

## India's First LaserMaxx Laser Tag Arena Opens in Hyderabad

Starting September, Hyderabad, the Fourth Largest City of India with 6,8 Million Inhabitants, Welcomes the First LaserMaxx Laser Tag Arena of India.

De Bilt, The Netherlands, 31-8-2013 – Founded in 1995, Dutch LaserMaxx Lasergames is European market leader of professional laser tag equipment and exported its first system to India recently.

“We are thrilled to open the first LaserMaxx arena in India. We host laser games in 27 countries already and after the opening of the arena in India, we are present in 28. I also think players from Hyderabad will be excited to finally be able to play and enjoy laser games on birthdays, on corporate events and as a fun activity with friends and family. We expect businesses in other cities in India to closely follow the arena in Hyderabad and look at the possibilities of starting a LaserMaxx Lasergames arena themselves,” said Marcel Röhrs, LaserMaxx Lasergames CEO.

Laser tag is played by players who tag each others vests via a hand-held “laser”, in order to outscore opponents. In many ways similar to modern computer games or conventional outdoor games like paintball, the harmless laser games are primarily played indoors in an arena which consists of walls with graphic UV painting, smoke machines, light effects and black lights, adding to the play-experience.

The LaserMaxx arena of Hyderabad covers 250 square meters and it is able to host parties up to 15 players at a time, either in team play or in solo play. Players can aim at two interactive arena devices which can give out special powers such as rapid fire, shields, sniper precision and even invisibility.

Röhrs: “Laser tag combines sports with fun and entertainment with fitness. Everybody can have fun playing laser games as it requires no training before playing.”

Starting September players are welcomed at the LaserMaxx India site on commercial center “Zonah Neptune”, Road No 36, Jubilee Hills, Hyderabad, India. Reservations are welcomed via [www.laserm maxxindia.com](http://www.laserm maxxindia.com).

### **About LaserMaxx Lasergames:**

Founded in 1995, privately held LaserMaxx Lasergames ([www.laserm maxx.com](http://www.laserm maxx.com)) is European market leader of professional laser game equipment. Its clients host laser games in 28 countries worldwide, including major cities like Amsterdam, Antwerp, Barcelona, Berlin, Bucharest, Istanbul, Moscow, Nicosia, Prague, Stockholm, Lisbon, Vienna, Riga and Paris.

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Press photos can be found at [www.laserm maxx.com/press](http://www.laserm maxx.com/press). For more information or to schedule an interview, please contact Bram Berndsen via e-mail at [bram@laserm maxx.com](mailto:bram@laserm maxx.com) or via telephone at +31 (0)30 228 80 49.