

Sport shooting proves popular

Continued from page 32

The IFP: What is a virtual shooting range?

BRANDON: A virtual shooting range is the same as a live-fire range. The only thing that we've done is taken away the projectile that's shooting down range. Everything, all the ballistics, everything is all equated into it, even down to the recoil of the firearm. It has built-in recoil to simulate exactly what the firearm is doing. All the firearms have the same weight and the same feel as the actual thing.

The IFP: How does the technology work?

BRANDON: It's a gamut of things. Basically, without getting too technical, we use lasers that are hitting the screen, and sensors all over the room are picking up where the laser is in relation to the scenario you are shooting to recreate the shot on screen. If you are shooting things that are more distant it will calculate things like bullet drop and other ballistics that go along with shooting.

The IFP: How popular are virtual gun ranges? Are there a lot of them in the GTA?

BRANDON: There's no one. We are the

only company in Canada that does this. It's a little bit unknown, no one has really experienced it. However, we are getting extremely busy to the point where we've actually had to open another range to accommodate the weekends and everything else that is going on.

The IFP: How did you get into it?

BRANDON: I've been shooting firearms for about 30 years from disciplines all the way from rifle, shotgun to pistol and everything in between. Going in live-fire, since when we were shooting, the sport of shooting has escalated quite a bit recently. We're seeing a lot of new people coming out to the range and everything else. What we were finding is, similar to golf, when you don't have the discipline and everything else that goes along (with it), you start to lose that drive to do something. If you can't ever hit the hole, it's not fun. Virtually, we've decided to open up this space because it's not about the bang, it's not about the recoil, it's literally about the mechanics of shooting itself.

The IFP: Who uses the service? Is it mostly just regular people or do professionals use it for training?

Continued on page 35



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