



BRUNSWICK

Bowling Center Products

Brunswick®
Experience is Everything.

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5	1	2	3	4	5	6
David H.	X 29	X 49	X 69	X 89	X 109	
David N.	.7 ✓ 20	X 50	X 79	X 99	.9 ✓ 119	
Rory	.9 ✓ 18	.8 ✓ 38	X 68	X 88	X 108	
Luis	.7 ✓ 20	X 40	.9 ✓ 60	X 80	X 100	
John	X 30	X 60	X 90	X 120	X 150	
Team 1	117	237	366	486	616	
						
cumulative	cumulative	+ 140	opposing team	handicapped		

THE BENEFITS OF BRUNSWICK

Industry-Leading **Innovation**

For more than 125 years, Brunswick has manufactured and perfected the equipment that has driven the rise of the bowling business — from automatic pinsetters to Cosmic Bowling®. No other equipment manufacturer has contributed so much ingenuity to the game over so long a time. And that tradition of game-changing innovation continues to this day. Indeed, no one beats Brunswick for the intelligence, functionality, and overall value that we build into each and every piece of bowling equipment.

Everything **You Need**

Whether you're modernizing an existing center or building a brand-new one, Brunswick offers every major system and type of equipment you need. Our complete line of top-performing products ranges from SYNC™ Scoring and Management System to the latest model of our legendary and reliable GS® series pinsetters, from higher-scoring/longer-lasting synthetic lanes to the very latest styles in bowling center furnishings. With this comprehensive line, you can literally outfit your center from wall to wall with Brunswick products, knowing that everything will work together seamlessly and that your investment will pay back handsome returns year after year.

At Your **Service**

Besides making the world's top line of bowling center equipment, we offer a full range of support services that center owners need to maximize their effectiveness and profitability. We're here to help analyze which investments are best suited for you, expertly install your new equipment, professionally train you on its use and maintenance, offer 24/7 product support, and even help with marketing your center. The bottom line is: No matter what assistance you need to get the most out of Brunswick products, you can count on us to deliver it.

Peace **of Mind**

To have a successful bowling center, you have to create an environment that draws customers in and keeps them coming back year after year. To do that, you need a strategic partner that's here to stay. With more than 125 years of experience and products installed in more than 70% of the world's bowling centers, Brunswick is the best-known and most-trusted name in the game—adding value to every aspect of your business.

SYNC.

It's how the game is one.

Brunswick's Sync™ is the fastest-selling scoring and management system in the world, and for good reason. Sync is the only system modeled around the key business principles that drive the success of profitable bowling centers. Sync centers experience the year-over-year revenue increases and optimized efficiencies that come from running the industry's most reliable, comprehensive management system.



Sync combines the most advanced scoring features with a powerful suite of center management and marketing tools, all in one seamlessly integrated system. It's the only Center Network System that aligns the activity on your lanes with what's happening behind the front desk and what goes on in your back office. Sync helps you master all these different aspects of your center's operations, in all their complexity, all at once. It's why Sync is how the game is one.

Experience Bowling, Reinvented

Sync takes the game that millions love to play to new heights of entertainment and excitement. Everything from the design of the scoresheets to social network integration features to several smart new games has been added to make this the system that serves up the bowling experience at its absolute best.

Experience True Innovation

Brunswick is the innovator of cloud-based scoring and management technology for the bowling industry. Sync's patented distributed architecture makes it scalable, self-healing, robust, and easy to access from anywhere, anytime.

Experience Best-in-Class Management

Sync greatly simplifies and streamlines many of the essential functions that centers do over and over every day, from checking in bowlers to ringing up POS sales to running audits and managing staff schedules from the back office. As a result, you do business more efficiently while also improving customer service and satisfaction.

Experience Marketing Automation

Sync packs a knockout combination of marketing tools to help you get more customers to visit your center more often, and spend more money while they're there. Best of all, you can set up the system to create, target, and deliver these messages automatically, with a minimum of ongoing time/effort/expense on your part. With numerous data input points in and outside the center, gathering customer information for ongoing communications is a breeze.

SYNC Exclusive Features

Experience Bowling, Reinvented

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Experience True Innovation

Enterprise-Level Functionality	Pg. 14
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Experience Best-in-Class Management

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Experience Marketing Automation

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Offer Manager	Pg. 32
Digital Signage	Pg. 36



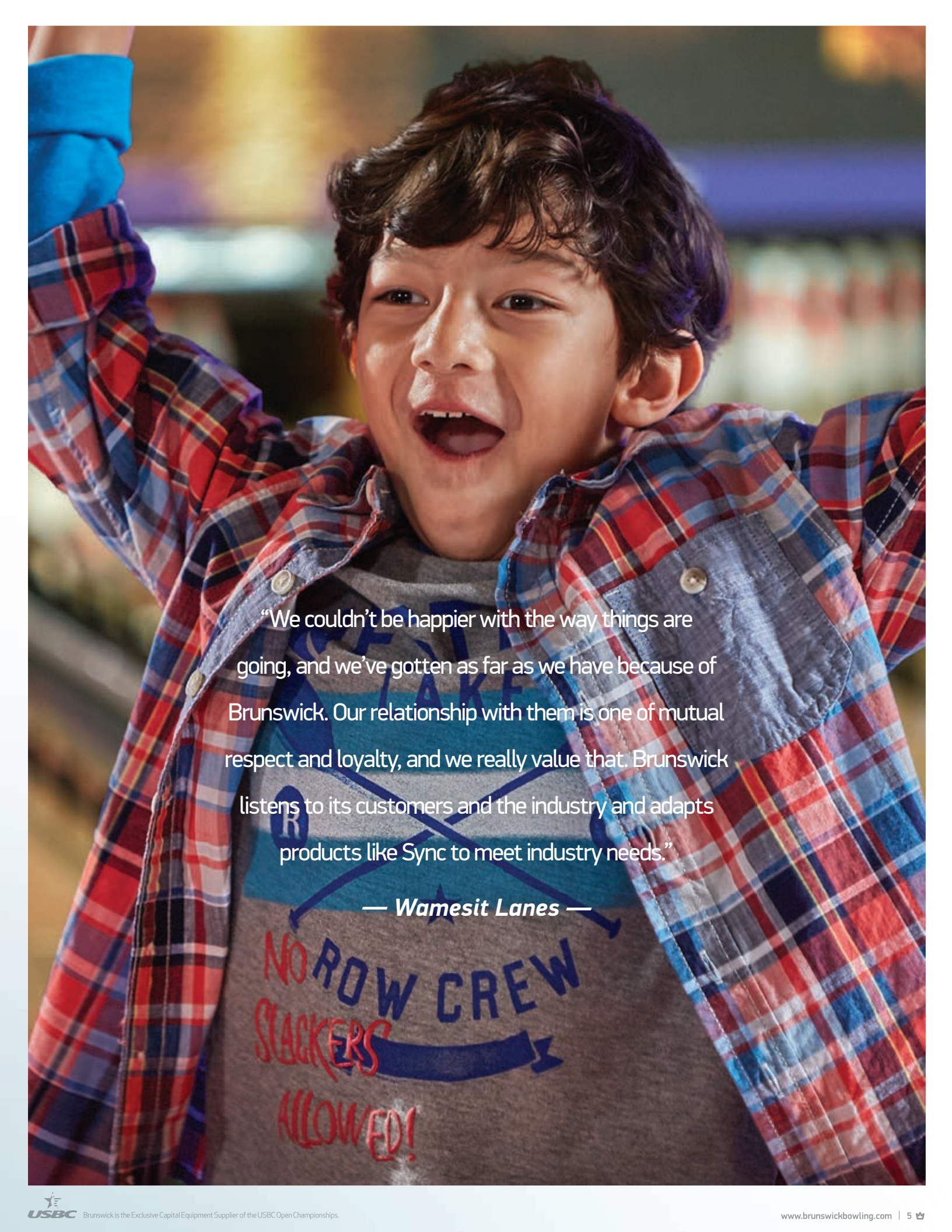
Sync brings the **customer experience full circle**

To guide Sync's development, Brunswick invested over \$2 million into a comprehensive study of the bowling business. We sought to better understand the challenges the industry faces, identify its best opportunities, and devise the most promising strategies for making your center busier and more profitable. Then we rolled all of this learning into Sync — the only scoring and management system designed to improve your business at every turn.

In essence, we found that the success of every bowling center revolves around the quality of the customer experience it provides. The customer experience cycles

through four stages — and the surest way to improve your business is to improve customer satisfaction at every one.

Only Sync is equipped to help you do that. Its sophisticated marketing tools make sure your center is top-of-mind during the Decision stage, when consumers choose what to do. Several Sync functions facilitate check-in, lane assignment, and coordination with online reservations, making everything run smoother during Arrival. Sync is chock full of delightful new graphics, features, and new games to provide a bowler experience that's unparalleled for recreation and fun. The system even helps you make sure that your customers' parting experience is a good one...making it more likely they'll come back again soon.



“We couldn’t be happier with the way things are going, and we’ve gotten as far as we have because of Brunswick. Our relationship with them is one of mutual respect and loyalty, and we really value that. Brunswick listens to its customers and the industry and adapts products like Sync to meet industry needs.”

— *Wamesit Lanes* —



When bowlers get to the lanes, Sync scores by making the game they love even better in 1080p HD

Bowler Experience

The bowling experience at your center is multifaceted, taking into account the total customer experience — from the comfort of your furniture to how appetizing your menu is to how pleased customers are with what's playing on the TV monitors. Sync was created with all this in mind. It's designed to help you deliver the best overall customer experience, every hour of every day. You probably still can't please everybody all of the time, but Sync helps you come very close.

Sleek, Stylish New Hardware

Bowlers will love your new Sync scoring consoles. These great-looking devices are also made to take the punishment of constant use, so they keep working like a champ year after year. Use your existing HD overhead monitors, or upgrade to any of the new Samsung HD monitors available through Brunswick.

New Scoresheets and Scoring Environments

Sync takes bowling scoresheets to new heights. These screens — which are displayed on your overhead monitors throughout most of the day — add class and distinction to your center. Plus, Sync offers many scoring environments for two quite different modes of play (recreational/casual vs. league/competitive), with just the right touches included in each.

Smart New Games

Sync includes a collection of new bowling games that your customers will love, netting you additional revenues. Unlike games offered on competitive systems, ours are incredibly simple and easy to play. Rather than bogging down the action on your lanes, these games actually accelerate it.

Improved Customer Service Functions

Elevate the bowler experience through improved customer service. Sync offers bowlers immediate access to Specials ads and menus, and lets them send text messages to the front desk when a ball is stuck or they want a server to come to their lane. All of which contribute to making their visits more enjoyable, as well as more lucrative for you.

Sync Passport Keeps Customers Connected

The fun continues for your guests after they leave your center. With Sync Passport, bowlers can check stats and scores, share them (along with your branding!) on Facebook and Twitter, receive and redeem offers, make reservations, connect with your website, and more.



E-Z BOWLING IS A ONE-BALL-PER-FIVE-FRAMES GAME THAT'S IDEAL FOR KIDS' PARTIES BUT FUN FOR ALL AGES



THE LEAGUE ALLOWS SERIOUS BOWLERS TO FINE-TUNE THEIR GAME AND RAMP UP THE COMPETITION WITH A STREAM OF INDIVIDUAL AND TEAM STATISTICS





ANGRY BIRDS IS A FAST-PACED BOWLING GAME WHERE YOU RACE TO DISH OUT REVENGE ON THE GREEDY PIGS WHO STOLE YOUR EGGS



SNAP-ROLL LET'S GUEST TAKE THEIR OWN PHOTOS AND APPLY WACKY ACCESSORIES TO THEIR IMAGE WHILE BEING PHOTO BOMBED THROUGH OUT THE GAME



HD

ENGAGE CUSTOMERS WITH THESE SPECTACULAR MONITORS THAT DISPLAY ALL SCORING ELEMENTS, SPORTS, MUSIC VIDEOS, AND MORE IN 1080P HD



CLASSIC COMIC BOOK ILLUSTRATIONS BRING SHAZAM! AND POW! TO THE GAME FOR BOWLERS OF ALL AGES



WITH SYNC PASSPORT, BOWLERS CAN CHECK STATS AND SCORES, AND SHARE THEM — ALONG WITH YOUR BRANDING — ON SOCIAL MEDIA



IN HORSE, A PIN ARRANGEMENT IS CHOSEN, THEN PLAYERS TAKE TURNS TRYING TO MAKE THE SHOT; THE FIRST PLAYER TO GET H-O-R-S-E LOSES

New scoring consoles that deliver stylish aesthetics and trouble-free performance.

Sync Scoring Consoles

Sync works with installed Vector® scoring consoles. But if you really want to knock customers out, you need to install new Sync scoring consoles. They're available in two styles: touch-screen tablets or keypad models. You'll score big points by offering this beautiful equipment that just makes it more fun to bowl. What's more, Sync hardware is designed to save you money, drawing on the latest technological innovations to add to the equipment's life.

- Two models: 10.4" LED Touch-screen Tablets and Keypad Model
- Built in two-way intercom
- Corning Gorilla® glass for longer service life (tablet only)
- Commercial-grade construction to withstand high-traffic use
- Touch-screen tablet model offers extended-life 50,000-hour LED backlighting
- Mount on single-pedestal, dual-pedestal, or tabletop brackets
- Integrated camera for delivering a customized bowling experience
- Fully integrated with the Brunswick Cloud for software updates and guest interaction



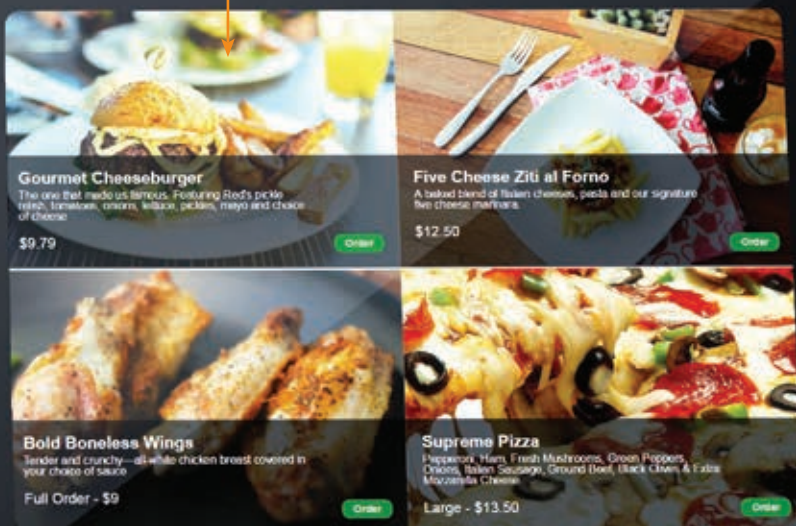
CENTER STAGE COFFEE TABLE
WITH KEYPAD SCORING CONSOLE



COMMERCIAL-GRADE
CONSTRUCTION TO
WITHSTAND HIGH-
TRAFFIC USE



CORNING GORILLA®
GLASS FOR LONGER
SERVICE LIFE



AVAILABLE IN BLACK OR TITANIUM SILVER



Recreational bowlers or competitive bowlers, Sync caters beautifully to both.

Scoring Themes

With Sync, high-definition animations/excitors stand ready for every situation, from gutter balls to turkeys to stay-and-play encouragements. Exclusive, engaging scoresheet themes complement open play, league bowling, and kids' birthday parties. You decide when and where to use which themes, or let your bowlers choose right at the scoring console.

The Buzz

Exciters frolic directly atop the scoresheets, streaming fun facts across the bottom of the screen and sharing intra-lane activity feeds that display how friends at other lanes are doing.

The League

Displays real-time, player-specific data including ball speed, max score potential, and frame-by-frame history of pins made/missed by each bowler. Tracks bowlers and teams on any lane.

Custom Themes — **NEW**

Create unique themes using simple tools. It's an extra touch that keeps bowlers talking about their event—and your center—for years to come.

Kapow! — **EXCLUSIVE**

Classic comic book illustrations bring SHAZAM! and POW! to the game, for bowlers of all ages

Pin Pals

Lovable and mischievous Pin Pals deliver giggles and grins with their offbeat antics and penchant for mayhem, all in eye-popping 3D.

High Seas

This silly nautical theme takes kids on an undersea bowling adventure.

