, and then I got invited to a mate's 40th birthday party. We played Battlefield LIVE at a Darling Downs Laser Skirmish field in Toowoomba and I was immediately hooked, not only on the game but also the equipment," said Karl.

"The programming of Battlefield Sports' equipment puts the emphasis on team work and achieving goals rather than personal scores and this gives clear benefits both in player parties and in Corporate team building exercises."

Karl is the Ambulance Officer-in-Charge (paramedic) by day but is someone who continues this helping hand outside work hours.

As well as running the local Laser Games business he has been active in the local Archery Club, he is the past President of the Maranoa Club.

"We run 100% Battlefield Sports equipment and this will not change. This is because of the service and advice we have received both before and after purchasing," said Karl.

"As a field owner you will have significant influence over your players and they will look to you for good advice. Parents love us as it gets the kids out from in front of the computer," he said.

"The 'Club' idea has borne many fruits for us. It still dazzles me as to the diversity of people who are now well and truly addicted to this game."



Conflict AUS

Not content with the usual 4 hour (half day) veterans session, almost 60 die-hards enlisted for this year's CONFLICT:AUS, a gruelling 24 hour challenge. Held at Mt Cotton in Brisbane, CONFLICT:AUS was the first endurance test of the new S*A*T*R gaming guns. And they performed! The scenario: A series of inter-connect Live-Plays woven about two rival cartel families who were growing a new, Ethanol-like super fuel. The scores: After 24 hours of play, both teams were tied with two competed objectives each. Many objectives were attempted and failed (for scoring purposes) by both teams. But in the end, the green team won.

new
Optik-Sensors

Battlefield Sports is committed to relentless research and development. Our new Optik-Sensors deliver excellent long range, reliable performance at the baud rate needed by S*A*T*R. For example, a Morita sniper rifle can routinely hit these sensors at more than 650 feet (200 meters). In testing we've even had a Scorpion hit at 850 feet (250 meters) in full sun!

But we don't do R&D just for the sake of having more useless bells & whistles. Rather we focus our efforts on useful improvements that make the gamer's experience more authentic and the battlefield owners business better. For example, the main driver behind the new Optik-Sensor was the need to support high speed data transmission with the S*A*T*R system. Our new Optik-Sensor design works with our classic system and, with a minor modification, with the digital S*A*T*R system.



This means someone who upgrades to the new sensor for their classic system can easily upgrade later to the S*A*T*R system. And, of course, anyone ordering new S*A*T*R gaming guns will have our latest innovation in sensor

technology factory fitted.

The new edition head sensor features a heavy duty 6 core cable (that can also come with an adaptor for our older 4 core plug) that has increased the average life span of the cable. It also supports S*A*T*R's ability to configure the sensor hit light colour in software. The new sensor comes with a smokey grey dome that looks very attractive and discrete. Our team has designed a surface mount PCB which has enabled us to keep a compact size of the sensor. Our sensors are approximately the size of a silver dollar. These sensors simply attached with Velcro to any hat or cap or headband as shown above. This is particularly useful if you are using a particular style of costume as part of your attraction's theming.

The re-design of the Optik-Sensor has also allowed a lot more varnish to be applied to the board surface therefore increasing its capacity to resist water substantially. New dome polycarbonate covers are tough as nails, but easily maintainable.

R&D Update

Optik

Sensors

brand new



Better Range.
Better Design.
Better.
Order your new OptikSensors today.



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[PATENT
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Massive Fathers Day Festival For Family Fun

A busy Father's Day celebration was held at the Crossroads Christian Church in Corona California, last month. The festival was scheduled from 10am till 2pm. So the crew from Live Battle USA ran continuous games of 5 versus 5 during the day.

The Andrew Duggan and Travis Vaughan from Live Battle USA have set up a mobile outdoor operation and have run games from the very young, to the young at heart.

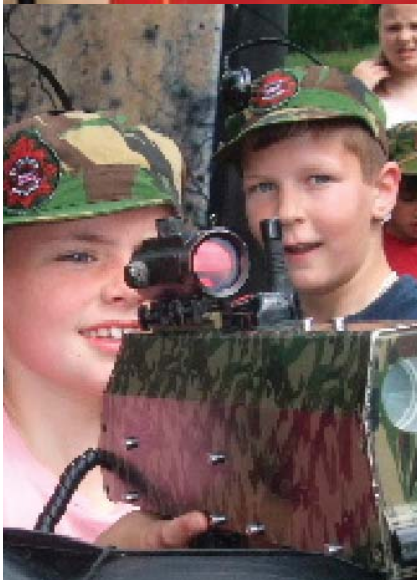
Both the kids and the adults loved it. The team used the new S*A*T*R gaming guns to run more than 250 people through the arena over those several hours.

Having the global start/stop and pause/resume function enabled them to achieve a higher-throughput of gamers.

"We were one of the highlighted entertainment vendors at this massive Father's Day Festival," said Travis Vaughan from Live Battle USA.

"The equipment has worked great for us," said Travis. "Even after the 'closing time' we had a line of 50 people eager to play!" he said.

For more info see their web site www.livebattleusa.com



UK FUN

School events are swamping Battlefield LIVE North West

More than 100 students ages 8 years to 11 years attended Battlefield LIVE North West's signature event "Task Force Team Builder." The students, all from Edisford Primary had a ball. Edisford Primary is one of the top schools in Lancashire. It is exclusive having only 250 students in total from Nursery to Upper Elementary. Everyone was included, for example Jessica has cerebral palsy and uses a wheelchair. But Elaine and Duncan still got her involved in the midst of all the action by transporting her in a Land Rover



over rough terrain. The kids did a minefield challenge with two claymores, a sharp-shooter target game, mapreading, communications, retrieval Skills Tests and more. The finale of this school field trip was a big battle using the Battlefield Sports' gaming inflatables in the afternoon. It was a beautiful English summer's day with lots of fun.

