

LaserMaxx Reports First Laser Tag Arena in North-America

The City Of Oshawa, Ontario, Canada, Welcomes the First LaserMaxx Laser Tag Arena of North-America.

The Netherlands, 1-10-2013 – Founded in 1995, Dutch LaserMaxx Lasergames is European market leader of professional laser tag equipment and exported its first system to North-America.

“We are thrilled to open the first LaserMaxx arena in North-America. We host laser games in 32 countries already and after the opening of the arena in Canada, we are present in 33 ranging from South Africa to France and from Germany to India. We expect businesses in other cities in Canada and the USA to follow the arena in Oshawa closely and look at the possibilities of starting a LaserMaxx Lasergames arena locally,” said Marcel Röhrs, LaserMaxx Lasergames CEO.

Laser tag is played by players who tag each others vests via a hand-held “lasergun”, 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 arena of Oshawa already hosted laser tag for up to 20 years before deciding to upgrade to the LaserMaxx EVO-5 system. 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.”

Players are welcomed at the LazerXtreme site located in Oshawa, Ontario, Canada.

About LaserMaxx Lasergames:

Founded in 1995, privately held LaserMaxx Lasergames (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. For more information or to schedule an interview, please contact Bram Berndsen via e-mail at bram@laserm maxx.com or via telephone at +31 (0)30 228 80 49.