



LASER TAG FACT SHEET

#1

...THE TRUTH ABOUT PHASER CORDS IN THE LASER TAG INDUSTRY

Ever since laser tag was first invented in the 1980's one of the highest maintenance issues has been the failure of the cord connecting the phaser (gun) to the chestpack. The reason for this is simple; imagine how many times the cord 'wiggles' in the course of a 10 minute game and then multiply it by the number of games played per day, then week and then month. Every pace the player takes the cord wiggles one more time, so it doesn't take long for the copper wires inside the cord to be subject to metal fatigue from hundreds of thousands of wiggles.

LASERFORCE INVENTS THE MOST PRACTICAL SOLUTION FOR PHASER CORDS – RELIABLE, INEXPENSIVE & QUICK CHANGE



What a nightmare! Obsolete, "Straight thru" cords put the vest out of action until a trained technician has the time to pull the vest apart for repairs, involving soldering irons, spanners and who knows what. Lost revenue, expensive and a waste of time.

A lot of manufacturers have come up with "unbreakable cords", then a year later they introduce another model "unbreakable cord". The truth is cords will always be subject to metal fatigue – to do otherwise is to rewrite the laws of physics.

Some manufacturers use the cumbersome outdated "straight thru" cable that Laserforce stopped using in the 1990's. Straight thru cables fail and when they do, the huge negative is that the the entire laser pack has to be withdrawn from service, the chestpack and phaser pulled apart and the cord replaced. This is only done by a trained technician so more often than not when the cord fails the pack is put in the back room until a technician comes on duty, sometimes days later. All that lost revenue for something Laserforce can fix in 30 seconds.



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Laserforce has invented a long life, quick change cord that is easy to replace and extremely cost efficient at \$2.50 per cord. Most sites pre-emptively swap out their cords every 12-18 months at a cost of less than \$100, which in the big picture is ..peanuts.

Compare the following between Laserforce and most other manufacturers

Consideration	Laserforce	Others
Type of cord	Quick change	“Straight thru”
Cost of cord	\$2.50	Greater than \$25
Cost to replace a 30 pack system	\$75 per 18 months	\$750+ per year
Life of cord	12-24 months	6-18 months
Time to change	Less than a minute	30 minutes, if a tech is on duty
Down time of the pack	Less than a minute	The whole weekend unless a tech is on duty
Loss of revenue	Nil	Up to \$8 per game that it misses out on. Maybe \$480 lost revenue over a weekend
Total cost per year	Less than \$100	\$5,000 +
Comment	Why use anything else?	Avoid straight thru cords like the plague

How do we know the Laserforce cord is reliable? We use it in our own operations. We back the product we sell.

Laserforce owns and operates the world’s longest running laser tag site. We understand operations.



Laserforce technology uses light weight, durable, inexpensive quick change cords that are replaced in less than a minute.