Seen here [left to right] Javier Garcia (Spain), Harold Bridges (Spain), Miguel Ferrero (Spain), Frédéric Rivet (France), Paul Diamond (UK), Toria Dean (UK), Marius Gaita (Romania) preparing to go "once more into the breach!" to defend their clan.



BATTLE @ UK LIVE GAMING CONFERENCE

Gamers from 12 countries battled it out @ this year's conference

A spontaneous night fighting mission captured the imaginations of the delegates at this year's UK Live Gaming Conference.

Battlefield Sports' gaming inflatables.

As well as fun and games, the conference covered battlefield marketing, combat entertainment trends, and the latest technology developments.

"Congratulations for your hard work. This was a really good experience. Your new guns and games are great. Also it was a pleasure to meet battlefield owners from other parts of the world," said Miguel Ferrero from Madrid, Spain.

"The conference was very well put together, all the information was there," said Shaun Sanders from Harrogate, UK.

"It was a good coverage of topics," said Steve Dean from Pembrokeshire UK.

"I enjoyed that we got some new tips on what we can do to grow the business," said Pal Helsing, from Norway.

As well as experiencing the new S*A*T*R gaming guns in a woodlands battle, delegates fought out a mini-clan war around

For more on conferences see page 10.

A R M Y TRAINING

The Australian Army devise a cost effective Team Building Solution for their Diggers...
by **Nicole Lander**

The Australian Army, in a secret location, trained last week with an innovative and cost-effective small arms training system. The new S*A*T*R (small arms transmitter receiver) system is manufactured by Queensland company, Battlefield Sports. Features self-contained “gaming” guns which can emulate up to 69 different weapons, including the M4, M16, F88 and F89 (M249) squad automatic weapons.

The soldiers used the S*A*T*R system during force-on-force training exercises to provide real-time feedback during weapons engagements, as well as an electronic record of their performance for after-action reviews.

S*A*T*R, using a combination of lensed infrared and radio data transfer, enables real-time hit-feedback and other statistics such as shot accuracy percentage without requiring a central computer system.

Depending on the gun model, the infrared “bullets” shoot more than 650 feet (200 meters) in daylight. Since it is a light based system, the guns are accurate. This patent-pending technology also features real-time voice feedback. For example when a soldier hits an enemy the soldier’s gun instantly says “casualty” or “kill confirmed” or “already dead.” The enemy’s gun issues a near-miss, wound, or dead sound effect. The system also simulates recoil with the loss of the red-dot reticule for a few seconds.

This was a team-building exercise which saw the unit battle it out section versus section.

Then engage a group of Live Play actors in a mission rehearsal type activity.

With so much talk of tightening military budgets, Unit 2IC Captain “X”, was impressed

“This was very cost-effective. We didn’t need to allocate security. It was low maintenance as there was no need to clean our weapons afterwards. In fact, there was no need for munitions at all,” said the Captain.

The participants’ equipment consisted of “gaming guns” which emit a harmless infrared beam which triggers a hit on an enemy’s sensor mounted on a helmet or head wear and integrated into the enemy’s gun.

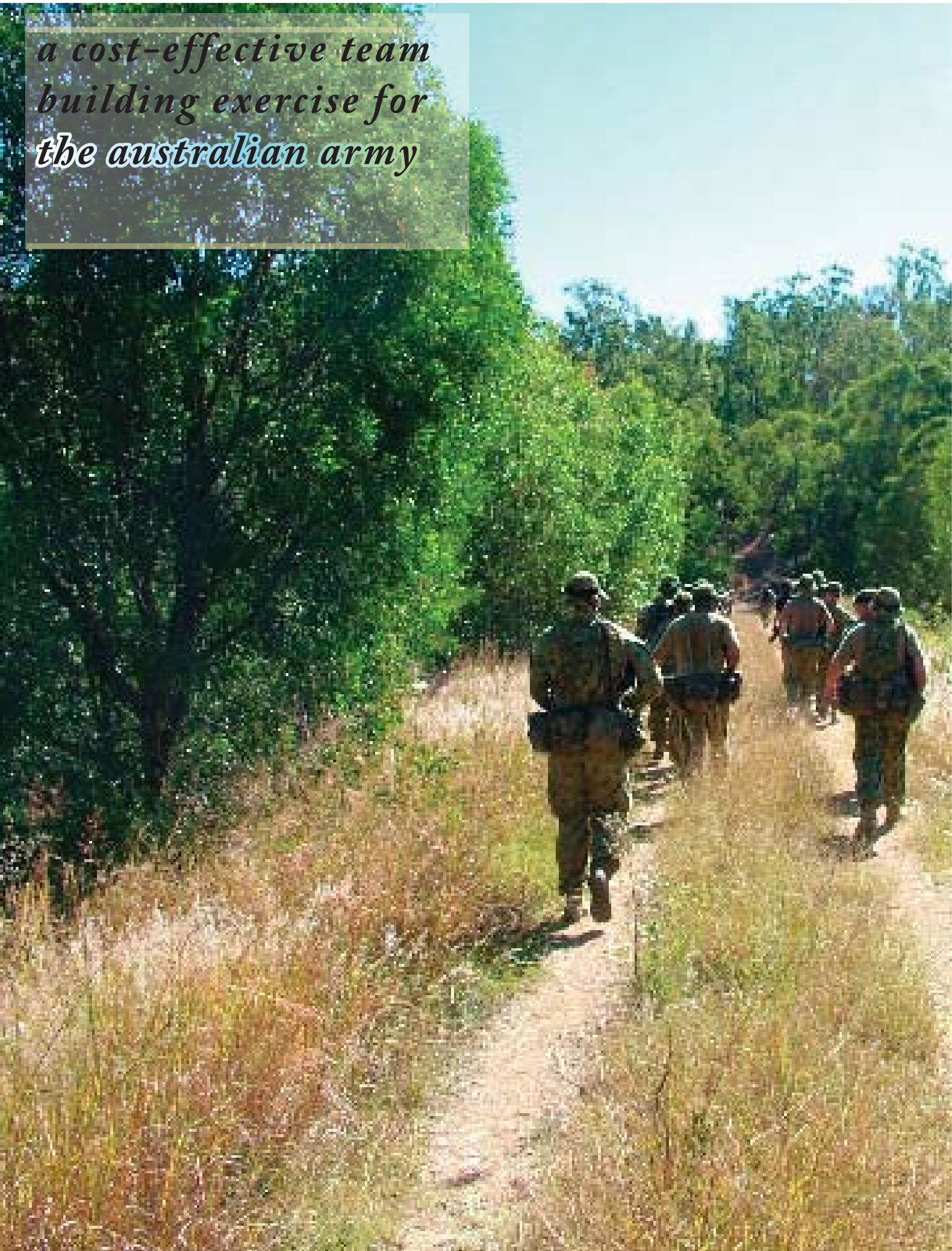
The British Royal Marine Commandos stationed on board the carrier HMS Bulwark are also using Battlefield Sports’ gaming guns for on board close quarters training, boarding operations and agent infiltration exercises.

