

Press release

August 1st 2014 – Immediate release

Completion of two-hundredth laser tag location global milestone for LaserMaxx
Dutch laser tag company opens two-hundredth lasergame arena in Geneva, Switzerland.

De Bilt, August 1st 2014 – With the completion of the laser tag arena in Geneva, Dutch manufacturer LaserMaxx opens its two-hundredth location. This reports the Dutch manufacturer of professional lasergame equipment in its most recent corporate report. The opening of the arena in this Swiss metropolitan city is a global first: since the inception of laser tag in the 80's no manufacturer has opened more locations than LaserMaxx has now.

The owner of LaserMaxx, Marcel Röhrs, comments: “Our first location outside of the Benelux fifteen years ago, was ironically also in Geneva. This completes the circle and is a huge confidence boost for our future. Located in 33 countries, we are most satisfied with this milestone. We expect that with the continuation of the popularity of laser tag and the spectacular success of LaserMaxx a continuous influx of new laser tag arenas worldwide is guaranteed. New markets we are to open in soon are Latin-America (Peru, Mexico and Chile) and North-Africa (Morocco). Players will be able to play our lasergames in 37 countries worldwide before September. We are very happy.”

Recreation activity

Laser tag is a popular and active recreation activity for groups and parties in which each participant receives a lasergun and a laservest. The goal of the game is to score points by tagging opponents and of course, avoid being tagged. In a lasertag location the game and the player perception receives an impulse by the addition of artistic UV-paintings and light-, sound- and smoke effects.

About LaserMaxx Lasergames

Founded in 1995, Dutch LaserMaxx Lasergames is market leader in professional lasertag equipment. LaserMaxx can be played at more than 200 locations in 33 countries globally. Among these locations are major metropolitan cities such as Johannesburg, Barcelona, Istanbul, Amsterdam, Moscow, Prague, Hyderabad, Stockholm, Lisbon, Kathmandu, Vienna and Paris.

More information

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