



Predator Games Newsletter

October 2009

- In This Issue**
 Success Story
 CCM Update
 Installation Disk
 Technical Support

Nice Problem

I'm a 10th grade teacher in Queens, NY. We are looking to take our 10th grade on a laser tag fun day (~80 students). I'm e-mailing you concerning the possible itinerary. Do you have student group rates/packages? How far in advance must we reserve?

Email sent to NYC Paintball

Quick Links...

- [Predator Games](#)
- [Paintball Lasertag](#)
- [Tippmann Sports](#)

[Join Our Mailing List](#)

Dear Rick,

This month we decided to incorporate our first success story along with our CCM Update. Although we have had an enormous amount of positive feedback with our systems, this is the first time we have sought to quantify the results. We hope that these stories will help you in your own money making ventures. If you would like to share your own story with us, please feel free to send us an email at the contact information provided below.

Success Story: NYC Paintball

New York City Paintball
 Owner: Peter Formoselle
www.NYPaintball.com

Advertising

New York Paintball focuses on Google AdSense for advertising. Specifically through the use of localized key words had an amazing 24% click through rate with keywords relative to Laser Tag.

View All Keywords ▼ ⓘ			
Sep 21, 2009 – Oct 3, 2009 ⓘ change dates Export to .csv			
Keyword	Clicks	Impressions	CTR ▼
	110	453	24.28%
	2	23	8.70%
	298	3,763	7.92%
Removed Per Customer Request	64	897	7.13%
	2	31	6.45%
	2	36	5.56%
	28	576	4.86%
	4	84	4.76%
	21	653	3.22%
	1	45	2.22%
Showing keywords 1 – 10 of 48 1 2 .. 4 5 Next »			
Need help finding new keywords? Try the Search-based Keyword Tool .			

Birthday Party Pricing

New York City Paintball charges \$249 for a 1.5 hour birthday party with a 10 person limit. This price includes two pizzas, soda, and

chips. NYC Paintball makes 88% gross margin per party or \$219 in gross profit.

Walk-On Pricing

New York City Paintball charges \$25 per 1.5 hour session to walk-on paintball laser tag players. Players are guaranteed to play either three 20 minute sessions or five 12 minute sessions. Since there is no cost for paintballs the gross margin is 100% or \$25 per player.

October Surprise

New York City Paintball has been pleasantly surprised by the demand to play paintball laser tag. Currently they have 47 parties (birthday and walk-on) reserved for the month of October and have already started taking reservations for November.

Overall Financial Impact

The greatest success that New York City Paintball has seen is the impact to its financial statements. They have seen their overall gross profit increase from 78% to 83% during weekdays and from 82% to 87% during weekends when introducing laser tag to their normal paintball business. That is an increase in profit margins by 5% simply by adding Paintball Laser tag to their business!

October 2009 CCM Update

This email contains information about the updated features found in the Command Center Module version 1.197. This version will require that you only update your CCM software.

Update CCM Software

All software updates for your CCM system are provided for free from Predator Games. The UPDATE CCM SOFTWARE function can be accessed by clicking on the SYSTEMS menu option at the top of your screen. Your CCM must be connected to the internet for this function to work. Once you have clicked on the UPDATE SOFTWARE function your system will automatically begin downloading the newest version of our software from our internet server. You will see a progress bar on your screen displaying the status of the download. When the download is complete you will be asked to restart your CCM software in order to activate the new version.

Update Systems

In order for the new features mentioned in this document to function, your individual Eagle Eye and Barracuda systems must be upgraded to version 2.15 or greater. For detailed information on how to upgrade your individual systems please see your User Manual.

Corrections

We have made several updates and corrections to the CCM system in order to eliminate any known software errors that our users may experience. As always, if you do generate an error or notice any odd behavior in the functionality of your CCM please contact our customer support department listed below.

New Feature List

The following represents the list of new features found in this version of the software. As mentioned earlier you will need to update your CCM in order to gain the benefits of all the new features.

Resurrect

We have created a new feature similar to the Respawn feature we added last month. During game play, the game master will now be able to Resurrect a dead player simply by clicking the heart icon button on the Manage Game screen. The player will be brought back to life and inserted directly into the game. This feature allows for more flexibility in game play and role playing.



Auto Upload

One of our goals at Predator Games it to get more players involved with our online scoring system. Doing this is both FREE and easy. As you may recall, you can create official www.PredatorGames.net accounts directly from the Sign Up Player screen. You may also create these accounts by visiting www.PredatorGames.net directly. The creation of these account are completely free and allows players to track their ranking, scores, hits, kills, etc. of every uploaded game they have ever played. In order to make the upload process easier on field owners, we have added the Auto Upload feature. You will no longer be asked to Post scores to the internet. The scores of any game that is played with a Full Member of www.PredatorGames.net will automatically move into the Batch Upload screen. Once per day on the start up of your CCM software, the system will automatically upload these scores to our central database assuming that your computer has an internet connection. Scores will be available for viewing immediately after this upload process. All of this happens automatically.

Installation Disk by mail

If you require a new installation disk at this current software revision, please contact our technical support department. The cost of an installation disk is \$10 for standard USPS shipping.

Technical Support

Predator Games Technical Support can be reached at the following contact sources:

Predator Games
640 N. Prospect Drive
Whitewater, WI53190
Phone: 888-950-1221

E-mail: service@predatorgames.com

Sincerely,

Rick Jensen
Predator Games

[Forward email](#)

 **SafeUnsubscribe**®

This email was sent to rick@predatorgames.com by rick@predatorgames.com.
[Update Profile/Email Address](#) | Instant removal with [SafeUnsubscribe](#)™ | [Privacy Policy](#).

Email Marketing by



Predator Games | 640 N. Prospect Drive | Whitewater | WI | 53190