Top Dogs — **EXCLUSIVE**

Action shots of Brunswick pros motivate serious and casual bowlers.

Monster Mischief

Animated monsters wreak havoc, inspired by real-time action on the lane.

Schtick Man — **EXCLUSIVE**

The cool, retro stylings of Schtick Man charm kids and takes adults back to childhood.

DV8

This edgy, nonconformist theme appeals to today's young adults who want to live and play their way.

Love the Game

A host of beautiful photos depict real bowlers in a range of scenarios — from relaxed date night to lining up the make-or-break shot.



The Keglers

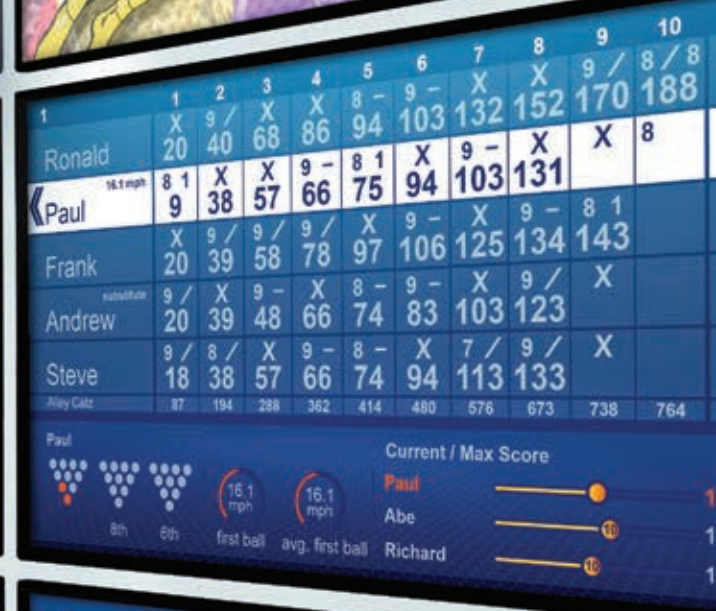
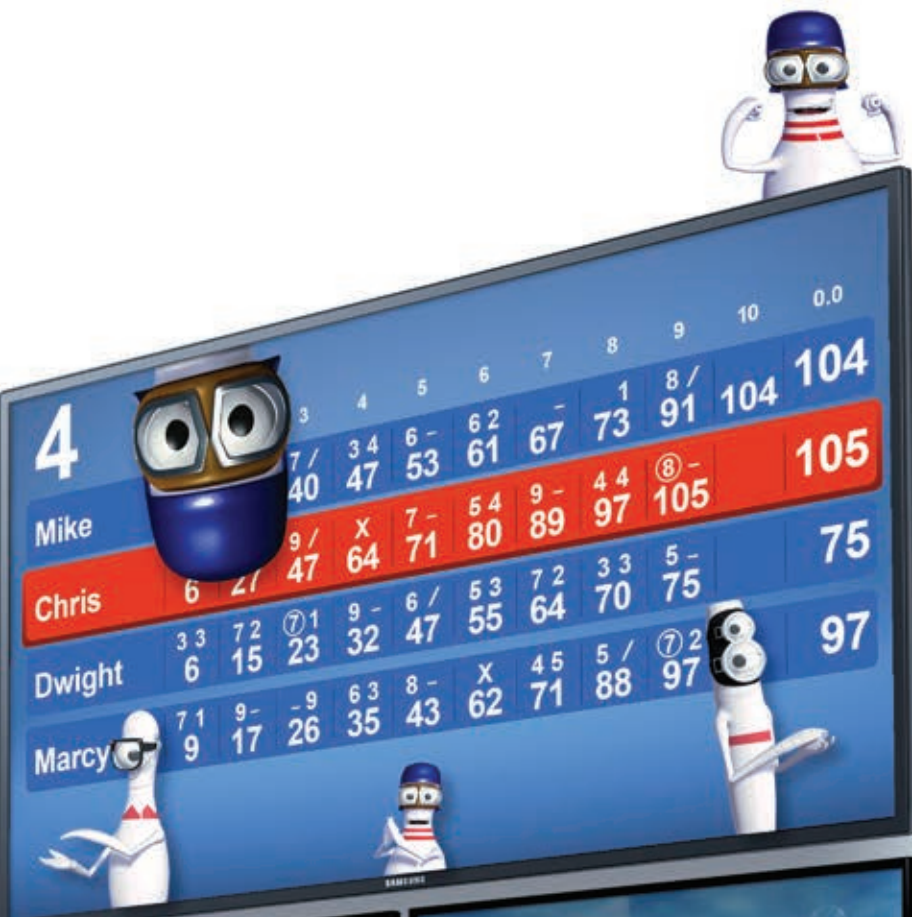
This all-American, goofy, slightly square family of characters brings more fun to every frame.

Club 300

Animated muscle men and alley cats mix it up in this theme that plays well with competitive bowlers.

Jingle Balls

Dozens of holiday-themed animations and exciters help make your bowlers' spirits bright.



Bowlopolis (optional | for BPAA members only)

Part of the bowling industry's coordinated campaign to build your business from the very young up.

Competitive Management — NEW

Up your game for singles, doubles, doubles opposites, and triples tournaments. For USBC, CDE, and Lexar formats.

EXPERIENCE BOWLING, REINVENTED

New, simpler, smarter games are **quick to learn, easy to play**, and won't slow the game.

Sync offers your customers engaging bowling games that add excitement and fun to the traditional 10-pin/10-frame game.

Snap-Roll — **NEW**

It's a snap to surprise and delight your guests! Only Snap-Roll lets guests take photos or use images from their mobile devices, leveraging the Brunswick Cloud, or take pictures from the lane tablet. Guests love capturing 10 frames of fun using filters and photo-editing tools that rival the ones in their favorite apps. And only Snap-Roll lets players photobomb each other while collecting hats, beards, glasses, and other wacky accessories.

Angry Birds Bowling — **EXCLUSIVE**

Angry Birds Classic comes to life with challenging play — and hours of replay — as players pursue greedy, egg-stealing pigs. Centers around the world are leveraging one of the best-selling brands to bring real revenues to their centers.

myShot — **EXCLUSIVE**

The myShot spare trainer lets bowlers pick and repeat attempts at a favorite spare pattern. Perfect for expert bowlers who want to refine their techniques and competitive friends looking to challenge each other.

HORSE

This addictive game mimics the classic playground basketball shot-making game, challenging opponents to knock down specified pin configurations instead of hoop shots (requires GS-X pinsetter or StringPin Pinsetter to play).

E-Z Bowling

This 5-frame/1-ball-per-frame game makes the perfect activity for young children's birthday parties.

Creature Feature

Another 5-frame/1-ball-per-frame game, this one has a gallery of spooky fun monsters that play along.

Classic Games

Red Head Pin

Whenever the red pin is randomly placed as the head pin, the bowler is treated to engaging animation and a prize of your choice.

3-6-9 Free Strike

Level the playing field between skill levels by awarding every player an automatic free strike in the third, sixth, and ninth frames.

No Tap

Credit bowlers for strikes, even when they topple only six, seven, eight, or nine pins — the center determines the number. Can be combined with 3-6-9 Free Strike.



"Brunswick has done a great job of developing simple, easy-to-play games for the key audiences. EZ Bowling — a five-frame, single-ball game — is perfect for customers looking for something fast-paced to appeal to younger bowlers. Surprisingly, even serious bowlers have been drawn to HORSE, a basketball-style game in which you 'call your shot.' With nine choices of combos or splits, it is a great tool for spare practice."

— Chris Mohrhardt, *Incredible Mo's*



Snap-Roll

NEW



Sync is all-new to its core, freeing it from constraints imposed by older hardware components and software.

Sync Advanced Technology

The world has come light years since the days Brunswick virtually reinvented the bowling business by introducing the world's first automatic scoring system and most advanced automated pinsetters. Now Sync has rocketed the industry forward again, with the most advanced and capable scoring and management system ever offered.

Brunswick designed Sync from the ground up, incorporating many hardware and software technologies that weren't even imaginable just a few years ago. The result is a revolutionary system that performs function after function much more quickly, easily, and powerfully.

Enterprise Level Functionality

By leveraging the enterprise-level services and functionality available in Sync, centers of all different types can use powerful tools to manage marketing and product offerings from their center, their home, or wherever they have access to the cloud. With innovative technology and functionality, centers can run their operations like an enterprise.

Get onto My Cloud

Add Sync to the list of leading-edge applications that run in the cloud. Sync stores its marketing tools and your customer databases on a server, feeding data at lightning speed via an Internet connection. Benefits include: more seamless integration between system functions/modes, the added security of protecting vital customer data from loss due to catastrophic events at your center (e.g., fire/flooding), and accessing data and marketing tools from anywhere at any time.

Patented, Distributed Architecture

Sync is designed to connect bowlers, equipment, and staff across an Internet-enabled network. This exclusive architecture works to lower system hardware costs, provide backup, and make your entire center run more smoothly.

Proactive Maintenance

Data is power (and profits) when harnessed by Sync. Sync provides invaluable alerts for everything from unusually high pinsetter errors (napping mechanic?) to too many manager overrides (potential fraud?). Sync even provides you with bimonthly reports to let you know how your center is performing compared to others, nudging you to review your marketing strategy to meet your goals.



"Sync has been a huge benefit to our centers. We've already seen our bar business double on league night, and our half-price appetizer sales are climbing, just by using in-game advertising. The system allows me to market to bowlers during their time on the lanes. Without Sync, that wouldn't be possible."

— Taylor Comeau, Royal Pin Lanes



Don't Forget!

Learn more about Sync and register for a free demo at brunswickbowling.com/sync.

Improve customer service and maximize profits with **Sync's Guest Management** module.

Comprehensive **Center Management**

For decades, everyone has known that Brunswick means business when it comes to scoring and management systems. After all, we invented the first automatic scoring system. Throughout the evolution of Vector®, Brunswick focused on center network system innovations that make centers more popular and profitable. Sync takes that commitment to a higher level — enhancing many of the hardest-working management functions of Vector+HD and adding several potent new features for the first time.



IMPROVED AT-A-GLANCE VIEW
OF THE STATUS OF EACH LANE AT
EVERY MOMENT

Lane Status Dashboard

Sync's enhanced Lane Status Dashboard was completely redesigned to help front desk personnel get bowlers on and off your lanes more efficiently and profitably.

- Improved at-a-glance view of the status of each lane at every moment
- Immediate indicator of lane-on, lane-off, number of bowlers on the lane, elapsed time
- One-click access to score corrections function
- Global settings for standard lane prep for leagues and other special scoring arrangements
- Scheduled Internet Reservations automatically displayed
- Streamlined check-in process all from one screen — configure lane assignments and scoring experiences, send names to the lane, add products, total the customer's bill, and more
- Email addresses captured at time of purchase

Here's How:

- Sync's enhanced Lane Status Dashboard provides a clearer, easier-to-grasp overview of the status of every lane at every moment.
- Sync lets you send welcome screens to the appropriate lane(s), helping usher each party to their assigned lane.
- Sync lets you set up bowling for pre- or post-pay. This flexibility allows you to control the purchase/pay cycle however you see fit, or even change from one procedure to another for different days/times.
- Better lane management inevitably pleases customers. Nobody likes the delay, disputes, or confusion that results when the lane traffic is poorly managed.





SYNC LETS YOU SEND WELCOME SCREENS TO THE APPROPRIATE LANE(S), HELPING USHER EACH PARTY TO THEIR ASSIGNED LANE



MANAGE MULTIPLE TASKS, LIKE EDIT BOWLER INFO, WAIT LIST, LANES, AND MORE, ALL FROM ONE CONVENIENT SCREEN

Guest Management

Advanced Reservations

Advanced Reservations are focused on consolidating and streamlining guest management throughout the center, resulting in seamless guest interactions. Easily move guests to and from different attractions, while providing top-notch customer service.

- Customers can purchase other items and/or packages when they make a reservation — from pre-ordering rental shoes to pizza and pitcher specials.
- Sync lets each center set its own reservation payment policies. You can require deposits (or full payment) to hold lanes, as well as prepayment for other items ordered in advance online.
- Sync lets you keep reservation tabs open, so you can easily add purchases made during the customer's visit to the bill.

League and Tournament Management

Sync supports league and tournament business by incorporating special features to handle the added record-keeping, administration, and other hosting duties that these events require. Sync integrates seamlessly with CDE League and Tournament applications to automate every aspect of league management, including prize-fund tracking. What's more, Sync lets you to set up "lite leagues" to accommodate regular groups that do not conform to your normal league protocols or use your administration.



SYNC LETS YOU SET UP THE SCREEN LAYOUT TO MIRROR THE ACTUAL ARRANGEMENT OF YOUR TABLES ON THE FLOOR

Locker Management

Sync includes modules that make it a snap to manage "Banks" of lockers. These administrative tools help you maximize revenues and reduce the time it takes to manage them.

Rental Control and Table Management

For better billiards, restaurant management, and other rentable assets (e.g., party rooms), Sync lets you set up the screen layout to mirror the actual arrangement of your tables on the floor. Cycle customers on and off your tables more efficiently, with individual time clocks/bill tabulators for each table. You can even control individual table lighting from the front desk with an optional AC controller.





ADVANCED RESERVATIONS, WITH A FOCUS ON STREAMLINING
GUEST MANAGEMENT THROUGHOUT THE CENTER, CONSOLIDATES
ALL GUEST INTERACTIONS FOR SEAMLESS INTEGRATION



Enhanced Internet Reservations capabilities — more ways to book more lanes.

Internet Reservations

Sync supercharges Internet Reservations, already one of the strongest revenue-driving features of Vector Plus. Many Brunswick customers have reported increasing their lineage by 30% by letting customers reserve lanes online. With Sync's enhanced Internet reservation capabilities, that sales bump continues to grow.

- Lets customers book lanes, tables, or other resources via a computer, smartphone, or tablet, from anywhere at any time. The certainty of having a lane available when customers arrive eliminates one of their leading objections about going bowling.
- Allows centers to require a deposit (or full payment in advance) to place an Internet reservation, reducing the risk of holding lanes open for no-shows.
- Optimized to run on smartphones and other mobile devices — reflecting the way more and more people are doing things online.
- Users can now log in via Facebook or another social network, instead of needing to set up a separate log-in account with Sync.
- Other products/packages (shoes, F&B orders, party packages, etc.) can now be attached to a Sync Internet reservation.
- Don't worry about double booking. Internet Reservations tie automatically to in-center reservations, eliminating the potential for overselling a time slot or resource.
- Bowlers can enter their information ahead of time (number of bowlers, shoe size, etc.) and that information is directly imported as part of their reservation, giving a smooth and seamless customer experience for your bowlers AND for your staff.
- Internet Reservations tie directly into CRM, allowing customization options as well as bowler data to be stored in the cloud.

iQueue Waitlist Management — **NEW**

Provide exceptional guest service and speed up your check-in process with iQueue.

- Bowlers add their names to the wait list, receive text updates, and can provide group bowler information to make the check-in process quick and easy.
- Provides estimated wait times to take the guesswork out of managing a busy wait list.
- Line busting: Text customers, receive updates, and organize priorities using a tablet and mobile-friendly interface.
- Capture bowler information for future marketing using Brunswick Cloud.



ALLOW YOUR BOWLERS AND STAFF TO UTILIZE A EVOLUTIONARY WEB-BASED WAIT LIST.



SYNC ALSO LETS CUSTOMERS MAKE
INTERNET RESERVATIONS
DIRECTLY THROUGH THE CENTER'S
WEBSITE, VIA AN API INTERFACE



INTERNET RESERVATIONS
SOFTWARE IS NOW OPTIMIZED
TO RUN ON SMARTPHONES AND
OTHER MOBILE DEVICES

Even though Sync is designed specifically for bowling center operation, **it rivals the leading enterprise POS systems with robust tools and flexibility.**

Sync POS

Built and perfected for large, complex FECs, and used by centers of all shapes and sizes, Sync POS cares for the most intricate point-of-sale needs. Dynamic product creation and screen layout let any center build its optimal POS interface and functionality. Whether your center features lanes, a restaurant, arcade and laser tag, or a more simplified offering, Sync delivers innovative POS functionality and reliability on a par with rival enterprise solutions.

