

= Laser Beam =

" Laser Beam " (??????? , " Laser Beam ") is a song recorded by Japanese girl group Perfume for their third studio album , JPN (2011) . It was written , composed , arranged , and produced by Japanese musician and Capsule member Yasutaka Nakata . The single also included the A @-@ side track " Kasuka na Kaori " , which appeared on the parent album . Originally scheduled for an April 20 , 2011 release , it was postponed due to the 2011 T?hoku earthquake and tsunami disaster . As a result , they both premiered on May 18 , 2011 as the fourth single from the album in Japan . Musically , " Laser Beam " is an electronic song , influenced by 8 @-@ bit music .

Upon its release , the track garnered positive reviews from music critics . Some critics highlighted the song as one of Perfume 's best singles from their album , and commended the composition . Some critics also labelled it one of the best Japanese songs in modern music history . It was also successful in Japan , peaking at number two on the Oricon Singles Chart and Billboard 's Japan Hot 100 chart . It was certified gold by the Recording Industry Association of Japan (RIAJ) for physical shipments of 100 @,@ 000 units . An accompanying music video was shot by Kazuaki Seki ; it features the girls performing the song in a futuristic labyrinth , trying to retrieve a suitcase by a mysterious man . It was performed on the groups 2011 JPN concert tour .

= = Background and release = =

" Laser Beam " was written , composed , arranged , and produced by Japanese musician and Capsule member Yasutaka Nakata . It was also recorded , mixed , and mastered by Nakata . The song was recorded in 2010 at Contemode Studios , Shibuya , Tokyo by Nakata . Alongside the album ? s remaining material , " Laser Beam " has partial rights by Nakata through Yamaha Music Communications . It was selected as a double A @-@ side track to " Kasuka na Kaori " . Both tracks , with the former being remixed by Nakata , also appeared on the album , listed at number 3 and 8 on the tracklist .

Originally scheduled for an April 20 , 2011 release , it was postponed due to the 2011 T?hoku earthquake and tsunami disaster . As a result , they both premiered on May 18 , 2011 as the fourth single from the album in Japan . It was also released on June 19 , 2013 through European and Oceanic regions , and June 25 in North America . The maxi CD of the single contains both the A @-@ side tracks , plus their instrumental versions . The cover artwork was photographed by Japanese photographer Takaki Kumada ; the CD format uses the " Kasuka na Kaori " artwork (which has the girls surrounded by furniture , in front of a cityscape) , whilst the DVD format uses the " Laser Beam " artwork (which has the girls pointing lasers towards the camera) .

= = Composition = =

Musically , " Laser Beam " is an electronic song , influenced by 8 @-@ bit music . Tetsuo Hiraga from Hot Express noted elements of 8 @-@ bit and dance music in its composition . A staff editor from Selective Hearing noted musical elements of electropop in its composition . Asian Junkie editor Random J reviewed the song on his personal blog , and stated about the album remix , " As with " Laser Beam " Yasutaka throws in some new melodic passages , arrangements and completely new key changes . " He also identified 90s ? influenced music as a key element to the song . A staff editor from CD Journal noted that the song was influenced by Technopop , a musical genre that the group had developed in their earlier years . The song was noted by critics for its lack of autotune and vocoder post @-@ production tools , which was common in the group 's earlier work .

= = Critical response = =

" Laser Beam " received positive reviews from music critics . Tetsuo Hiraga from Hot Express was positive in his review , complimenting its composition and commercial appeal . Asian Junkie editor Random J reviewed the song on his personal blog , and was positive ; he stated , " ... the new

melodic additions put a cool spin on the song . Yasutaka chops and stutters the absolute shit out of the post chorus sections in a way which cements his position as one of the best knob twiddlers in the music biz right now . " Laser Beam " was a great song in May . It 's still great now . " He identified it as an album highlight , and the album 's best track . Ian Martin from The Japan Times was favorable in his review , stating , " The chorus ... of " Laser Beam " are great examples of classic Japanese pop , taking the sounds of 1970s kay?kyoku and 1980s technopop and updating them in a way that manages to be at once nostalgic and defiantly modern . " He identified it as one of the best tracks on the album .