“It saves time, it saves on logistics, and it saves cost. It is certainly something we will run again because it allows us to stretch our resource allocation without comprising the integrity of the training,” said the Officer Commanding, Major “X”.

See the S*A*T*R weapons emulations online at www.BattlefieldSports.com



*a cost-effective team
building exercise for
the Australian Army*





Enlist Now Live Gaming *trade shows*



DELEGATES FROM ALL OVER THE WORLD

Live Gaming Conventions this year!

Battlefield Sports is committed to education. Battlefield Sports' conferences are the best place to learn how to operate a battlefield facility. Expert operators and industry professionals

present best practices, industry trends, and research as well as the latest information on the combat entertainment industry.

* International Live Gaming Conference was held in **London** April 22 & 23

* National Live Gaming Conference was held in **Brisbane** June 5

* North American trade show to be held in **Las Vegas** mid-November (watch out for more details soon).

Innovation. Thrill. Internationally recognized. Three things that describe Battlefield Sports, founders, Peter and Nicole Lander's new technology.

The couple have been jet-setting across the globe to bring the latest innovations to their battlefield owners.



FEEDBACK FROM BATTLEFIELD OWNERS

*"First off, myself & Jono enjoyed the conference immensely, from seeing the cutting edge S*A*T*R to actually finally meeting yourself & Peter in person, its given us a new drive & direction for our business & we also hope that our contributions & opinions made the conference a richer experience for everyone in attendance, the venue was fantastic, the company top notch, & everything as a whole is something myself & Jono will remember for years to come," said Lee aka Lt.Col Arbalast from Australia.*

"Thanks to Battlefield Sports again for holding the conference. Some very useful stuff. Thanks to Spooky & Lil Sis for the presentation on T24 & endurance events. Absolutely loved tech ideas & will be implementing them soon. Cheers to all who attended. It is always good to meet up with people again as well as meet the other operators, & potential operators, that are around. Catch you all next year," said Stu Joyce aka Red Baron from Australia.

"You two did a great job of representing the human part of the game. You are not just selling a business but a form of contact with the players, & I felt that your presentation style showed that very well. There is nothing like getting out & testing the equipment to really appreciate how it works. Plus this gave us a wonderful opportunity to pick up lots of little tips on how to run the game by

watching you guys doing it. Thanks a lot for everything," Mark Jane aka 10toMidnight, from Paris, France.

*"I gained a lot of knowledge from your staff & other operators. Using the new S*A*T*R & playing some scenarios was excellent," said Arthur Belanger from Canada.*

*"What I enjoyed the most was, the briefing on S*A*T*R, the Live-Plays i.e. the ideas for missions, & the networking," said Liz Davis from the UK.*

*"I enjoyed the S*A*T*R demo and meeting up with other battlefield owners," said Darren Marsh, from Norfolk, UK.*

"I liked the networking, the Live-Plays, info about running sites and the info re future trends," said Rick Brewis, North Yorkshire, UK.

"Venue: Excellent. Food: Excellent. Content: Excellent. This was an informative and very useful conference. Very well put together," said Toria Dean, from Pembrokeshire UK.

"Awesome location, superb food, great amount of detail in presentations, prompt and precise answers to questions," said Colleen Bussard, from Canada.

ENLIST NOW

Battlefield Sports, the world's leading combat entertainment provider, is launching a new digital technology called S*A*T*R into North America at this year's International Association of Amusement Parks and Attractions trade show.

Combat entertainment company Battlefield Sports replicates the compelling action of live computer gaming, and enables gamers to get active, whilst still having fun.

Battlefield Sports' latest innovation gives the gamer real-time hit feedback.

This November Battlefield Sports brings this innovation in interactive attractions to Las Vegas.

Attractions from the Philippines to the United Kingdom have been keen to experience the thrill of live gaming.

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

Participants are equipped with gaming guns that utilize harmless infrared beams, much like a TV remote, to target other players as they enact various scenarios.

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," said Nicole Lander, Battlefield Sports' Marketing Commanding Officer.

But this is more than an adrenaline antidote to the latest bad news about the financial crisis.

S*A*T*R lets people abandon their everyday roles and become a Hollywood hero for a day.

"Our system improves the gaming experience because, with our real-time hit-feedback, gamers know instantly when they have hit someone.

This gives gamers a rush," he said.

"With S*A*T*R 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," said Peter Lander.



This patent-pending technology means it is time to experience the ultimate first person shooter.

"With our new S*A*T*R system you can experience the thrill of a war game, indoors or outdoors," said Ms. Lander.