Products/Departments/Accounts

- Create an unlimited number of products, departments, and sub-departments
- Create special accounts for select customers, groups, or companies
- Track special event deposits
- Maintain accounts for league prize funds
- Customizable buttons and layout for each cash terminal, including placement, color, size, and use of images

Offer Manager — **NEW**

- Manage discounts and offers, leveraging enterprise functionality from the cloud

Restaurant Features

- **NEW:** Table Management — Manage guests, servers, and tabs in a straightforward interface
- **NEW:** Kitchen Display System — integrated with Sync POS
- **NEW:** Server-friendly stations — choose from client workstations, all-in-one kiosks, or agile tablet options to mobilize and meet the needs of your tech-savvy workforce
- Set up modifiers for appropriate products (e.g., pizzas, hamburgers, other specialty sandwiches)
- Improve order-filling accuracy
- Improve inventory control to reduce waste/spoilage

Pricing

- Create packages (e.g., two games of bowling plus shoes) to speed operations and improve service
- Establish day-part rate periods to facilitate tiered pricing and time-restricted product offerings

Tabs

- Create a customized tab and add it to any POS station
- Create one bill combining bowling, food, billiards, etc.

Payments

- Accept/process credit/debit/game/gift card payments
- Apply percentage or dollar discounts to individual products or transaction totals
- Add gratuities automatically or with each customer's individual payment
- Brunswick Cloud integration/coupon scanning (including via smartphone interface/receipts/transaction data/metrics) available
- Apple Pay/Google Pay/NFC support (available through certain processors)
- Vantiv Integrated Payments/Mercury Stored Value gift cards

Reporting

- Advanced reporting and business analytics
- Flexible/customizable sales reports
- Easier auditing and advanced fraud protection
- Export data in XML format into popular accounting systems

Interfaces

Yellow Dog Inventory — **OPTIONAL**

- Provides deep costing and deep analytics for inventory management
- Item maintenance, purchasing/receiving/invoicing, and reporting

Micros® POS — **OPTIONAL**

- Seamlessly integrates with Sync

Azbar/Berg Beverage Control — **OPTIONAL**

- Substantially reduces shrinkage/lost bar sales
- Beverages will not dispense without direct accountability per pour through Sync

Game Card Systems — **OPTIONAL**

- Seamless connection to EMBED, Sacoa, and Intercard POS devices
- All game card transactions (buy/spend credits) flow instantly into Sync accounting functions

micros®

BERG
COMPANY
A Brunswick Center Limited Company

EMBED
One Leader. One System.

AZBAR

intercard®

SEAMLESS INTERFACES PROVIDE ENDLESS FLEXIBILITY



CREATE AN UNLIMITED NUMBER OF PRODUCTS, DEPARTMENTS, AND SUB-DEPARTMENTS FOR BETTER INVENTORY CONTROL AND MORE PRECISE ACCOUNTING



IMPROVED RECEIPT MANAGEMENT LETS YOU PROVIDE ITEMIZED OR TOTAL-ONLY RECEIPTS, PLUS GIVES YOU THE OPTION TO PRINT CUSTOM MESSAGES OR BOUNCE-BACK COUPONS ON CUSTOMER RECEIPTS



SPLIT TAB FEATURE AUTOMATICALLY DIVIDES TABS BETWEEN MULTIPLE CUSTOMERS, EITHER EQUALLY OR WEIGHTED BETWEEN PAYERS



CUSTOMIZABLE BUTTONS AND LAYOUT FOR EACH CASH TERMINAL, INCLUDING PLACEMENT, COLOR, SIZE, AND USE OF IMAGES



DRIVE EFFICIENCY AND SALES THROUGH SYNC MOBILE TABLET, A SINGLE HARDENED DEVICE WITH INTEGRATED PAYMENT/CARD SWIPE AND BEST-IN-CLASS BATTERY LIFE



When it comes to running your back office, Sync has your back.

Back Office

Sync helps you master the many thankless back-office tasks, like automatically downloading software, that are vital to keeping centers above board, running smoothly, and in the black.

Daily Dashboard

- Receive a snapshot of the center's performance at any moment
- Tabulate sales by category, total lineage by frames/hours
- Flags trouble spots in your center that need addressing

Security

- Session control by terminal with manual or automatic logoff — ideal for F&B server stations
- New log-in/off features with optional card access
- Limit access to certain functions by individual or rank/title

Memo

- Send messages and track open rates

Reports/Audits

- Powerful and flexible reporting for all financial, lane usage, and inventory usage needs
- Comprehensive audit preparation, XML-based interface support modern accounting platforms

Tax Management

- Tax control mode allows products to be switched between taxable and nontaxable
- Select applicable taxes by product or department
- Apply up to 15 taxes per product



SYNC HELPS YOU MASTER
THE MANY THANKLESS
BACK-OFFICE TASKS,
LIKE AUTOMATICALLY
DOWNLOADING SOFTWARE,
THAT ARE VITAL TO KEEPING
CENTERS RUNNING SMOOTHLY

Pinsetter Management

Automatic Pinsetter Shutdown

System automatically powers down pinsetters when a lane is not in use, conserving energy and trimming your electric bills.

GS-X and StringPin On-Demand Pinsetting with 360 Control

Sync seamlessly interoperates with GS-X and StringPin pinsetters, using our 360 controller to fully deliver its unique pinsetting capabilities.

- Facilitates split/spare pickup practice by serious bowlers and pros
- Provides ability to reset any combination of standing pins after inadvertent resets
- Controllable at the front desk
- Lane transfer/Mechanic Pause/Reserve hold: control lanes with one button click





OUR NEWEST GAME, MYSHOT SPARE TRAINER, ALLOWS THE BOWLER TO PICK A PATTERN AND REPEAT THE ATTEMPTS AT THE PATTERN. MYSHOT TAKES FULL ADVANTAGE OF THE UNIQUE PIN-SETTING CAPABILITIES OF THE GSX AND STRINGPIN PINSETTERS

On-demand pin setting



SYNC SEAMLESSLY INTEROPERATES WITH GS-X AND STRINGPIN PINSETTERS WITH OUR 360 CONTROLLER TO FULLY DELIVER THEIR UNIQUE PIN-SETTING CAPABILITIES



Control personnel costs, effectively and automatically.

TimePro® Labor Management

Wages/salaries are one of the largest costs in every center's budget; at the same time, making out and managing employee schedules has always been a tedious and tricky task. Sync addresses both these issues head-on with TimePro, the best labor management system ever incorporated into a bowling scoring and management system.

- Easily develops work schedules to cover all center manpower needs while accommodating for each individual's scheduling restrictions (days/hours each person can/can't work, min/max hours per week/month that each individual can work, etc.)
- Powerful analysis and reporting to flag potential and actual issues, including overtime, insufficient hours to comply with workers' requests, absenteeism
- Seamless integration with optional time-clock hardware/software, reconciling schedules with actual hours worked by individual employees
- Real-time sales reporting for better labor cost management



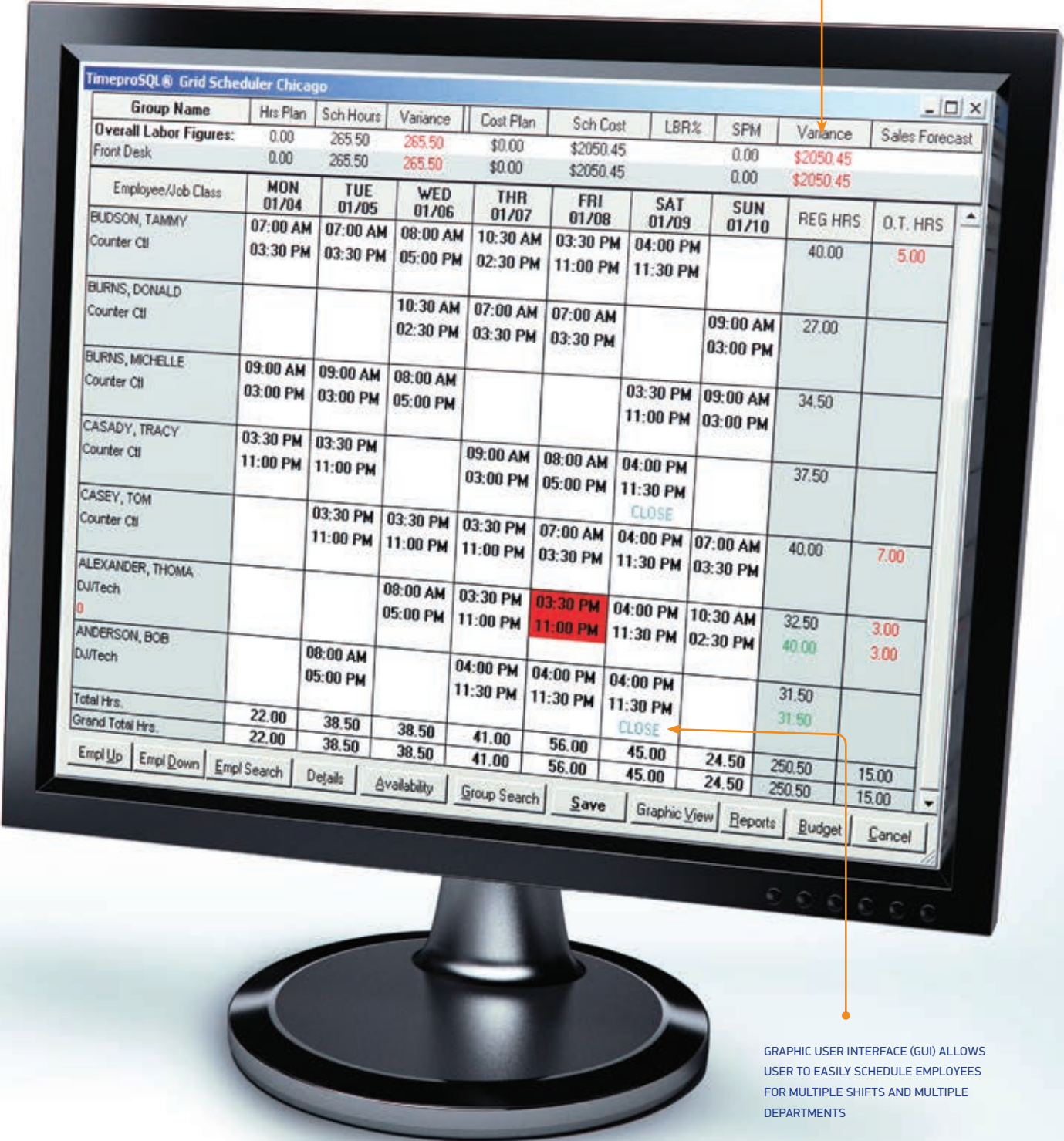
Time Clock



Virtual Time Clock Solution



DYNAMICALLY MANAGE LABOR COSTS AND EMPLOYEE SCHEDULING, AND EASILY COMPARE AGAINST BUDGETED SALES AND LABOR COSTS



GRAPHIC USER INTERFACE (GUI) ALLOWS USER TO EASILY SCHEDULE EMPLOYEES FOR MULTIPLE SHIFTS AND MULTIPLE DEPARTMENTS

Sync incorporates powerful new marketing tools designed to help you **attract more customers to your center.**

Automated Marketing Features

Sync incorporates powerful marketing tools to help you attract more customers into your center, increase their spending, and coax them back more often. Used effectively, these features provide a tremendous return on your Sync investment. Best of all, Sync automates the entire marketing process: from customer information collection and database creation to production and targeted distribution of enticing ad messages. With very little setup and a minimum of attention or expense after that, Sync executes a variety of marketing tactics that continue to boost your bottom line day after day after day.

Customer Relationship Manager (CRM)

The Brunswick Cloud gives Sync its marketing prowess. From start to finish, Sync works to plan, create, target, and deliver your marketing messages — with minimal effort. Here's how it works:

Automatic Data Collection

Automatically collects key information (name, birthday, email, and US mail addresses) from customers at several points — online reservations, bowler check-in, sign-ups through your website, game-end discount offers, and scoring console.

Automated Email Marketing

Collects additional customer information to keep your database current, for more targeted marketing. With Sync CRM, you can segment your audience based on interests, activities, and more, and send them direct, targeted, customized emails. Set a schedule in advance (based on birthdates, holidays, days preceding an event), and that's it. Sync takes care of the rest.

Ad Manager

Sync comes with a large library of complete marketing campaigns, including email, social, in-center ads, POS) that you can customize with less than five clicks using Ad Manager. You'll even be able to schedule campaigns for specific days, times, lanes, and customer segments!

Marketing Tools

Comes with a large library of pre-designed marketing messages (in-center ads, email ads, social media messages, text messages, images, and layouts) you can easily customize with your specific info (prices, hours, dates), as well as a full suite of design tools you can use to create ads from scratch.

Top-Quality, Off-the-Shelf Marketing Materials

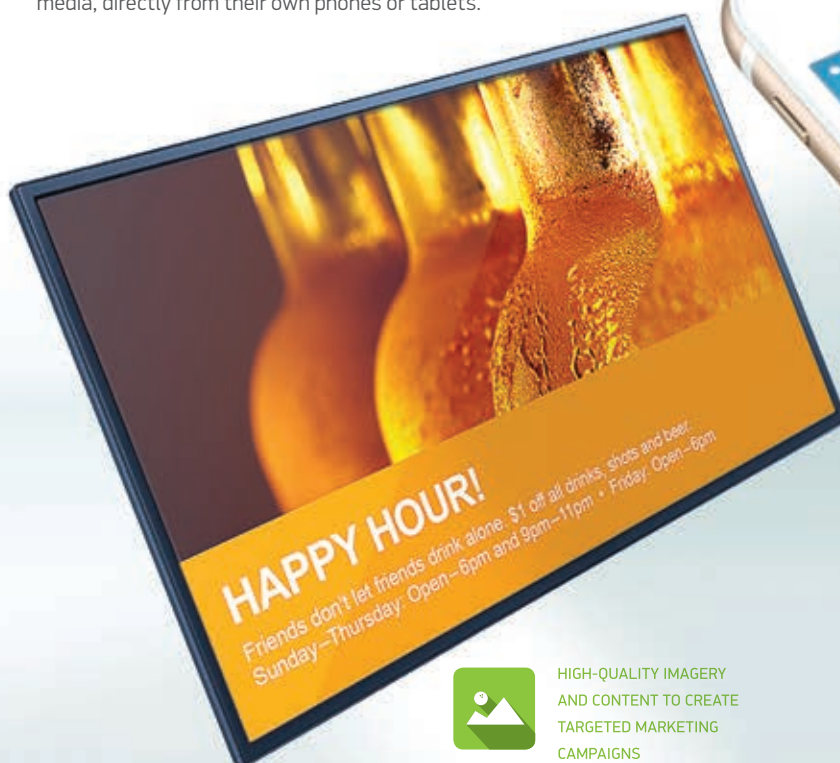
Sync offers you a sizeable library of professionally designed ads that you can send to customers in a variety of formats, from text messages to email ads to social media. We're always adding to this library to provide you with fresh materials. You can use these ads exactly as is; customize them with details like pricing/dates, center name, and logo; or use the assets in the system (photographs, illustrations, typefaces, etc.) to create your own ads from scratch with the system's easy-to-use design tools.

Security

Automatically creates and securely stores your customer database "in the cloud," protecting against loss and making data accessible to you from anywhere, anytime.

Sync Social

When it's time to think 'social'—Sync Social! Guests may be hesitant to log onto their social media on your consoles, so these tools let them share all the fun they're having your center in real time, on their Facebook or other social media, directly from their own phones or tablets.