Paul Browne from Jpopgo.co.uk enjoyed the track , asserting that , " ' Laser Beam ' certainly stands out from the others with its crunchy melody and crisp production , even in its album mix incarnation here . " A staff editor from Selective Hearing was positive in their review ; he / she said , " It took some time but for Perfume fans this was definitely worth the wait . Neither track outshines each other and both are worthy of a @-@ side status . Which one you prefer depends on what your mood is . " A staff editor from CD Journal reviewed the single release , and was generally favorable ; he/she labelled it an " adorable pop tune " . Another staff editor from the same publication reviewed the album mix , and praised the " stylish " new composition . A reviewer from Imprint , a newspaper printed by the University of Waterloo , complimented the song in their review . He / she said that , " Album mixes , " Laser Beam " and " Glitter " , mark a twist to in style to fit a more punk style dance music . "

= = Commercial performance = =

Charting together with " Kasuka na Kaori " , the double A @-@ side singles debuted at number two on Japan 's Oricon Singles Chart ; it sold 93 @,@ 828 units in their first week of sales . It was the group 's fourth consecutive charting single to reach number two on that chart . The following week , the singles fell to number 10 ; it sold 13 @,@ 615 units in their second week of sales . It lasted for 16 weeks on the top 300 chart , selling 124 @,@ 613 units by the end of 2011 ; they were the 58th best selling single 's in that region . Singularly , " Laser Beam " peaked at number two on Billboard 's Japan Hot 100 chart . In South Korea , " Laser Beam " reached number 48 on their Gaon Digital Chart ; it marks the group 's first charting appearance in that region . The double A @-@ side singles were certified gold by the Recording Industry Association of Japan (RIAJ) for physical shipments of 100 @,@ 000 units .

= = Music video = =

The music video was shot by Kazuaki Seki , in Yokohama on 11 March 2011 . A power blackout caused from the 2011 T?hoku earthquake prevented them from continuing filming , and the music video wasn 't completed . Filming was then slightly reduced two weeks before the release . The concept of the video was " female spies " , which is reflected in the makeup and clothing . The music video appeared on the DVD single . The music video also appeared on Perfume 's DVD compilation sets for JPN , and Perfume Clips (2014) . The music video appeared on a YouTube reaction video , hosted by The Fine Brothers ; the video was part of the " Teens React to J @-@ Pop " compilation .

= = = Synopsis = = =

The music video opens with a mysterious man holding a briefcase , walking down a futuristic hallway . As the music starts , the girls start dancing in a dark office with lights flashing in the background . As the chorus starts , the girls start shooting laser beams from their fingers , and dance to the song . The girls teleport into the futuristic labyrinth , looking for the man with the briefcase . Inter cut scenes features the group dancing and singing to the song , whilst in several different hallways . During the second chorus , the girls continue to search for him without any luck . The man enters the office , sits down on a sofa , with a helmet piece of shiny ? coloured plastic on

his head . The girls find the office entrance , with CCTV footage catching them enter the room .

As they enter the room , the man stands up and holds the briefcase . During the third chorus , they engage in battle and circulate the room for defence . Inter cut scenes have the group dancing to the song in the room . Perfume member Kashiyuka summons a mini version of herself , holding onto it , and casting a spell against the man , making him fall to the ground . As they celebrate , Perfume member Nocchi goes towards him and retrieves the briefcase . However , the man stands up and transforms into a polar bear ; he then pushes Nocchi to the ground . Perfume member A @-@ Chan throws an apple as a distraction , and the group attacks the bear by using laser beams . Defeated , the polar bear shrinks and transforms into a plush toy . A @-@ Chan picks up the plush toy , and Kashiyuka opens the briefcase to witness a small gold ornament . The video ends with the group exiting the office .

= = Promotion and live performances = =

" Laser Beam " was used in Kirin Brewery 's Hyoketsu ads since on February 2 , 2011 . " Kasuka na Kaori " is also used in the ad for " Kirin Chu @-@ hi Hyoketsu Yasashii Kajitsu no Three Percent " . The single was performed on their 2011 JPN concert tour , where it was included during the first segment . It was included on the live DVD , released in mid 2012 . The song was included on the groups 180 Gram vinyl compilation box set , Perfume : Complete LP Box (2016) .

= = Track listings and formats = =

= = Credits and personnel = =

Details adapted from the liner notes of the parent album .

Ayano ?moto (Nocchi) ? vocals

Yuka Kashino (Kashiyuka) ? vocals

Ayaka Nishiwaki (A @-@ Chan) ? vocals

Yasutaka Nakata ? producer , composer , arranger , mixing , mastering .

Kaizuaki Seki ? video director

Tokuma Japan Communications ? record label

= = Chart and certifications = =

= = Release history = =