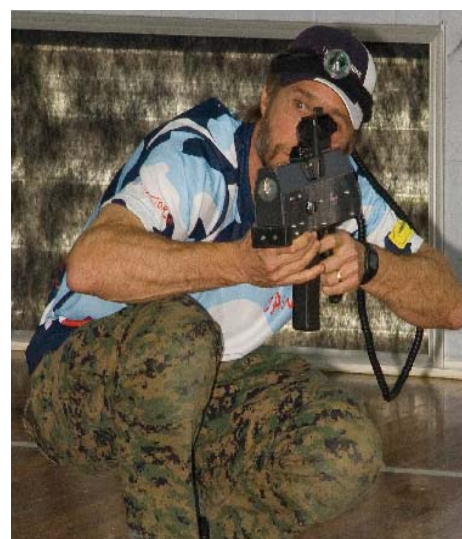
The new gaming guns range incorporates ten models, from compact sub-machine guns to authentic sniper rifles.

They are available in a variety of colors as well as two types of camouflage.

On display at the trade show will be the patent-pending S*A*T*R gaming guns. To see the innovations in action visit the Battlefield Sports at the Las Vegas Convention Center 16-20 November.

ROBUST BUSINESS CHECKLIST:

- ✓ **Despite financial crisis - retail sales strong**
- ✓ **Interest rates falling**
- ✓ **Combating the obesity crisis**
- ✓ **Cash flow business**
- ✓ **On trend: one of the hottest entertainment experiences**



Supa- Nova

The pop culture experience

by **Angel**

This year Darth Vader, Boba Fett, and other random CosPlays (see photos) turned up in their thousands to experience this year's Superanova. What exactly is Superanova? Gathered from the wonderful worlds of science-fiction, pulp, TV/movies, toys, console gaming, trading cards, anime/cartoons, fantasy, comics, entertainment technology books, music, sport, internet sites and fan clubs, Supanova Pop Culture Expo is where the adoring public comes face-to-face with the creative talent that inspire their imaginary worlds.

Actually it was a bit of a thrill to see Richard Hatch (Starbuck from Battlestar Galactica) checking out our display.

We've done festivals before, but nothing on this scale; there were more than 15,000 people during the 2 day festival, the majority being between the age of 15 to 25.

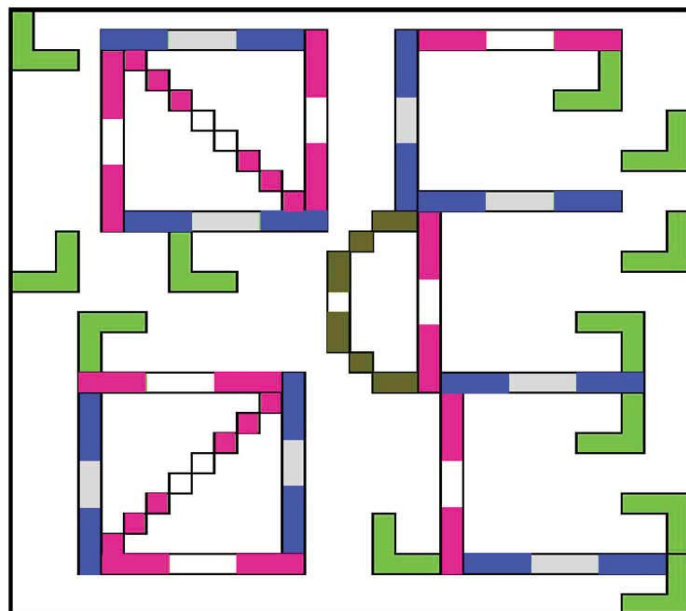
Floor space was at a premium, we had a 10ft by 10ft (3x3m) display booth and a 33ft by 33ft (10x10m) playing field. We were faced with the dilemma on how to best put the largest number of people through while still offering the gamers an authentic game experience. The youth is bombarded everyday with advertising and new products and have grown up with realistic first person shooter games.

We needed to go in with a strong product that would be so compelling that Battlefield LIVE was the thing they remembered most from the event.

In order to do this we first designed a battlefield to suit the market. With a

the Playing Field...

In a 10 meter by 10 meter space ...



■ - One third of a medium pillbox
■ - Windows
■ - Doorways
■ - Low L-shapes

such as small area we did not have a lot of room and we knew that our market would not enjoy a field with a lot of open spaces where they just get pinned on the back line.

We designed a battlefield with 30 urban inflatables, there were doorways on the diagonal inside rooms, half a medium pillbox attached to a doorway to create a smaller room and in some sections had only 2 foot (60cm) between inflatables to create corridors. The result a battlefield where players were able to flank and seek around.

S*A*T*R allowed us to have 10 gamers on the field at a time (5 per team). We turned friendly fire off. In such a small area we did not want gamers getting frustrated because they were constantly getting shot by their own team.

The 'Mission Start' and 'Mission Complete' features on S*A*T*R allowed us to turn the games around faster. We averaged a 2 minute turn around to get one group off and the next game started. Even with a small area we put through more than 1,200 people during the 2 days.

Now for the response from the players, in a word: "WOW!"

We could not put the brochures out fast enough, over 16,000 were handed out. The traffic on our website



doubled and enquiries went crazy.

Two and a half months later and our teenage and adult sessions are still growing fast and are showing no sign of slowing. Organisers from similar festivals have contacted me to see what they need to do to have us at their events.

At next year's Supanova we have been offered a bigger area. The whole event has been a huge success and we couldn't have done it without S*A*T*R.

S*A*T*R has given us the edge we needed and has taken the game to a whole new level of enjoyment, for us there is no looking back.



S*A*T*R

S*A*T*R Small Arms Transmitter Receiver uses combo of infra/radio digital system for use either indoors or outdoors. Worldwide patent pending. Patent Cooperation Treaty/AU2007/001970: Priority Date December 21st 2006.

REAL TIME FEEDBACK

& STATS Real-time hit feedback. Real time stats: hit points, ammo, reloads, enemy hits, enemy kills, accuracy %, respawns used, range setting, gun state & battery charge. Immediate adrenaline pump with Special Effects.

69 GUNS Emulate up to 69 guns. This model recommended emulations - FN P90, MP28-50, PPsch-41.

RANGE Long range setting: up to 160 meters /525 feet.