HIGH-QUALITY IMAGERY
AND CONTENT TO CREATE
TARGETED MARKETING
CAMPAIGNS

TO SEE MORE GO TO WWW.BRUNSWICKBOWLING.COM/CRM



WITH NUMEROUS DATA INPUT POINTS IN AND OUTSIDE THE CENTER, GATHERING CUSTOMER INFORMATION IS A BREEZE

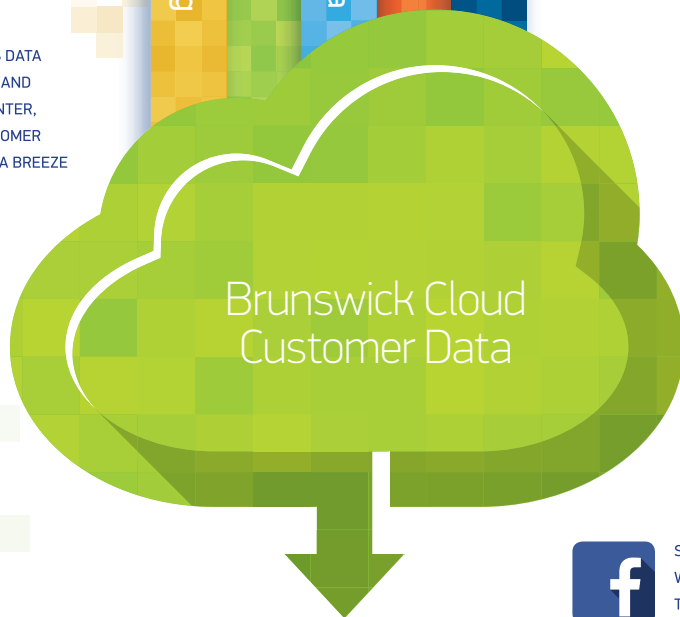
Sync Scoring

Sync Mgmt

Social Media

Web API

Receipt



Brunswick Cloud
Customer Data

"The real game changer is the Brunswick Cloud. It's easy to create and maintain our marketing campaigns from anywhere. It's a powerful and flexible cloud platform created specifically for a proprietor's needs. Brunswick has created something I would expect from the likes of Amazon or Google. Sync is innovating far beyond a scoring or point-of-sale system."

— Taylor Comeau, Royal Pin Lanes

SYNC'S CUSTOMER RELATIONSHIP MANAGER (CRM) AUTOMATES CUSTOMER DATA COLLECTION AND BRUNSWICK MARKETING DIGITAL CONTENT, AND ALLOWS THE CENTER TO COST-EFFECTIVELY MARKET TO CUSTOMERS THROUGH EMAIL, TEXT, SOCIAL MEDIA, DIRECT MAIL, AND MORE



SCHEDULE FACEBOOK POST WITH BRUNSWICK CLOUD TO CREATE COHESIVE CAMPAIGNS



PRE-DESIGNED MARKETING MESSAGES FOR TWITTER AND FACEBOOK



Brunswick is the Exclusive Capital Equipment Supplier of the USBC Open Championships.

Sync Passport **extends and enhances the bowler experience**—and your marketing reach

Sync Passport

Sync Passport incorporates powerful gamification techniques that drive customers back to your center, by rewarding them and leveraging their need for socializing, competition and achievement. Sync Passport improves customer engagement by streamlining the check-in process, improving customer service, and creating a better bowler experience—all of which drives traffic, increases average sales, and encourages repeat visits across all guest segments.

Sync Passport extends the bowler experience—and your engagement with your guests—beyond the center. When guests register for Sync Passport (either in-center or via your website), they can:

- track their scores and stats anywhere, any time, and share them (and your branding) on their Facebook or Twitter pages
- receive personalized offers, based on spending, visit frequency, and interests
- redeem offers via their smartphones or other devices while in-center; no paper or risk of repeat use
- update their preferences and interests
- view center information and make online reservations

Sync Passport prompts customers for their interests and birthdays, and tracks their favorite in-center activities, to automatically update your database—a database that provides customer insights that keep your marketing messages on target.

Your brand is front and center in Sync Passport, and from there, guests are prompted to follow you on Facebook and Twitter or visit your website. Sync Passport lets you engage with and extend your brand message to the hardest-to-reach customer segments.

Sync Social

If you're new to social marketing, Sync offers a great way to start, without expensive software, outside help, or a dedicated staff person. Utilizing your existing campaign schedules, ads, and offers, Sync formats and posts to Facebook and Twitter automatically. Sync Passport encourages guests to post their branded scoresheets on their own social media, which amounts to effortless, free marketing for you.

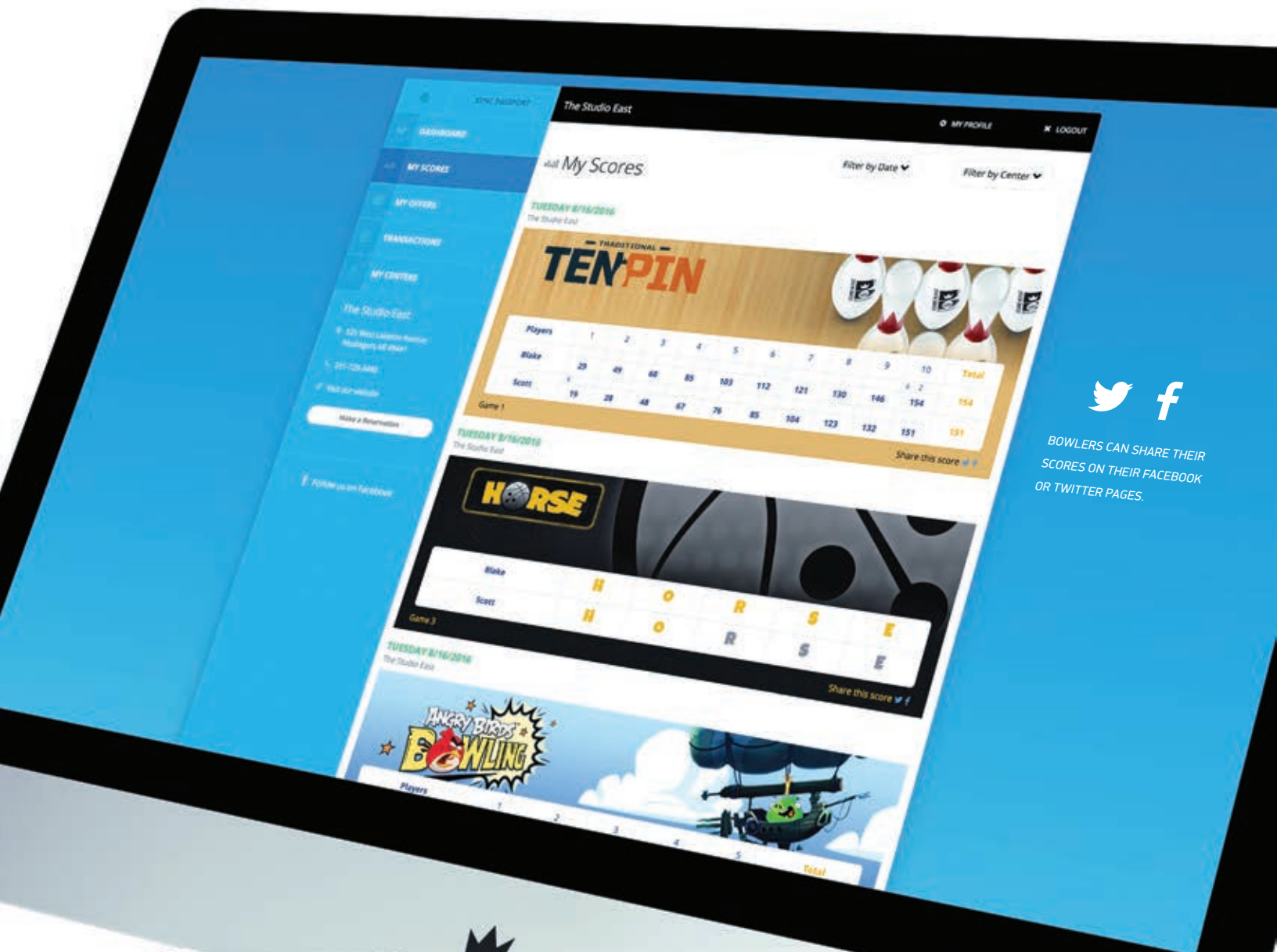


SYNC PASSPORT'S ONE-OF-A-KIND, FITBIT-STYLE DASHBOARD PROMOTES FRIENDLY COMPETITION AND DELIVERS PERSONALIZED SPECIAL OFFERS, ENTICING BOWLERS TO RETURN MORE OFTEN.





BOWLERS CAN TRACK THEIR SCORES AND STATS ANYWHERE, ANY TIME, AND SHARE THEM (AND YOUR BRANDING) ON THEIR FACEBOOK OR TWITTER PAGES



BOWLERS CAN SHARE THEIR SCORES ON THEIR FACEBOOK OR TWITTER PAGES.



SYNC SOCIAL ENCOURAGES GUESTS TO POST THEIR BRANDED SCORESHEETS ON THEIR OWN SOCIAL MEDIA, WHICH AMOUNTS TO EFFORTLESS, FREE MARKETING FOR YOU.



Offer Manager makes **marketing, data collection, and analysis** automatic.

Offer Manager

No other POS system, loyalty program, or paper coupon campaign can touch Offer Manager's ability to provide data and actionable insights that will positively impact your marketing, offers, products — and revenue. Sync Offer Manager lets you create, manage, and track offers and coupons, and distribute them via print campaigns, emails, and social media. As simple as it is to use, Offer Manager is like no other redemption program on the market, providing you deep visibility to your offers and associated revenue so you can make better marketing decisions.

Proprietors need to know not only how many coupons are redeemed, but also how much revenue each offer generates. Only Sync Offer Manager provides that data. Each redeemed digital offer acts as a tracking beacon, so you know exactly how much revenue is generated by each and every coupon. You can then understand how a given coupon performs within an overall offer.

Sync's Main Dashboard lets you view your most effective offers and the total revenue (bowling, F&B, in-center spending) associated with each offer — no other system in the entertainment or retail industry does this. Sync determines your most effective messages, times of year, combinations of campaigns and audiences, and more.

Sync Offer Manager eliminates the administration and staff training required with paper coupons, while making offers more relevant and personalized — and more likely to drive business and revenue. Offer Manager integrates with Sync Desk/Office to ensure that only eligible products are redeemed, eliminating the risk of theft or inaccurate accounting while delivering actionable marketing insights.

Offers Dashboard

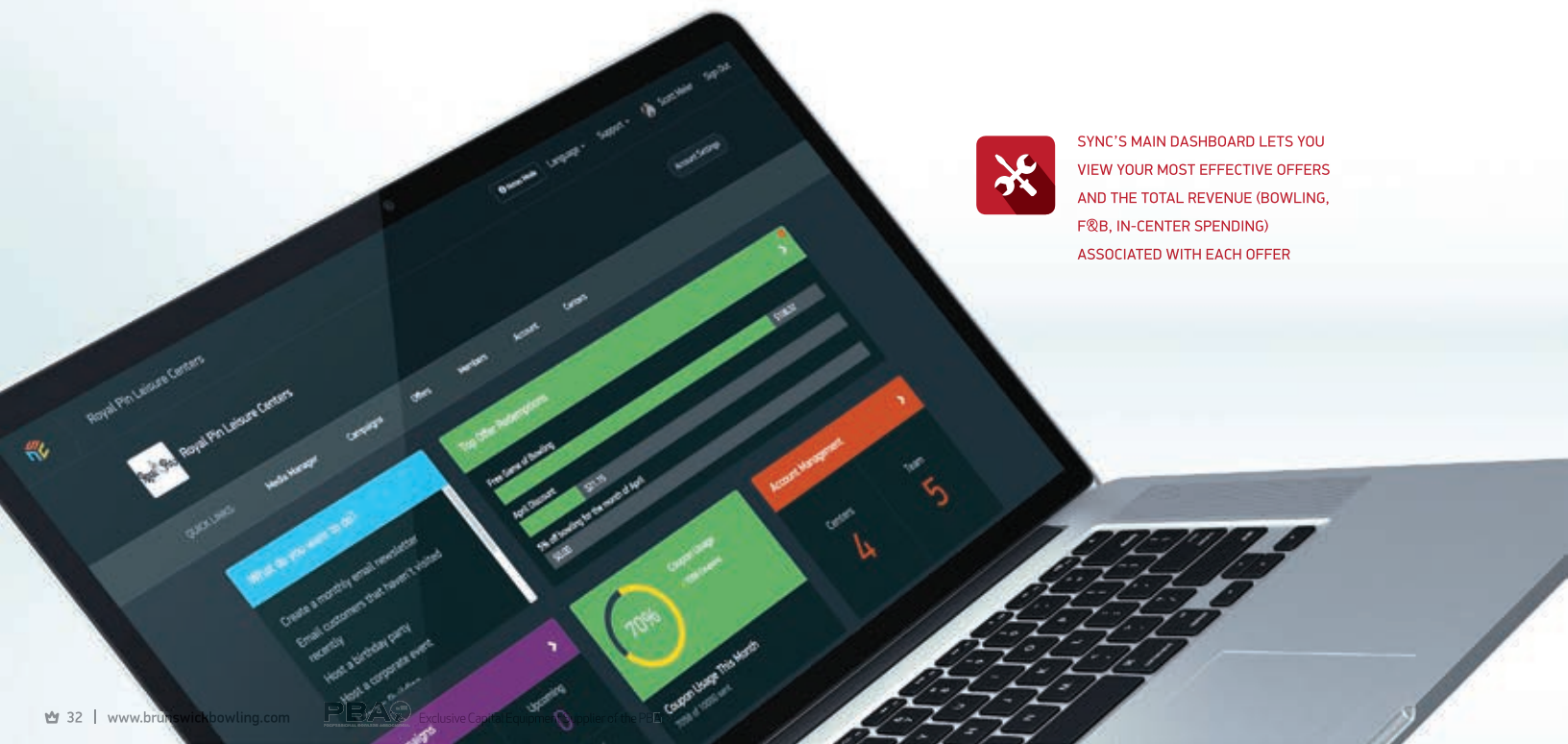
- All Offers: view by type (custom, BOGO, discount \$/%, and many more)
- Offer Redemptions: view each offer, the campaign(s) it's part of, and total revenue generated
- Recommended Offers: choose from offers designed by Brunswick, based on years of industry insights and experience, knowing which offers bring in the highest response rates. Simply customize with your branding and send.

Targeted Offers

Using customer insights from Sync CRM, you can send segmented, relevant offers based on customer interests or activity (such as open bowler, league bowler, group events). Targeted offers help you drive the right business, and more of it, to your center.



SYNC'S MAIN DASHBOARD LETS YOU VIEW YOUR MOST EFFECTIVE OFFERS AND THE TOTAL REVENUE (BOWLING, F&B, IN-CENTER SPENDING) ASSOCIATED WITH EACH OFFER





VIEW EACH OFFER, THE CAMPAIGN(S)
IT'S PART OF, AND TOTAL REVENUE
GENERATED



SYNC PROVIDES AUTOMATED, CUSTOMIZABLE EMAIL
AND SOCIAL MARKETING CAMPAIGNS DESIGNED TO
DRIVE AWARENESS AND TRAFFIC



Brunswick is the Exclusive Capital Equipment Supplier of the U.S. Bowling Congress

Ad Manager gives you a centralized overview of all your marketing messages.

Ad Manager

All of Sync's marketing tools — from the CRM to in-game ads to "Specials" teasers and customer-service text messaging — are efficiently configured and controlled through the system's Ad Manager. From this command center, you can:

- Select a targeted marketing message to distribute through the marketing channel (in-game ads, specials, overhead ads, receipt, reservation confirmation, Facebook, Twitter, email) of your choosing
- Send targeted messages to specific customer segments based on day, time, and interaction with your center
- Set "triggers" (such as customer birthdates, holidays, time of day, number of days preceding an event) to automatically activate selected campaigns on cue
- Advanced suite of analytical tabs and metrics

The Ad Manager module gives you a consolidated, at-a-glance overview of all your different marketing messages and ROI. There's no easier or more effective way to plan, coordinate, and execute comprehensive (and highly effective) marketing campaigns for your center.

With Sync, all content displayed on Interactive Signage is now easily selected and scheduled through the CRM — allowing you to operate and adjust the system remotely at any time using a secure Internet connection.

