

Quadra-Knights Mobile Video Game Theater

Aside from a brief obsession with Ms. Pac-Man in the early 1980s, I've never been much for video games. Now my brother, on the other hand, quickly mastered each skill level to conquer the latest and greatest games on the market. But even a confessed tech-challenged non-gamer like me can recognize a really cool concept when she sees it.

Such is the case with the first-of-its-kind Quadra-Knights Mobile Video Game Theater. The innovation of local entrepreneur James "Jim" Greene, Quadra-Knights takes the experience of your favorite games on today's most popular platforms (PlayStation 2 and 3, Xbox 360 and Game Cube) and seriously kicks up the action and interactive quotient by literally taking you into the game via a state-of-the-art mobile game theater.

The Quadra-Knights 20' custom trailer houses a 7.5' high x 4.5' wide screen, four-player stadium seating, five-point surround sound with dual 12" bandpass base speakers for "sound you can feel," sound-activated effect lighting and wireless controls ... and for evening events, there is also a 6' x 12' screen for outdoor play.

"My son, Matthias and I used to work at a sound stage in Irvine," says Greene, who created the concept and took the business to the street last January. "On the weekends, or late at night when the studio was empty, we'd set up the 12' x 12' screen and projector with our PlayStation 2 system for larger-than-life action. When some of our friends came to play, everyone commented that they wished they had a similar set-up at home or for special events and parties."

Greene quickly turned the concept into reality ... evolving the passing comments into a fledgling family business that has been met with rave reviews since its inception. But starting any unique



President and Founder Jim Greene (seated) with the Quadra-Knights team: (from left) Son Matthias, Chris Light and daughter Keira Rose.

endeavor isn't without its share of challenges and Greene faced some early growing pains in designing and outfitting the "go anywhere" trailer with the right equipment and electronics.

"One of the biggest challenges we've encountered is in marketing this idea to the right audience," he says. "Because it's such a unique concept, there's nothing we can point to so that people immediately understand what it is that we offer."

The closest analogy Greene can come up with is to liken the mobile theater idea to that of a "bounce house" for the 15-and-older age group. Quadra-Knights delivers an all-inclusive, cutting-edge "fun" package to your location, sets everything up and has trained technicians on-site during your event to make sure everything runs smoothly.

"We are brand new to the party rental scene," he says. "The idea is that you and your guests pick the games and platform you'd like to have on hand for your special event, corporate team building or fundraiser ... all you have to do is step in and have fun."

Don't have room to park a 20' trailer at your home? No problem. Quadra-Knights also offers the same services on a smaller scale by bringing a "converted DJ system, 56" monitor or the 6' x 12' screen, 1000-watt sound system and PlayStation 2 platform to set up a gaming environment in your garage, backyard, etc.

For more information, call (714) 465-7012 or visit www.quadraknights.com and "get in the game!" Or for an up-close-and-personal look at what Quadra-Knights has to offer, stop by The Main Place Mall in Orange on September 29 at the J.C. Penny's entrance. **HB**



On-site technicians monitor your experience with state-of-the-art technology.