SCOPE Red Dot, wired into the main power source: rechargeable battery 7.2 volt (3,000mAh) .

WEIGHT 6lbs / 2.7kg

LENGTH 20" / 53cm

P90 Personal Defense Weapon



THE LATEST IN LIVE GAMING INNOVATION

Choose a modern military or Sci-Fi theme

The P90 is a personal defence weapon, made famous by the hit TV show StarGate. This is a light weight gaming gun, making it ideal for close quarters training.

Real time statistics include hit points, current ammunition in magazine, replacement magazines, hits made, kills made, number of re-spawns and accuracy percentage.

PROBLEM: Gamers not knowing when they've hit other guy.
SOLUTION: The world's only real time hit feedback

performed through a red dot scope and voice feedback. Hit feedback indicates "casualty" (wound), "kill" and "dead already."



Simulates recoil by powering down the scope for a short interval after each shot. "We are committed to bringing gamers

the best gaming guns to your battlefield," said Peter Lander, Founder of Battlefield Sports. Book your P90 experience today.



Made famous by the hit TV series, "StarGate" the P90 is a versatile gaming gun.

National Clan War

Teams from around Australia converged on Brisbane for the Queens' Birthday weekend to find out who was the best of the best at the 2009 Australian National Clan War live gaming tournament.

The 3rd annual national clan war saw 12 clans vie for victory. Hall of Fame members 'Legion of Felix' chose an 11th hour withdrawal believing it was necessary to ensure everyone perceived the event to be fair since 3 of 5 of their clan helped organise the event. They were sorely missed.

Day 1 of the competition was played indoors around a huge urban inflatable maze. Seventy-eight gaming inflatables consisting of doorways, walls, windows and pillboxes created two identical urban complexes. Using S*A*T*R's battle groups two rounds were played simultaneously, without cross-fire.

The day saw much fast and furious gaming action. The missions, all running for less than 3 minutes, were Death Match, Capture & Hold (1 base), 3 Strong Points, then another round of Death Match.

A 'death match' is where one team shoots the other, and tries not to shoot their clan, as friendly fire is possible in this game. The pressure was massive. The results were tight: 1st: F.E.A.R - Laser Strike, VIC; 2nd: Mysterious Soldiers - Laser Strike, VIC; Equal 3rd: 7th Death - Laser Strike, Melbourne and Equal 3rd: Necomongers - Battlefield LIVE, Brisbane.

Interestingly Necomongers were actually a hybrid of Queensland Clans Trigger Happy and Night Pandas, and this tournament was the first time they'd played together as a clan. Well done to Merlin, Little John, Wacko Jacko, Freeza, & Captain Blackberry from Clan F.E.A.R.

Day 2 of the competition was played outdoors in the 300 acres forest at Mt Cotton. Again, two separate fields were used simultaneously. Both fields had a deep creek running through the bush and bridge over the creek to secure. The mission was Capture & Hold a bridge at each designated minute marks of the 10 minute mission (being 2min, 4min, 6min, 8min & 10min).

With a dense bush layout and gamers camouflaged to the max the games were thrilling and full of suspense. The missions gave gamers a chance to experience command, control, and sighting, while exercising. Opponents were never entirely sure what will challenge their clan next, increasing the tension. Again the results were close Mysterious Soldiers had to battle with a rival clan, Necomongers in a playoff for the finals. In the end, Mysterious Solders defeated the home team.

A highlight of the day was a live cross from the NOVA radio Sandmans who gave away munchies to keep the crew going.

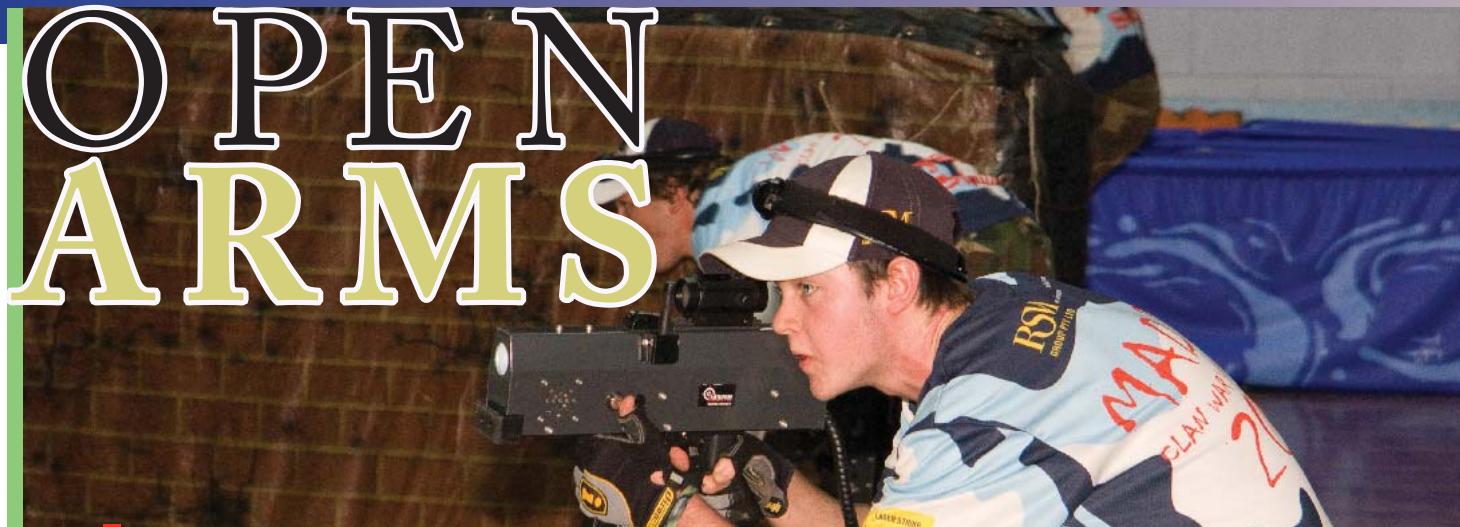
The final series was contested between F.E.A.R, Bad Company from Darling Downs Laser Skirmish, Toowoomba, and between Mysterious Soldiers and 7th Death so the pressure was massive. In a tough and exciting series of games the clans went hit for hit and kill for kill. But with darkness falling the grand final was fought out between F.E.A.R versus Mysterious Soldiers, the mysterious narrowly clinching the victory. Well done Weapon, Mad Dog, Megatron, Captain Snyder & Dragon for winning Day 2.