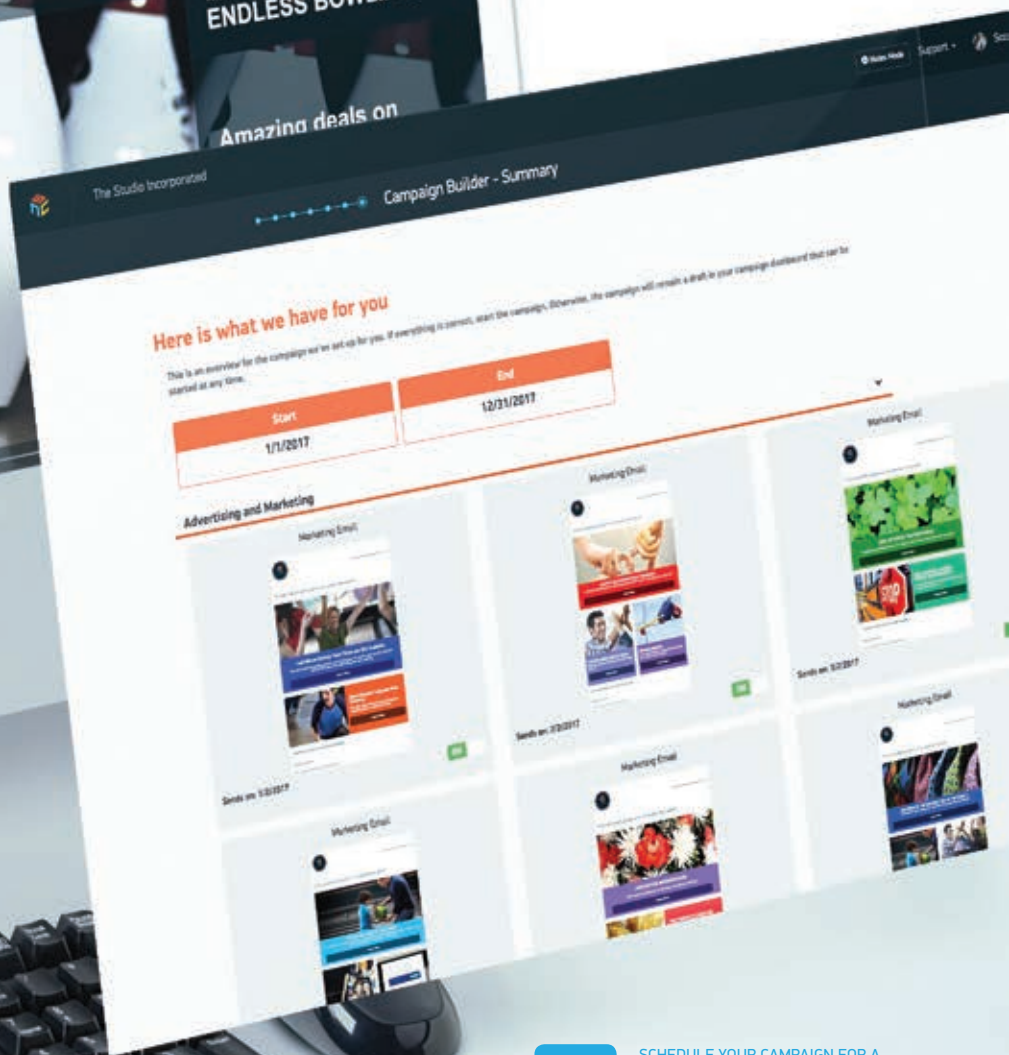
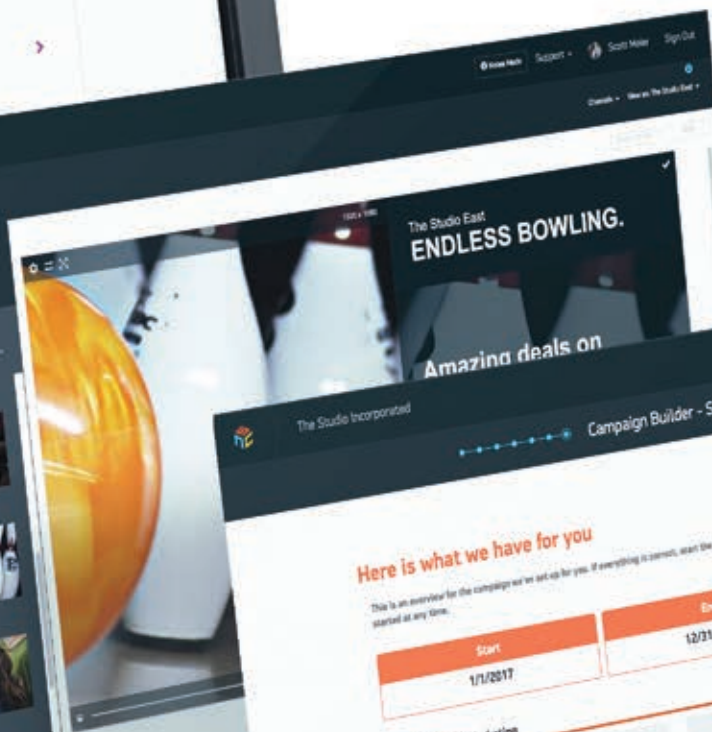
"Since installing Sync, we've seen our food and beverage sales increase 23 percent and open play lineage increase by 13 percent. We've also been able to justify increasing our bowling prices due to the investment in our center. We've increased our sales enough to get a return on our scoring investment in less than three years. We believe our sales increases are in large part due to Sync's marketing capabilities and the fact that bowlers love the look and feel of the system."

— Andy Carl, West Seattle Bowl





SELECT A TARGETED
MARKETING CAMPAIGN
FOR DISTRIBUTION



SCHEDULE YOUR CAMPAIGN FOR A
SPECIFIC AUDIENCE AND WHERE THEY
WILL INTERACT WITH YOUR MESSAGE

The most powerful, automated content creation engine ever built into a bowling center network system.

Media Manager

Automate the marketing creation process with Sync Media Manager's library of proven ads. Customize or create from scratch everything from in-game ads that display on the scoring monitors to tempting offers that land in customers' email in-boxes.

- Choose from a large library of impressive off-the-shelf ads that are formatted to display on scoring monitors, computer screens, smartphone displays, or as printer-ready files
- Ads included for kids' birthday parties, holidays, popular open bowling events, food and beverage specials, other promotions
- Easily modify/tag library ads with your center name/logo/ hours/address, your pricing, other custom information
- Create from-scratch ads using Media Manager templates and easy-to-use design tools, including a type editor and image selector — incorporating Sync design assets (library photos/graphics) or other graphics files

Digital Signage

With Digital Signage, the exclusive Brunswick video display monitor system, you can capture guests' attention and cross-sell all of your offerings throughout the center, from concourse to restaurant and beyond. Give every guest the info

they need for an enhanced experience they'll appreciate. And it's all integrated with the Brunswick Cloud, so you set a schedule for various offers and displays and the system does the rest, automatically.

Applications:

- Set a schedule, and Sync automatically displays in-house ads for upcoming special events, food and beverage specials, pro shop deals, and other offerings
- Sell and display advertising for other companies, adding a new revenue stream for your center



CROSS-SELL ALL OF YOUR
OFFERINGS THROUGHOUT THE
CENTER WITH DIGITAL SIGNAGE



USE THE SYNC MEDIA MANAGER
TO CUSTOMIZE OR CREATE
FROM SCRATCH ALL OF YOUR
MARKETING CONTENT



The Studio East Cactus League Lane Assignments

Lane	Team Name	Team Number
1	Lucky Strike	155
2	Spitz Season	78
3	Live! on A Spare	202
4	Mortal Pins	125
5	Gutter Gang	10
6	Alley Cats	9
7	Pin Pushers	135



CHICKEN WINGS

at wings every Wednesday after 5 p.m.

The Studio East Lazer Tag Waitlist

Name

- 1 Waylon Dalton
- 2 Angela Walker
- 3 Mathias Little
- 4 Lia Shelton
- 5 Marcus Cruz
- 6 Eddie Randolph
- Joanna Shaffer
- Justine Henderson
- Timus Morrison
- Zimmerman



COME ON OUT!
Friends don't let friends bowl alone



alt tortilla chips served with our
Ranch

.99

Keep the good times rolling with **in-game ads, specials teasers, and service-expediting text messaging.**

Integrated In-Center Marketing

Above all, customers come to your lanes to bowl. Of course it's always nice if you can nudge them to spend more on food and drinks or other things while they're at it. That's why Sync includes two new functions to help you smartly cross-sell your other offerings while bowlers are in the middle of games. Plus, a third new Sync function works to make the bowling experience more trouble-free, encouraging customers to stay and play longer, spending more on every visit.

In-Game Ads

With Sync, you can now display ads on overhead monitors while games are in progress, instead of just between games or when a lane is off. Sync even lets you divide the monitor to scroll an ad across the bottom of a screen that's also displaying an active scoresheet. It's a surefire way to get more eyeballs on your ads — and ring up more sales.

Specials Teaser

There's a new 'specials' button in the primary navigation menu along the bottom of the scoring screen. Whenever a customer clicks on it, up pops a tastefully arrayed menu of current offerings. You can easily create and group these deals with ad modules you design in Brunswick Cloud.



A NEW SPECIALS BUTTON IN THE PRIMARY NAVIGATION MENU BRINGS UP A TASTEFUL ARRAY OF CURRENT OFFERINGS

Service-Expediting Messages

A new service button in Sync's main navigation menu brings up a list of service-expediting messages. Just by clicking on one, customers can send a text to the front desk saying "Ball Stuck," "Send Server," or other requests. Customize the list with your choice of three from a provided list and three you can craft yourself.





WITH SYNC, YOU CAN NOW DISPLAY
ADS ON OVERHEAD MONITORS WHILE
GAMES ARE IN PROGRESS



PROMOTE YOUR FULL MENU OF
OPTIONS WITH CALL-TO-ACTION
BUTTONS THAT SIMPLIFY USE

Why Sync?

It's the most robust, entertaining, and comprehensive bowling system ever developed.

Brunswick has created a system unlike any other in the industry, so you can provide your customers with an experience unlike any other in your market.

Sync is the fastest-selling scoring and management system in the bowling business, and for good reason. Developed with proprietors, for proprietors, Sync helps you automate key marketing functions, provides a powerful platform of management tools, and is the only bowling system built on leading-edge, cloud-based technology.

Experience Sync, and you'll experience:

- the highest customer satisfaction and retention levels
- the most advanced technology
- the most robust management tools
- the most effective, automated marketing program for building your business

All of which add up to the best possible bowler experience for your guests, ensuring they'll return again and again.



Improve scores, **virtually eliminate lane downtime for repairs**, and **make your center gleam for decades** to come with the best-selling bowling lanes ever made.

Synthetic Lanes

There is no mistaking the distinctive surface of Brunswick synthetic lane systems, and no way to overlook the exclusive advantages for bowlers and center owners alike. Whether you choose Pro Lane™ — the best-selling lanes of all time — or Anvilane™ — the solid value choice — you won't be disappointed. From the concrete floors up, Brunswick lanes are designed differently from competitors' lanes, resulting in stronger installations, fewer maintenance issues, and lower long-term costs.

Performance Advantages

- Exclusive I-joist-supported foundation provides outstanding dimensional stability, minimizing floor movement and resulting in less stress on the lane surface and fewer surface blemishes
- The only lanes built using Laminated Strand Lumber (LSL) underlayment board, which provides 2.5 times greater strength than fiberboard/MDF, resulting in greater uniformity/consistency than wood and greater moisture resistance
- Solid, phenolic construction virtually eliminates risk of delamination
- Bridged foul lines eliminate foul-line seams to provide greater strength
- Wider, 5-foot seamless textured approach eliminates slide-area seam to enhance structural integrity
- Anti-skid pin decks reduce standing-pin sliding and out-of-range pins
- Low-maintenance surface that's easy to condition and clean, with no resurfacing program required

Aesthetic Advantages

- Natural maple image provides a bright, light, attractive appearance
- Patented edge-to-edge and full-lane-plus-approach glow effect for an unbeatable Cosmic Bowling® experience
- Can be customized with lane graphics or your center logo to market your center in an innovative way. Contact your Brunswick representative for USBC®-approved options
- No Slip warning label. USBC-approved

Scoring Advantages

- Wide lane approach improves bowlers' footing and confidence
- Surface markings, such as release dots and lane arrows, work as great teaching tools and visual guides for bowlers
- Flatter, smoother surface for consistent/reliable ball motion
- Textured approaches for consistent sliding in a variety of conditions

Pro Lane

- Features extra-thick, 7/16" (1.11 cm) panels
- Covered by a lifetime warranty against delamination
- Includes patented down-lane markings to help bowlers develop precise break points and improve scores
- Patented, alternating light/dark board design, with every fifth board outlined
- USBC approved

Anvilane

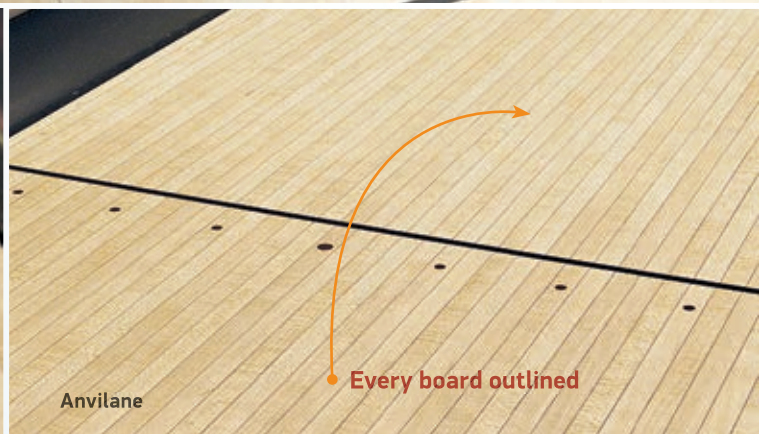
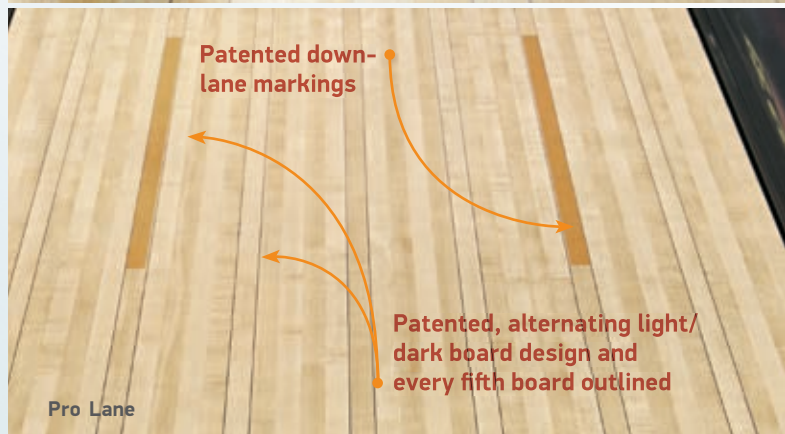
- Features 3/8" (0.95 cm) thick panels
- Covered by a five-year limited warranty against delamination
- Also available in non-glow
- Every board outlined
- USBC approved



Custom logo lanes ball return fill panel option, USBC approved



No Slip warning label, USBC-approved



Help your bowlers improve their scores with the unique patented features of Pro Lane™ — the bowler's choice.

The Bowler Benefits of Pro Lane

Using input from PBA members, proprietors, and bowlers, Brunswick has designed Pro Lane™ with innovative markings, better targets, and tracking points to benefit bowlers of all skill levels.

Making Spares

Zones created by Pro Lane's board lines define perfect zones for shooting spare combinations in the middle of the lane, and our unique down-lane markings make it easy to visualize the correct cross-lane ball paths for shooting corner pins.

Hitting the Head Pin

Brunswick added 14 unique board lines, exclusive down-lane markings, and alternating light/dark boards, creating new 6-inch target zones. The board lines run from the back of the approach to the pin deck, tying the dots and arrows together to help bowlers position their feet and focus on a target zone.

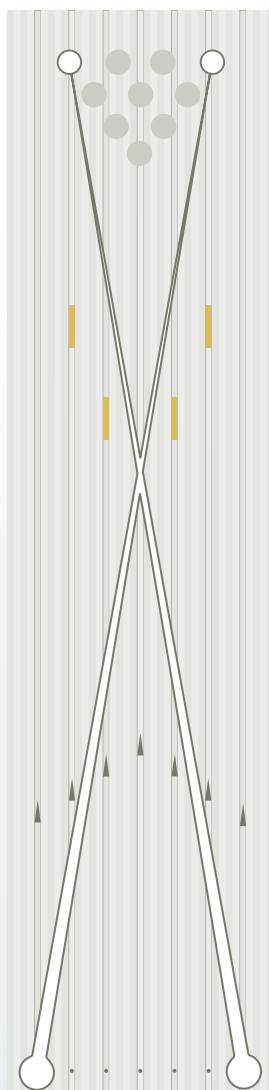
Determining Hook Power

Pro Lane's board lines and alternating light/dark boards help bowlers to determine their "hook power," or how many boards their ball covers from the foul line to the pins. This simple equation helps bowlers at any skill level to consistently hit the pocket.

