

# Press release

March 6th 2019 – Immediate release



## ***Kuwait 's Norma Mall to offer LaserMaxx Lasergames***

*Dutch production company of professional laser tag equipment announces first opening in Al Khiran, Kuwait*

*The Netherlands, March 6<sup>st</sup> 2019* – Located in the idyllic region of Al Khiran a futuristic entertainment activity will shortly open to the public: LaserMaxx laser tag. Hosting 18 vests of the most recent EVO-6 generation, Kuwait will now be able to arrange for high-tech lasergames at the recently constructed Norma Mall.

This opening follows the most recent trend of more Middle-Eastern countries opening laser tag locations. LaserMaxx CEO Marcel Röhrs comments: “Ever since we opened our first LaserMaxx location in Beirut we have seen an influx of new major Middle-Eastern countries adopting the same. We are very happy to offer the joy of laser tag to players from Oman, Dubai, Jordan and now Kuwait. We are certain that this trend will continue and many more laser tag locations will open in the Middle-East. LaserMaxx is whole new laser tag experience here so there is plenty of potential.”

Starting spring of this year, customers can enjoy and book games of LaserMaxx laser tag at their local branch in Norma Mall, Al Khiran, Kuwait.

### **Recreation activity**

Laser tag is a popular and active recreation activity for groups and parties in which each participant receives a laservest and a lasergun. The goal of the game is to score points by tagging opponents and of course, avoid being tagged. In a laser tag 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 laser tag equipment. Hosting features such as calorie-tracking, integrated memberships, a reality interface and many more innovations, the laser tag products of LaserMaxx can be played with in more than 350 locations in over 50 countries globally.

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### **More information**

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