But the national tournament ended surprisingly with Clan 7th Death crowned the supreme clan based on overall points from Day 1 & 2. After three years competing in the national competition, including a runners up in 07 and a 4th place in 08. 7th Death now stands alone at the top of Australia. They claimed the prize money and the glory. Congratulations Cannon Fodder, Decoy, Captain Black Hawk, Donut & Phil...

Winning live gaming competitions at the national's level takes skills, dedication, and the right equipment. For more information visit BattlefieldLIVE.com.au



OPEN ARMS



It has been a busy period for equipment sales, since the news about S*A*T*R went viral. Lots of existing operators are upgrading their classic kit and adding extra numbers of new gaming guns to their arsenal. The P90 has been particularly popular. There are also lots of new operators around the globe. We welcome our new battlefield owners with "open arms":

- * NORTH AMERICA: Dennis Goldman from Meridan, Mississippi; John Pitmann from Houston Texas; Dan Sauerwald, from Quakertown, Pennsylvania; Andrew Duggan, from San Deigo California; Stuart Calvert, from Bothell, Washington; Todd Schoch, from Ashland Ohio; and George Sy, from Lorton, Virginia.
- * UNITED KINGDOM: Grigor Butler from Inverness, Scotland; Scott Logan from Crewe, England, Paul Rodgers, from Sheffield, England.
- * ASIA: Damian Ruatara from Bintan Lagoon, Indonesia.



- * AUSTRALIA: Rhonda & Phil Kay from Maryborough, QLD; Kirk Links from Stradbroke Island, QLD; Karl Radford from Roma, QLD; Glen Stalworthy, Geelong, VIC; and Ben Stalworthy from Phillip Island, VIC.

- * EUROPEAN UNION: Theo Tsatsas, from Greece; Massimo Benassai, from Calella, Spain; Danie Santos, from Almada, Portugal; JC Helie, from France, Tomasz Terefenko from Glogow Poland, Marius Gaita, from Romania, Narius Svika, from Latvia, Emile Garim, from L'Hospital, France; Peter Ludikar, from Prague, Czech Republic; Karim Speleers, from Belgium; and Mikel Ibarrola, from Navarra, Spain.

- * MIDDLE EAST: Ofri & Tal Aizen, from Giv'at-Oz, Israel.

From the boardroom
to the War room

HEROES MADE ★ HERE

This is corporate
TEAM BUILDING
BATTLEFIELD LIVE STYLE

06983-3199 46

See how much fun other
teams have had on
www.battlefieldlive.com.au

S*A*T*R vs CLASSIC

S*A*T*R (Small Arms Transmitter Receiver) is the new generation digital electronic system by Battlefield Sports.

The Classic system is the first generation Battlefield Sports electronics and software. Both systems are available for purchase - gaming guns or spares.

| S*A*T*R | Gaming Gun Feature | Classic |
|---|--|---|
| Yes | Tightly focused infrared beam used to "shoot" | Yes |
| Yes | Infrared receivers forward facing on gun and two sensors on the head (front & back) | Yes |
| Yes (additional power saving feature, scope is automatically turned off when the game is over) | Custom integrated red dot scope powered by the mother board (so when you turn the gaming gun off the scope is also turned off automatically) | Yes |
| Yes | Recoil simulation & hit feedback via red dot scope | No |
| Yes (a wide range of sound effects depending of which weapon emulation selected) | Shooting sound effects | Yes (either sci-fi or military) |
| Yes (choose either on or off) | Hit feedback via flashing LED on head sensor | Yes |
| Yes | "Dead Already" SFX from shooter's gaming gun when you hit someone already dead. | No |
| Yes | Displays current hit points & ammo | Yes (limited 4 digit LED display) |
| Yes (features a LCD backlit display) | Displays real-time stats on hits made, kills made magazine capacity, reloads available, shooting accuracy % | No |
| Select one of 69 weapons emulations | Weapon selection via software during boot up | Select from full auto/semi-auto or bolt action |
| Moderate for operator / easy for gamer | Complexity of operations | Basic |
| Moderate | Complexity of maintenance | Simple |
| 4 settings (indoor/short/medium/long - set via software) | Range control | Optional indoor switch installed at factory |
| Yes | Friendly Fire on or off. (Turning friendly fire off is useful indoors or for close quarters training, or at festivals playing around the gaming inflatables) | No |
| Yes | Re-spawns with a key or using a Ref Gun. | Yes |
| Yes | Any gun can be configured to work as a Ref Gun | No |
| Yes (set up to 4 battle groups) | Battle isolation for infrared & radio communications i.e. play up to 4 separate groups close-by without cross-fire. | No |

S*A*T*R SFX work on a SD card - so if the language you want is not included in the pre-set 11, then provide the factory with some WAV files and we can update it for you.

S*A*T*R Ref Guns

In the classic system, the sole function of the Referee Gun (or Ref Gun) is to perform re-spawns without the referee having to use a key. With the S*A*T*R system the role of the Ref Gun has been significantly expanded.

In the S*A*T*R system any gaming gun can be configured as a Ref Gun. A dedicated Ref Gun, however, is still very useful because it has the long range whip antenna for communicating by data radio with the gaming guns under its control. The model also comes with a sling and has a wide short range lens for easy infrared communication

Spawn Mode

The Ref Gun operated by a referee uses infrared to perform re-spawns on gaming guns that are currently dead. The Ref Gun maintains a counter of the number of re-spawns performed during a game. This is the most frequently used function of a Ref Gun.