Finding Break Points

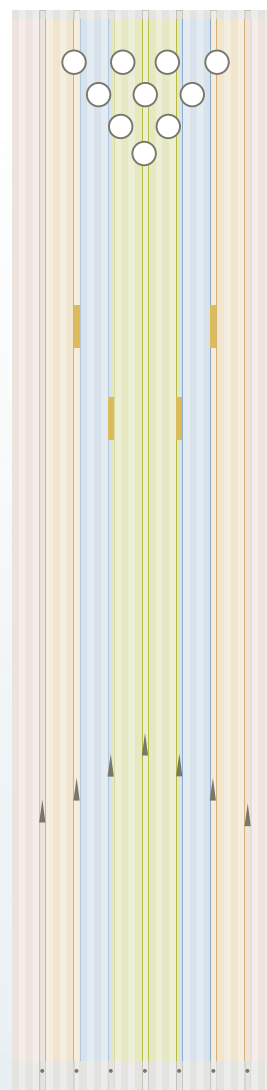
Our down-lane markings allow bowlers to identify their break points (the break point is where the ball leaves the conditioned portion of the lane and enters the dry portion, making a noticeable change in direction) and make the adjustments necessary to maximize pin carry.

Pro Lane's 5-foot-wide, textured approaches give bowlers a consistent slide and the confidence that comes from sliding comfortably on every shot.



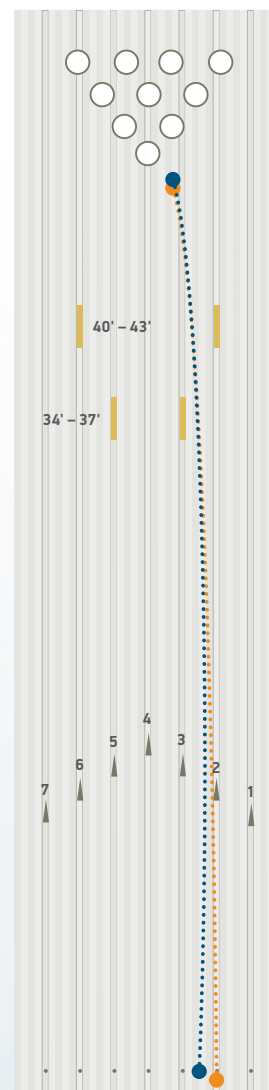
Making Spares

In spare shooting, the closer a pin is to the channel, the closer the bowler stands to the opposite channel. Brunswick added 3-foot dark boards at 34 feet to 37 feet, and from 40 feet to 43 feet. Both sets of down-lane markings help to define the target — giving bowlers a definite center-lane target for shooting spares cross-lane.



Hitting the Head Pin

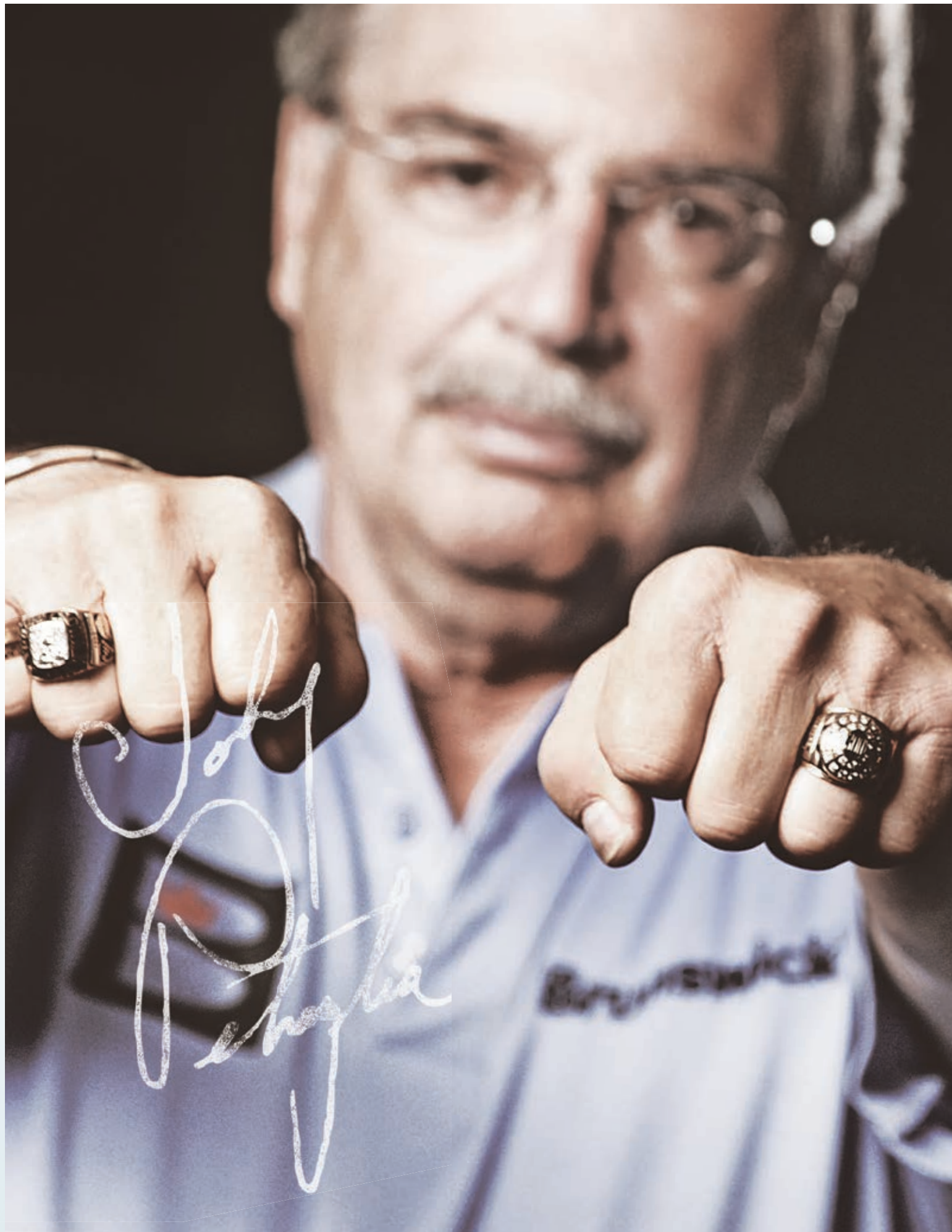
Instruct beginners to think of each zone as a different color. With this imagery, aiming is more accurate and spares are easier to pick up.



Determining Hook Power

Example 1: A ball released on the 10th board rolls over the 2nd arrow and then hits the pocket, the 17th board. The ball covered 7 boards for a hook power of 7.

Example 2: A bowler moves his or her feet to the 16th board, moving his or her eyes to the 13th board. The ball will roll 3 boards out and 4 boards back, covering 7 boards (3+4=7) for a hook power of 7.



The **Ultimate themed environment** that will create an **unforgettable bowling experience** for your casual bowlers.

Ultimate

Centers that want to create a distinctive themed environment for casual bowlers and families can create a custom, colorful design that's visible by day and also produces an ultra-cool glow effect under black light.

Features and Advantages

- Offers the same durable performance, beautiful appearance, and easy maintenance as Brunswick's premium synthetic lanes
- Ability to create a unique and extraordinary themed environment
- Differentiate your center from the competitors
- Give customers a more memorable, branded experience
- Exclusive process to apply photographic images, logos, and any design imaginable in both glow and non-glow
- Endless design possibilities with long-lasting imagery
- U.S. Pat. Nos. 8,636,602 and 8,435,128

Call your Brunswick representative to discuss USBC®-approved options.





Transform Lanes look and function as **normal lanes in natural light** but “transform” **under black light into unforgettable environments** with amazing graphic effects.

Transform

For centers that want to cater to serious bowlers for league and tournament play but also create an unforgettable cosmic experience for casual bowlers, choose Transform Lanes that look and function as normal lanes in natural light but “transform” under black light into unforgettable environments with amazing graphic effects.

Features and Advantages

- Offers the same durable performance, beautiful appearance and easy maintenance as Brunswick's premium synthetic lanes
- Ability to create a unique and extraordinary themed environment
- Differentiate your center from the competitors
- Give customers a more memorable, branded experience
- Exclusive process to apply photographic images, logos, and any design imaginable in glow environments
- Endless design possibilities with long-lasting imagery
- Ocean and Ignite available as standard designs
- USBC® approved
- U.S. Pat. Nos. 8,636,602 and 8,435,128



Ocean Transform lane under black light with Aquarium Masking Unit. Holder Family Fun Center, Hendersonville, TN

Ocean Transform lane under natural light with Aquarium Masking Unit



Ocean Transform lane under black light with Aquarium Masking Unit



Create a **unique experience** in your center and let your **lanes make a bold statement** with Colorfull lanes.

Colorfull™

For a more sophisticated feel, you can also create lanes in a wide variety of wood grain options or turn up the fun by creating bright, colorful lanes using almost any color in the spectrum.

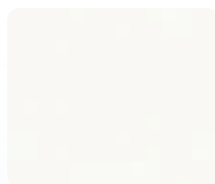
Features and Advantages

- Offers the same durable performance, beautiful appearance, and easy maintenance as Brunswick's premium synthetic lanes
- Ability to create a unique and extraordinary themed environment
- Differentiate your center from the competitors
- Give customers a more memorable, branded experience
- Can be coordinated with Lanescape® masking units and furniture
- All colors are USBC® approved



JB's on 41, Milwaukee, WI

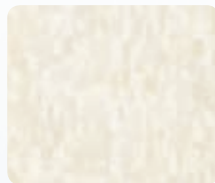
Colorfull color and wood grain color options



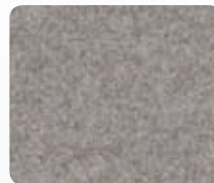
1 Ice White
Black Markings



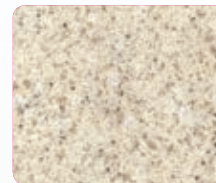
2 Wanderer
Black Markings



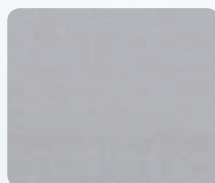
3 Vana
Dark Brown Markings



4 Gray Santos
Black Markings



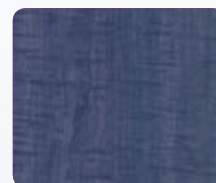
5 Rock Around the Clock
Dark Gray Markings



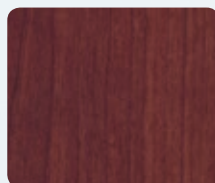
6 Silver Alumatex
Black Markings



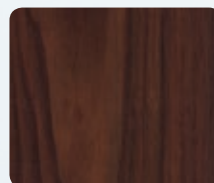
7 Oiled Cherry
Black Markings



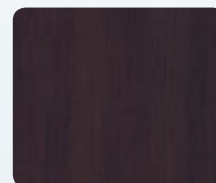
8 Singing the Chicago Blues
White Markings



9 Formal Mahogany
Squash Markings



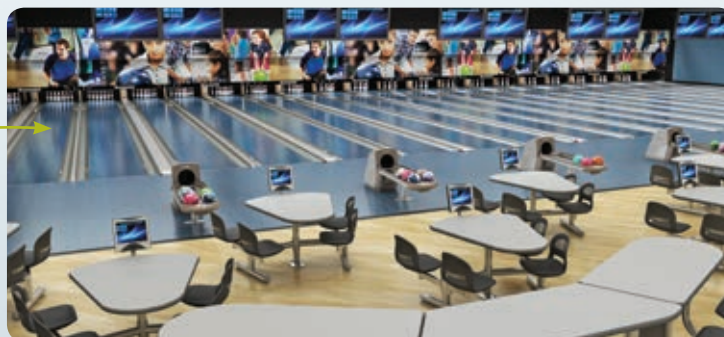
10 Gunstock Savoy Walnut
Wheat Markings

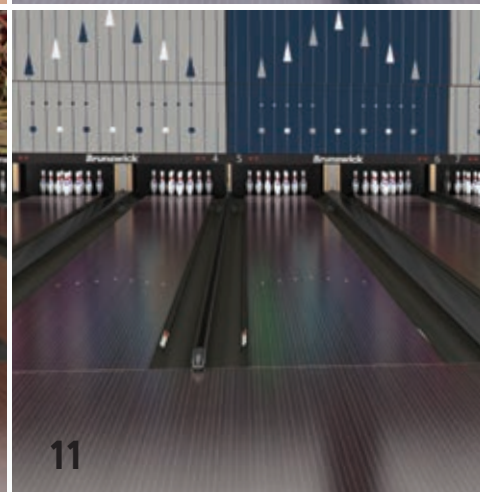
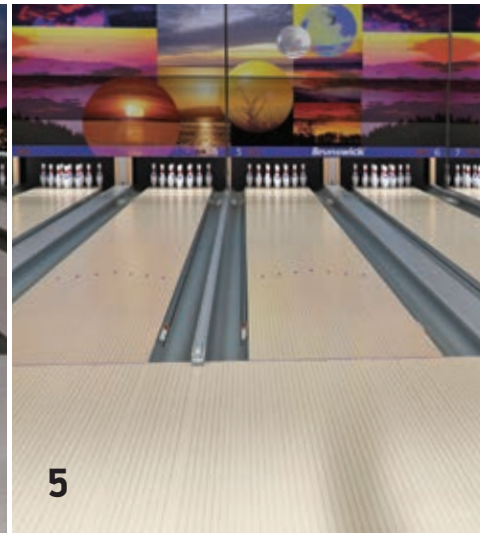


11 Witchcraft
Squash Markings

Don't Forget!

Visit www.brunswickbowling.com to view our coordinated Lanescape offerings with matching furniture, lanes, and masking units.





Complete your bowling lanes, **greatly expand their functionality and flair**, and properly care for them to **achieve maximum performance** and durability.