Reload Mode

When a gamer uses up all his or her magazines, the referee using infrared can give the ammo back. The number of times this is done is recorded on a counter on the Ref Gun.

Pause/Resume Mode

Using the infrared system a target gaming gun can be paused and resumed. Using the radio system gaming guns in a particular battle can be paused/resumed.

Kill Mode

Any gaming gun hit by a Ref Gun in kill mode instantly goes to dead state.

Change Battle Mode

The target gaming guns are changed to an alternative battle to provide radio & infrared isolation from other battles. This means gamers in one battle cannot hit gamers in another battle group.

New Mission Mode

The infrared system hitting a target gun resets the stats and restores hit points and ammunition for a new game.

Shoot Mode

This enables a Ref Gun to shoot in semi-automatic mode with unlimited ammo.

Change Hit Points

Hit points can be changed on target gaming guns using the infrared system up to a value of 99.

Change Difficulty

The difficulty level can be set by a Ref Gun in S*A*T*R. There are 3 levels, easy/standard/hard. In easy mode a gaming gun can be hit every 2 seconds and the red dot stays on during the entire simulation. In standard mode, a gaming gun can be hit every 1 second and in hard mode, every 0.5 seconds. The red dot disappears for a short time after each shot in standard and hard mode.

Change Weapons

Which weapon that target gaming gun simulates can be set by the referee gun based on the gun class. The gun classes are handguns, SMGs, rifles and machine guns.

Start Game (Radio)

For gaming guns in "game over" state, on a particular battle, the start function uses the radio system to cause them to reset all statistics, hit points, and ammo and start a new live game.

A LEVEL PLAYING FIELD

Battlefield Sports' Gaming Inflatables Expand

Originally played in the woods, Battlefield LIVE has grown in popularity and sophistication. Today's live gaming is frequently played in attractions which have themed terrain from Jurassic Parks, abandoned office buildings, purpose-built battlefields with jeeps, helicopters, and armed-personnel carriers.

Battlefield operators have used a huge variety of line-of-sight blockers from fake barbed wire, 44-gallon drums, forts, even hay bales.

More and more battlefield operators are investing in gaming inflatables to not only reduce the cost of customer acquisition, but to create a spectator friendly

event. An event that offers excitement for everyone involved, whether on the bleachers or amidst the action.

The beauty of gaming inflatables is that operators can run mobile events which drive more business to their fixed field. Inflatables are a soft-play, easy to move obstacle. So operators can configure a maze for maximum exhilaration and variety. Battlefield Sports' gaming inflatables come in a variety of patterns, shapes and sizes. From self-standing L-shaped low walls to doors, walls and windows. There are even pillboxes!

In combat entertainment the initial impression is vital. Live gaming inflatables give the Battlefield LIVE field a more professional look. When playing Battlefield LIVE around inflatable the action is fast and encourages the gamers to play the angles. Spectators love the speed of action.



Battlefield Sports' inflatables are tough and resilient. They have been tested with paintball guns and Simunitions' FX force-on-force non-lethal ammunition.

Using our patent-pending buildings operators can recreate real-world, full-sized course layout almost anywhere in just about no time. The whole shooting match is portable. Each inflatable packs down into its own individual carry bag.

The latest in portable combat entertainment: patent-pending inflatables



Corporate Challenge & Battlefield LIVE

As the sound of choppers fill the conference room delegates are interrupted by the commander in charge who catches them unaware. Without time for 2nd thoughts, the group is ushered into 12 teams and briefed on their mission: to earn weapons, shelters and materials needed for a Ground Force Victory! Last month team building went to the next level with a special event for Westpac Bank. The financial executives had 100 planners from all over the country attend the day. Helen from Corporate Challenge, worked with our crew, Block & Brat to make the day a success. Since 1994, Corporate Challenge has promoted teamwork through a range of team leadership and development programs. Their teams of experienced facilitators operate across Australia in Sydney, Melbourne, the Gold Coast, Perth, Adelaide, and Auckland, New Zealand. Now with their partnership with Battlefield LIVE they are bringing new glory to team building battles!



S*A*T*R arrives in Oxford, UK.

Dave Pointing & Lisa Riaz of Lasergaming UK became the first commercial customer of brand new S*A*T*R gaming guns (not upgrades) in Great Britain following their order placed at the product launch at the Live Gaming Conference in London. "Yes brilliant! Very impressive! Our son Kaine said they are the best guns ever," said Dave.

"Today was the first day we had a whole day's worth of sessions in, and we was a bit nervous to use the guns on our paying customers!" said Lisa.

"We are so, so glad we did - David has been home for 2 hours and has not stopped talking for the whole 2 hours about the guns!!!" said Lisa.

"From an operational point of view: they look professional, are well built, easy to operate, and improved quality of game play due to the ease of operation. The feedback system adds tremendous value to the gaming experience. The guns have the WOW factor, and there is mass potential for game play for example using ammo dumps via ref gun, makes the game play identical to computer games," she enthused.

Lisa said she heard throughout the games so many times: "this is like *Call of Duty*!" The refs were more relaxed and could focus on game play rather than keying people, or changing 40 gun settings.

"The most valuable part to us of this system is the mission start, mission pause and mission end!" she said. In the past with the sessions they'd run, every session had one child who shot

after being set up and then they had to rekey the gamer. This is now eliminated. "Mission start so easy to use, and also when you need to have a moment with a specific player, to pause them, they are dealt with quickly without having to hunt them down and have a word!" said Dave. They both agreed, the ref gun is easy to use, the gaming guns are easy to set up,

the M4 and the P90 is a massive hit as well," said Lisa.

"I would highly recommend S*A*T*R asap to all existing sites, this is so impressive," she said.

"I must praise Paul Diamond for his efforts with our order, he has gone beyond expectations and have really been impressed



and they could never go back to Classic guns. The games were run well, effortless, and it gave the refs time to change the games, change lives, start stop and everything in between in the touch of a button.

What as the feedback from the kids? "Wow, wow, wow!!" and "cool, cool, cool!"

The gamers loved the feedback system, and were shocked that they were actually hitting people - which is really bizarre as they had been before? The gamers likened it to *Call of Duty*. "The kids were in awe of

with how he has dealt with us and communicated with us. He is your best Battlefield Sports asset in the UK! We have 32 groups in over this weekend, so well done guys," said Lisa.

Paul Diamond [right], Battlefield Sports' UK Agent, pictured with Dave Pointing said, "S*A*T*R technology coupled with Battlefield Sports unrivalled build quality has opened up a completely new market for the top end of the live gaming business. We've been flooded with orders from all over Europe."

capture & hold

a classic Live-Play.
by **Plan**

The Capture & Hold Live-Play scales well to virtually any size group. Because of the integrated anti-cheating technology, Battlefield LIVE can operate with very large numbers of gamers on the same battlefield playing the same Live-Play without problem.

Each clan starts up to 130 feet (40 meters) in front of the objective. Typically the two teams start approximately 160 to 200 feet (50-60 meters) from each other and out of sight. The battlefield should have between 10 and 16 feet (3 and 5 meters) width per gamer with a minimum of 300 feet (100 meters). The Live-Play CO should follow the teams carefully so as to be at the base for any final assault and to handle the count of "live" gamers at the objective.

The reason for having unlimited re-spawns for 10 minutes and limited for the last 5 is it guarantees everyone plays most of the Live-Play but allows the last 5 minutes of the game for one team to force a result. Even though there is unlimited re-spawns to the 10 minute mark, there is still a powerful penalty for friendly gamers "dying" so the first 10 minutes are not pointless. To have the thrill and pressure of a combat game, it's important to always make it that taking hits and dying is always bad news.

Live-Play Designer's Notes

This Live-Play creates a more dynamic game than a standard base assault because both teams are continually moving up. When fought over a ridge line, an encounter assault can be very intense experience even for veteran live gamers. It is recommended that this Live-Play be used frequently, certainly more frequently than the Base Assault.

With medic boxes try giving the team who is leading on re-spawn count at the ten minute get bonus re-spawns up until the 13 minute mark. (The other team only gets re-spawns until the 12½ minute mark.)

Concept Map

This map shows that Bravo Team and Delta Team deploy at opposite sides of the battlefield to battle over a central objective.



SCENE



While this Live-Play can play out in any terrain, it is best suited to a battlefield with various landmarks.

Team "Bravo" vs Team "Delta"

OBJECTIVE: Both Teams: Control the designed area (ideally a landmark such as a bridge or a building). This area is usually marked by a flag.

RE-SPAWNS Unlimited first 10 minutes. The team that has used the least re-spawns in the first half receives 75% of their number, re-spawns in the last half. The other team only gets 50% of their number in re-spawns. If equal then both clans receive 75% re-spawns.

VICTORY: The team which has more survivors at the end of the game within the designated area.



Bravo Team

All-rihty. We have got orders to advance and take a command post. Scouts

report the enemy is trying the same thing. Our orders are to drive them back. And be in control of the area in 15 minutes. Saddle up Ladies. Let's move out.



Delta Team

OK. Listen to this. We have received orders to advance & secure a command post.

Forward scouts report the enemy is attempting the same manoeuver. Our objective is to drive back the enemy and be in control of the position in 15 minutes time. Let's move.



G.I. JOE The Rise of Cobra

Using the latest in next-generation spy and military equipment to fight corrupt arms dealers and the growing threat of the mysterious Cobra organization, the G.I. JOE team arrive at cinemas August 7. Are you ready for the ultimate adrenaline rush? Paramount Pictures and Hasbro, whose previous collaboration was the worldwide blockbuster “Transformers: Revenge of the Fallen,” have reunited for another extraordinary action-adventure “G.I. JOE The Rise of Cobra.” Directed by Stephen Sommers (“The Mummy,” “The Mummy Returns”) the movie stars Sienna Miller, Channing Tatum, Dennis Quaid and Adewale Akinnuoye-Agbaje. Electronic Arts has been licensed to develop games (Xbox 360, PS3, Wii, PS2, PSP, DS & mobile) based on the movie. Innovators in the entertainment industry, Paramount Pictures UK have now also teamed with Battlefield Sports for a live gaming version. This promotional activity with Battlefield Sports will promote the theatrical release of G.I. JOE. Visit www.gijoemovie.co.uk

Get your clan together and experience G.I. JOE The Rise of Cobra LIVE. You and three friends can form your own ‘elite military unit’ or become a cadre of notorious arms dealers from Cobra. Either way you can compete for cool prizes - visit BattlefieldSports.com/news.htm for entry details.



At cinemas August 7

G.I. JOE THE RISE OF COBRA © 2009 Paramount Pictures Corporation. All Rights Reserved. HASBRO & its logo, G.I. JOE & all related characters & trademarks of Hasbro & are used with permission. All Rights Reserved.



Battlefield Sports: More R&D

New S*A*T*R medic box is a great addition to any arsenal. Currently the prototype box can re-spawn when a gamer waves their hand in front of the button on the front panel. It can also replenishes ammo with the touch of a button. This new model has the potential to reduce your staff overheads. Our latest research & development project is to develop a new Medic Box / updated Claymore Bomb. It is planned that this new model will act as: a Medic Box; a Target; an ACME Bomb (we plan to add a timed plunger- optional extra); a Respawn / M*A*S*H point; and, of course, a Claymore (optional clacker 10m cable). For more information please email peter@battlefieldsports.com or phone your local Battlefield Sports office.



WORLDWIDE—Contact Us
Email: info@battlefieldsports.com
Web: www.battlefieldsports.com

MYSFACE

Join the growing network of Battlefield LIVE gamers. Visit www.myspace.com/battlefieldsports

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

FACEBOOK

For cool pics and insights, visit <http://www.facebook.com/profile.php?id=726121629>

FORUM

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