Lightworx® Division Lighting System

- Patented technology with 20 LED light modules in each division that produce a dazzling array of movement and vibrant color effects
- Combine 10 preset patterns and three different customizable sequences for a virtually unlimited selection of visual effects
- Sequences coordinate with different music tempos so lights and music can pulse synchronously
- Ability to combine these lights with the glow-light effects of Cosmic Bowling® to create an even more spectacular experience
- Upgrade your Vector® Plus scoring consoles with optional integrated lighting



Lightworx Division Lighting System

Lightworx Pin Deck Lighting

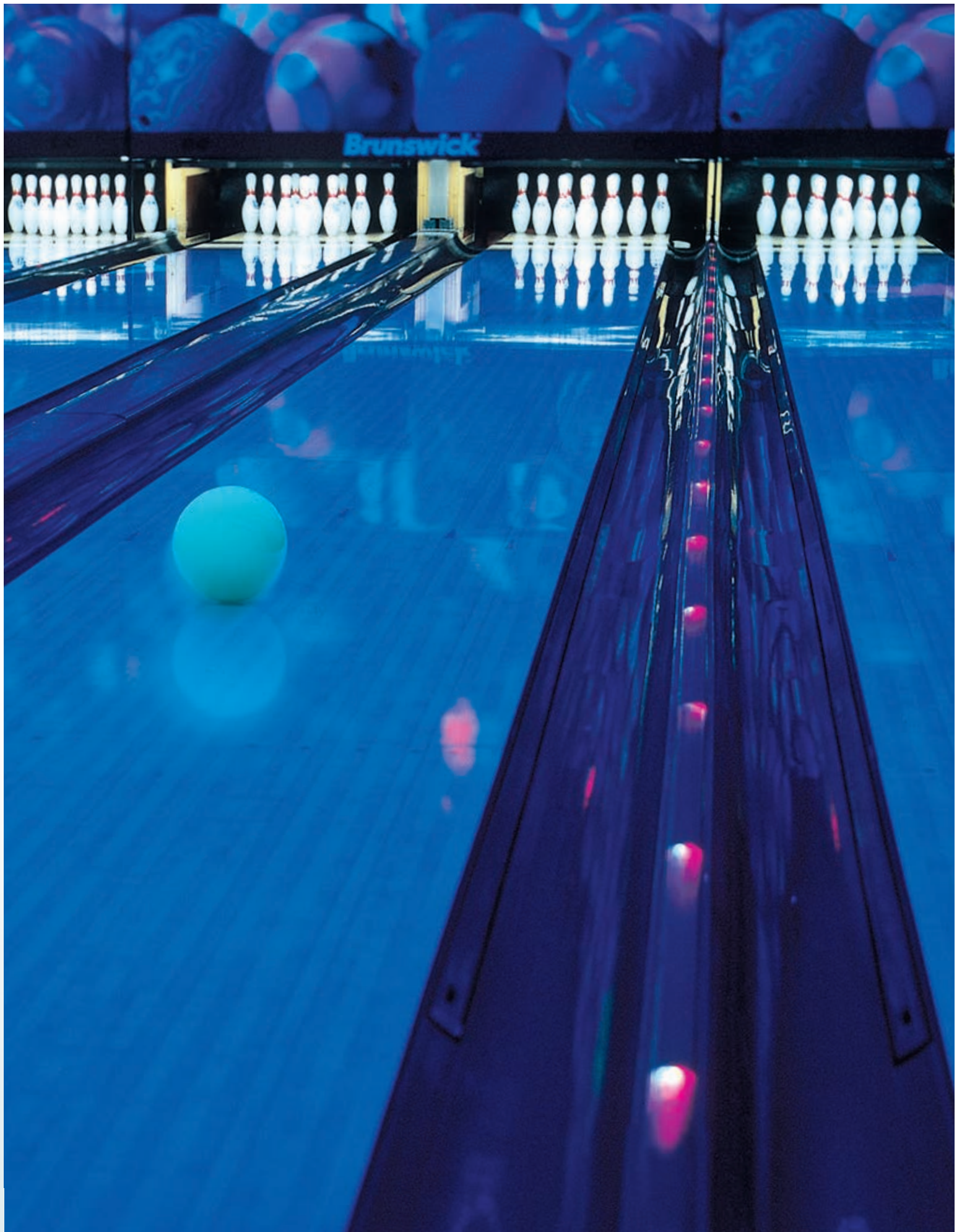
- Easily change the look and feel of your center to create a new experience and take Cosmic Bowling to a whole new level
- Use to quickly convert part of your center to a hybrid party room
- System comes preset with dozens of dazzling programs — which are added to regularly — and features multicolored lights with numerous preset and custom sequence patterns
- Each fixture contains 252 LEDs with nine programmable light clusters that display every color in the spectrum
- Fixtures have integrated microphones that can sync lights to music
- Requires only one independent power source for every 12–14 lanes and operates on very low power consumption
- Fixtures can be mounted to GS® Pinsetters in centers with Framework® scoring
- Fixtures can be mounted to GS or StringPin Pinsetters in centers with Vector scoring
- Fixtures can be self-installed in only 15–30 minutes per lane



Lightworx Pin Deck Lighting



Lightworx Pin Deck Lighting Fixture



Brunswick offers a **full range of integrated lane accessories** that are sure to give your lanes a polished look.

Ball Returns

- Feature permanent lubricated positive-lift elevators to keep the game moving even with high-performance balls on heavily conditioned lanes
- Hold up to 12 balls each (with the option to add more on racks below)
- Include integrated reset buttons and hand dryers
- Coordinate with Brunswick furniture and complement any center's décor
- Now available in black or graphite

Intellishield Ball Return Guarding System — **NEW**

- Intellishield improves center efficiency, provides added protection for your guests, and manages the number of bowling balls on your ball return
- Patent-pending design emits eight infrared light beams across the exit/opening of the ball lift to corresponding receivers
- Automatically shuts off the ball lift if a foreign object enters the opening or the ball rack is full
- Prevents injury by detecting fingers or hands entering the ball lift area
- Prevents overloading of the ball return that can cause balls to fall onto the floor (or a guest's foot)
- Improves center efficiency by automatically restarting when the obstruction or extra ball is removed, with no staff intervention required
- Integrates with the SYNC™ Scoring and Management System, which reports how often the ball lift is shut off
- Compatible with the Frameworx® ball lift and 8.5" bowling balls

Foul-light Systems

- Tel-e-foul™ infrared technology is compatible with all major scoring/lane systems
- Easily adjustable with built-in diagnostics
- Units are spring mounted to limit vibration
- Operate on 100-, 115-, or 230-volt power

Capping

- Constructed from high-strength PVC
- Provide easy access to ball return tracks without tools
- Now available in black or gray

Divisions

- Available in glow or non-glow graphite, or glow black inserts
- Ready for installing Lightworx® division lighting system

Pinball Wizard™ Automatic Bumper Rails

- Adds to the fun by preventing gutter balls
- Motorized rails automatically raise or lower for each bowler following player setup/input at beginning of game
- Enables adults to play on same lane as youngsters with rails automatically raised or lowered according to bowler up
- Control from the front desk or by bowlers using simple commands on the input keypad or LED display
- Stronger, longer-lasting rails with our patented curved front rails improve the system's durability by reducing the force of the ball
- Rails are supported by 30 heavy-duty uprights per side (60 per lane) to provide maximum durability
- Can be installed with any lane system
- Engineered for durability with heavy-duty metal gears within the motor assembly as well as metal uprights, actuator arm, and rail

Bankshot™ Manual Bumper Rails

- Value-priced system offers excellent durability and performance
- Stronger, longer-lasting rails with curved front rails improve the system's durability by reducing the ball's strike force
- Rails are supported by 30 heavy-duty uprights per side (60 per lane) to provide maximum durability
- Can be installed with any lane system



Ball Return



Capping



Pinball Wizard Automatic Bumper Rails

Colorfully and unmistakably decorate your center with these Masking Units, sure to **capture bowler attention and heighten the all-around experience.**

Lanescape® Masking Units

- Units span every two lanes, covering adjacent pinsetters
- Long-lasting, accurate color that will stay that way for years
- Superior glow effect provides for a more intense Cosmic Bowling® experience
- Improved print quality with higher resolution ensures that the printed image is representative of the actual artwork
- High-definition resolution is perfect for incorporating photographic imagery into custom designs
- Choose from a wide selection of Brunswick designs
- Scenes can repeat every two, four, six, or eight lanes, or run continuously across all lanes
- Two-sided/easily reversible — doubles your image flexibility with panels that easily flip over
- Slide-up design — lower panels slide up easily for access to pinsetters at any time
- Easy lane identification — glow lane numerals, plus first and second ball lights

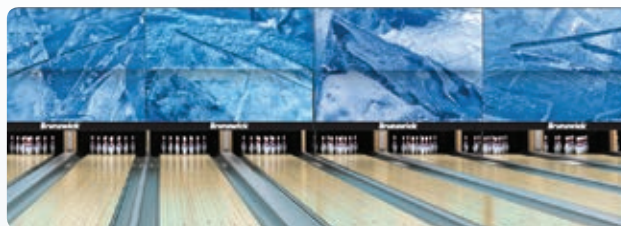
Custom Masking Units

- Create a custom design with your own artwork, graphics, photos, and type

Go to www.brunswickbowling.com to view all masking unit options and a gallery of installations.



Vintage Marquee



Ice



Paragon



Vanity Plate

Don't Forget!

Visit www.brunswickbowling.com to view our coordinated Lanescape offerings with matching furniture, lanes, and masking units.



Bohemian Bowlers



High-definition resolution is **perfect for incorporating photographic imagery** into custom designs.

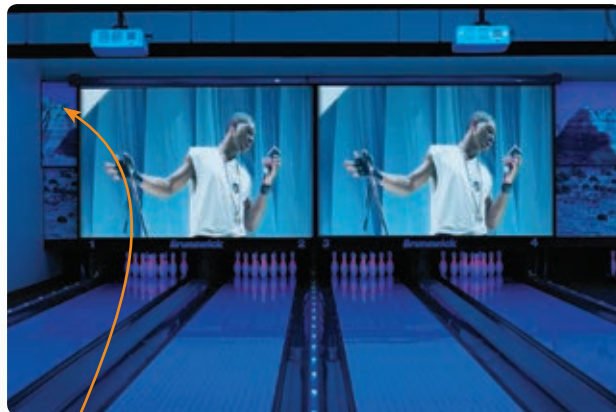
LANESCAPE VIDEO MASKING UNITS

Keep your center pulsating with these can't-miss **panoramic video screens** projecting your choice of **ever-changing and always-compelling entertainment**.

Landscape® Video Masking Units

- New jumbo video screens span every two lanes, covering adjacent pinsetters
- Projects your choice of entertainment: Entertainment Network, Interactive Games, Digital Signage, satellite TV, and sporting events
- Motorized screens raise and lower with the touch of a button from the front desk to maintain easy access to pinsetters
- Can be installed over existing masking units
- Staggered, overlapping screen configuration is virtually imperceptible from bowlers' vantage point, yet works to eliminate the visual gap between screens, maximizing the screen area and enabling projection of large, uninterrupted scenes
- Easy-to-use front-desk controls enable programming selection screen by screen or for the whole center
- Commercial-grade projectors support widescreen resolutions along with the increasing demand for HD signals

Go to www.brunswickbowling.com to view center installations.



Installs over existing masking units for maximum flexibility



Outstanding performance, flexibility, and show-stopping style. **Give every customer the best seat in the house with Center Stage.**

Center Stage™

Center Stage modular bowling furniture includes a wide variety of components that can be arranged in practically infinite ways to meet your center's needs.

Modular Seating Sections

- Variety of section sizes and shapes lets you set up the bowler areas and concourses in virtually unlimited ways — arrange in straight runs, semicircles, or ovals
- Multiple configurations for 9', 12', or 15' deep bowler's areas with variable configurations for 3-to-6 seats per lane
- Freestanding ottomans add a seat wherever needed
- Available integrated tabletop option replaces one-person seat cushion
- Modwall option attaches behind corner seating section for two additional seats per lane
- Extra durable construction with 7/8" upholstery-grade plywood frame
- Upholstered in heavy-duty, contemporary fabrics that are water/stain-resistant and meet BS5852 and EN1021/1-2 cigarette-match fire codes
- Numerous standard upholstery patterns and colors to choose from
- Sofas are easy to move and feature a 6" leg height and open space between seat and back rest, making cleaning a breeze
- "Ganging" bracket easily locks into place, keeping furniture neatly and securely aligned
- Removable seat cushions allow for in-center replacement
- Tiered pricing to meet multiple price points

Freestanding Tables — **NEW**

- Freestanding rectangular, super ellipse, ellipse, circle, and square
- Freestanding standard, bar-height, and coffee tables available in several sizes and shapes
- Use with several freestanding seating options
- Available in six standard finishes

Coffee Tables

- Center "fin" clearly divides the tabletop area between two lanes
- Built-in shelf on both sides is ideal for storing shoes, purses, bags, and other personal items
- Available with UL-listed power/USB option for charging phones or tablets (optional in the US and limited availability in other countries)
- Optional dual LED Sync tablet or keypad scoring consoles
- Center cavity provides organized, concealed wire management
- 3-D laminate top for long-lasting, durable performance
- Available in widths of 36" and 27" in six standard finishes

Modular Wall Units — **NEW**

- Variety of tabletop shapes: kidney, rectangular, round end, and trapezoid
- Optional built-in house ball rack, made for the freestanding modwall only, holds up to 18 balls
- Includes coat hooks
- Use with several freestanding seating options
- Available in six standard finishes

Bar Stools and Table Height Chairs

- Available in six attractive styles, each in matching fabrics and finishes with Center Stage sofa section seating
- Seat-back models: Jill, Mama Melissa, and Artisan; backless models: Mia, and Ava; ladder back
- Available in six standard finishes

Ball Storage — **NEW**

- Tabletop surface provides additional space for food and beverage
- Available in six standard finishes
- Oval ball rack
- Inline and curved

Standard Finishes

Sugar Maple,
Honey Maple,
Oiled Cherry,
Formal Mahogany,
Gunstock Savoy
Walnut, and
Witchcraft



Call your
Brunswick
representative
to order laminate
samples. See
pg. 74 for
laminate color
options.

Don't Forget!

Visit www.brunswickbowling.com to view our full Center Stage product line and coordinated Lanescape® lanes and masking units.



Ladder Back and Harbor Bar Stool



Mama Melissa Chair and Bar Stool



Bench Seating

Reserved for you

Restaurant Furniture

Brunswick is committed to being your one-stop shop to furnish your center. Well known for making bowling furniture built tough to stand the test of time, Brunswick is now offering restaurant furniture with the same durability and performance that comes with the Brunswick name. Introducing our restaurant furniture that coordinates with both Center Stage™ and Frameworx®. With 65 options that include coffee, standard, and bar-height tables, we are sure to have what you need. Add any of our coordinating seating and create a comfortable yet durable environment for your guests. We also have booth options that will cozy up your restaurant/bar area. With highly durable fabrics that have proven to perform beautifully in the bowling environment, it is an easy transition to your eating area.

Don't Forget!

Visit www.brunswickbowling.com to view our full Center Stage product line and coordinated Lanescape® lanes and masking units.

Built-in booths can be customized to fit any space



Durable cast iron base



Our Leveling glides make sure your table is always in balance on the most uneven surfaces



Ability to bolt furniture to the floor for safety and a tidy-looking space



Our contoured 3-D laminate tabletop eliminates seams that accumulate dirt and bacteria, and features the highest level of durability.

CENTER STAGE FURNITURE

**On course with your
concourse furniture.**

Concourse Furniture

Brunswick's Center Stage™ has endless options to outfit your concourse or lounge areas. Choose from our 12 modular seating pieces to create a custom configuration, or for a more classic feel, check out our sofa, love seat, and chair offerings. Coordinating tables and sophisticated ball storage solutions complete your furniture needs. With our durable fabric and vinyl options, your center will have a cohesive look and feel, from pinsetter to bar.

Don't Forget!

Visit www.brunswickbowling.com to view our full Center Stage product line and coordinated Lanescape® lanes and masking units.



Bowling furniture that impresses even the toughest critics — roll after roll, night after night.

Durability and Comfort

Brunswick offers the industry-leading 10-year limited warranty on our Center Stage™ modular furniture. The robust construction delivers maximum durability to perform for years, even in harsh bowling environments. Every component has been tested and passed BIFMA Plus standards at a certified independent laboratory.

Center Stage modular furniture provides ergonomic comfort with lumbar-sloped backs and spring support seats that encourage customers to spend more time and money in the bowler area.



Don't Forget!

Go to brunswickbowling.com to view more center installations.

No-sag springs and premium foam used in Center Stage is more durable, providing years of comfort and virtually no maintenance costs.

The innovative leg design allows the legs to be easily attached to the floor and leveled. Multiple furniture pieces can be attached together with an easy-to-use ganging bracket, creating a stable and secure furniture system.

Metal-to-metal connection points in all critical areas.



Quarter moon seat, double seat, and corner unit with incorporated Thermofoil™ tabletop Momentum Scape Pitch fabric, seats are Sand colored Spirit Millennium Naugahyde vinyl, and table finish is Witchcraft



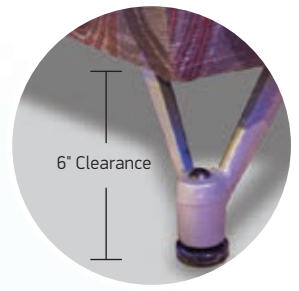
Sewn corners are properly finished and are not susceptible to bowler damage.



The commercial-grade fabrics and premium grade of Naugahyde outperform the leading competitor and look great doing it.



With its thicker seat and ergonomically correct back height, as shown against our competitor, Center Stage is built to provide a comfortable seating environment. The taller back also provides just the right amount of separation for privacy between lanes.



Multifunctional legs keep Center Stage 6" above the floor — designed specifically to allow cleaning equipment easy access.

CENTER STAGE FURNITURE

Still the **Center of Attention**

Center Stage™ modular bowling furniture gets rave reviews from customers for superior comfort, looks, and convenience, as well as from center owners for outstanding performance, flexibility, and show-stopping style. Replace outdated furniture with Center Stage to beautifully modernize your entire center. Make your VIP boutique section stand out. Or install Center Stage throughout a new center to give every customer the best seat in the house.

Center Stage includes a wide variety of components — sofa seating sections, coffee tables, freestanding bar stools, modular wall units, and more — that can be arranged in practically infinite ways to meet your center's needs. Make quick set changes in minutes to set up for league bowling one day, a party on several lanes that night, and open bowling the next day. Its modularity and easy reconfigurability let Center Stage play multiple roles, supporting single-lane privacy or multi-lane interactions.

Finally, Center Stage offers a wide repertoire of fabrics, finishes, and optional features that make it an even more versatile and popular performer.

Don't Forget!

Check out our website for more products:
brunswickbowling.com/products/furniture/center-stage/



Chair with Platinum fabric and Sky Blue vinyl



Sofa with Strut Zeal fabric and Black vinyl



Double high-back with Artichoke and Adobe White vinyl



Corner Unit with Amuse Poppy fabric and Black vinyl featuring Incorporated Thermofoil™ table with Witchcraft laminate



Modular Table with Taigal fabric and Oiled Cherry laminate



Curved ball rack (15 balls)
— finish is Oiled Cherry



36" x 48" Coffee Table with Sugar Maple laminate and scoring display



27" x 48" Super elliptical Coffee Table with Oiled Cherry laminate



Love Seat with Free Orbit fabric and Arioso Tuscany vinyl



Triple Seat with Synergy Sandstone fabric and Mocha vinyl



Double Seat with cloth zest and 97 Arioso Natural vinyl



Single Seat with Synergy Otter fabric and Arioso Sienna vinyl



Ottoman with Arioso Sienna vinyl



Wedge Ottoman — tucks neatly behind the Corner Unit for adaptable seating



Half Moon Seat with Knack Zest fabric and Doe vinyl; also available in tabletop option



Quarter Moon Seat with Strut Engine fabric and Black vinyl; also available in tabletop option



End lane ball rack (12 balls) — finish is Formal Mahogany



Round end modwall with ball storage (9 balls) — finish is Sugar Maple



Trapezoid modwall with ball storage (12 balls) — finish is Honey Maple



Elliptical modwall with three-tier ball storage rack (36 balls); finish is Gunstock Savoy Walnut



Bar-height rectangular table with Witchcraft finish



Attached, Single Modwall with spill retainer in Honey Maple laminate



Attached, Double Modwall with spill retainer in Oiled Cherry laminate

Center Stage™ Spotlight on House of Pinz

- Traditional center modernized in 2014
- 12,000 sq. ft. with 8 total lanes
- Corner Unit with Double Seat in Catalog Bark /Chestnut
- Attached Modwall in Honey Maple
- Wide Coffee Table in Honey Maple
- Metal Finish in Black Wrinkle
- Mia Bar Stools in Chestnut

Don't Forget!

Visit brunswickbowling.com/photo-gallery/ to view more stunning center installations.



CENTER STAGE FURNITURE

Center Stage™ Spotlight on Wamesit

- Double Seat with Twist Vellum Fabric and Oak Vinyl
- Coffee Table in Haute Gray
- Colorfull™ Lanes in Gunstock Savoy
- Masking Units — Custom Graphic

Don't Forget!

Visit brunswickbowling.com/photo-gallery/ to view more stunning center installations.



Choose this classic and continuously updated furniture line to deliver **comfort, style, strength, and durability** while maximizing the flow and functionality of your center.

Frame**worx**®

Frameworx has revolutionized the way centers function today. Customer-friendly seating and configuration flexibility have removed old barriers and allowed centers to improve traffic flow and free up valuable concourse space for additional revenue generators such as amusements, restaurants/snack bars, etc. Updated to include stylish new features — attractive silver weldments, wood grain laminates, and bar-style wood seating — Frameworx can help you increase customer comfort and convenience while improving center sales performance and profitability.

Tabletop Seating

- Triangular and oval tables with attached seating provide bowlers and spectators a comfortable place to gather, talk, eat, drink, and watch the action
- Oval tabletops are available in two sizes with four swing and swivel attached seats
- Triangular tabletops provide a great view of the action from every seat, with four swing and swivel attached seats
- Optional patented table-mounted scoring console with LED display or keypad

Modular Wall Units

- Provide long, elevated bars at which bowlers and spectators can sit, watch the action, and enjoy refreshments
- Variety of tabletop shapes: rectangular, rounded end, trapezoid, and triangular
- Optional seating: swing and swivel or freestanding bar stools
- Optional features: integrated ball racks, foot rails, coat hooks, trash receptacles

Twin-Bench Seating

- Bowling center furniture staple provides ample seating without taking up too much floor space
- Two fixed seats per unit
- Options: post-mounted drink holders and end tables

Cocktail Tables

- Add table space wherever and whenever needed
- Coordinate with freestanding seating for added customer comfort
- Bar and table heights available
- Available in a variety of attractive standard and glow-in-the-dark tabletop laminates

Freestanding Seating

- Chairs that can be easily moved, added, or taken away, wherever and whenever needed, to accommodate customers and the changing needs of events in a center
- Contoured seats for more comfortable, ergonomic seating
- Bar height model with foot rail works with cocktail tables and modular wall units
- Table height model provides additional pull-up seating at tabletops

House Ball Racks

- Super-functional and stylish storage for house balls
- Tabletop options for handling food and beverage items, mounting integrated scoring consoles, or for bowlers to rest their things on
- In-line tabletop, three-rail model holds 12 balls
- Round tabletop and circular rack models hold 18 balls
- Optional table-mounted scoring console available for circular ball racks



Call your Brunswick representative to order fabric samples. See pg. 74 for laminate color options.



Modular Wall Units in Rosewood



Freestanding Seating in Dark Cherry



Twin-Bench Seating in Blaze Orange



House Ball Rack in Rosewood



Don't Forget!

Visit www.brunswickbowling.com to view our full Frameworkor® product line and coordinated Lanescape® lanes and masking units.

FURNITURE FINISHES

Frameworkx® Celebration Tabletop Laminate and Accent Colors



Daffodil and
T-Molding

Blaze Orange and
T-Molding

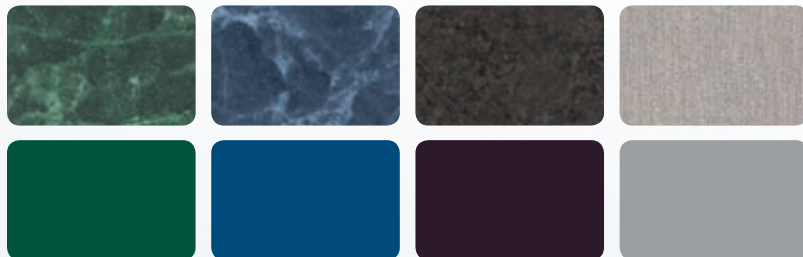
Malachite and
T-Molding

Violet and
T-Molding

Slate and
T-Molding

Glow-in-the-Dark Design

Frameworkx Manhattan Tabletop Laminate and Accent Colors



Jade and
T-Molding

Navy and
T-Molding

Eggplant and
T-Molding

Silver II and
T-Molding

FYI

Samples

Call your Brunswick representative
to order fabric samples.

Chair Finishes

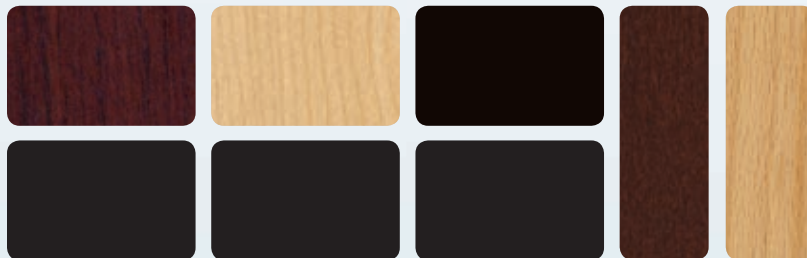
Frameworkx Premium chair finishes are an exact match.

Laminate and Accent Colors

Frameworkx Premium laminates are
complementary but not an exact match.

Frameworkx Premium Tabletop Laminate and Accent Colors

Chair finishes



Rosewood and T-Molding

Maple and T-Molding

Black and T-Molding

Dark Cherry Natural

Center Stage™ Tabletop Laminate Colors



Sugar Maple

Honey Maple

Oiled Cherry

Formal Mahogany

Gunstock Savoy Walnut

Witchcraft

Weldment — Black

Weldment — Grey

★ Custom finish solutions also available.
Contact your Brunswick representative for more information and to receive a quote.



Keep your lanes running nonstop with the legendary reliability and performance of the latest generation of **Brunswick GS® Series pinsetters** — the undisputed frames-per-stop champion.

GS-X™ Pinsetters

The GS-X pinsetter raises performance and reliability levels while lowering costs for energy, parts, and maintenance to provide you with a faster return on your investment. Brunswick's years of experience, advanced engineering, and integration of new technology have made the GS-X the industry's premier pinsetter.

Unsurpassed Performance

- GS-X pinsetters are the most reliable pinsetters ever, with the highest frames-per-stop (FPS) rating in the industry
- The unsurpassed reliability of GS-X pinsetters means happier bowlers, resulting in increased lineage, bowler retention, and revenue
- On-demand pin setting appeals to serious bowlers by allowing centers to offer spare practice with any pin combination

Amazing Performance Statistics

- Weekly performance of GS-X pinsetters at a recent USBC® event averaged more than **8,500 FPS**, with the remarkable average of more than 10,000 FPS on 280,000 frames of play during one week (about 40,000 frames per day of play)
- At the 2009 World Tenpin Bowling Association Women's Championships, the GS-X achieved an unprecedented 31,000 FPS throughout the entire event
- One of the world's busiest centers reports that its GS-X pinsetters are still going strong after 2 million frames played — that's 30 years of use for the average center

Lower Energy Costs

- Runs on three-phase power
- Requires only one power source per two pinsetters
- Motors run only when needed
- Can reduce power usage by up to 10%

Less Labor and Lower Maintenance

- GS-X pinsetters are mechanically simple, making them easier to train on and operate
- Fewer moving parts susceptible to wearing out or failing, compared to competitors' models
- Troubleshooting is simplified with integrated self-diagnostics and easy-to-read LCD displays
- Potential parts savings of up to 40% per year, resulting in tens of thousands of dollars saved
- Centers report savings from 30% to 40% per year after replacing an older pinsetter
- GS-X is designed to handle pins gently so they don't have to be replaced as often, resulting in fewer pin nicks or gouges

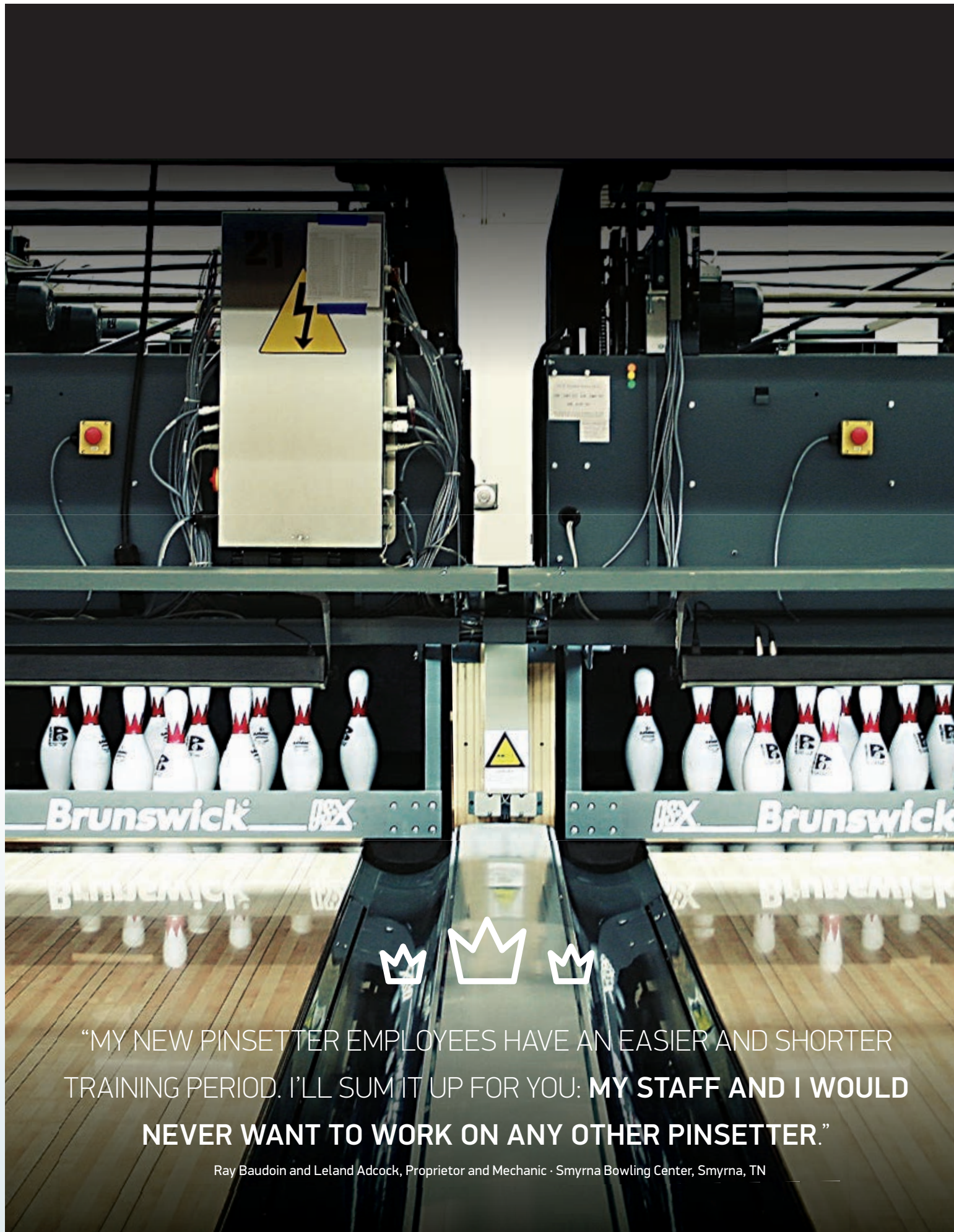
Genuine Brunswick Parts

- Brunswick offers a comprehensive line of GS-X, GS series, and A-2 pinsetter parts, built on precision engineering and real-world experience to ensure peak performance
- OEM parts specially designed for your pinsetter are available from your local certified Brunswick distributor

To find a distributor near you, go to www.brunswickbowling.com/contact/sales-rep or call our toll-free, 24-hour hotline at 1-800-937-2695. For a comprehensive listing of Brunswick parts and other helpful information, go to www.brunswickbowling.com/parts. There, you can download the Genuine Brunswick Parts catalog and Quality Bowling Products catalog under the Related Info drop-down menu.



GS-X™ PINSETTERS ARE THE
EXCLUSIVE PINSETTERS OF
THE USBC!



“MY NEW PINSETTER EMPLOYEES HAVE AN EASIER AND SHORTER
TRAINING PERIOD. I’LL SUM IT UP FOR YOU: **MY STAFF AND I WOULD
NEVER WANT TO WORK ON ANY OTHER PINSETTER.**”

Ray Baudoin and Leland Adcock, Proprietor and Mechanic · Smyrna Bowling Center, Smyrna, TN

Protect your personnel while making pinsetter maintenance more convenient with **the industry's most sophisticated, trusted, and best-selling safety system.**

GS® Series **Safety Guarding**

Brunswick's optional* advanced safety guarding solutions with the latest state-of-the-art technology are designed to work with all new and existing GS series pinsetters.

System Design Considerations

- Designed by Brunswick engineers during thousands of hours in consultation with workplace safety regulators, expert pinsetter mechanics, and bowling center owners
- Cellular design isolates the pinsetters to prohibit entry while power is on, yet provides maintenance personnel with full and convenient access once power is off

Operational/Safeguard Advantages

- Combination of photo-sensor light beams and interlock switches immediately turns off power to the pinsetter when a masking unit is lifted, when a rear access door is opened, or when the pinsetter is approached from the front
- Guards prevent access, yet allow maintenance personnel to view all parts of the machine
- System operations and diagnostics are accessible with the convenient external rear controller
- Optional front walkway allows convenient access to all areas of the pinsetter once power is off
- CE safety controller connects to all sensors and interlocks
- Also compliant with the workplace safety requirements of the European Union (EU)

* Consult with a local health and safety authority for confirmation on the equipment required for your area.





Photo-Sensor Light Beams



Interlock Switch

Perfect for smaller venues. **Get the full experience of bowling at a lower cost.** Built with the same reliability and performance you expect from Brunswick.

StringPin

The StringPin pinsetter provides a low-cost alternative for bars, resorts, community centers, and small entertainment centers that want to add the fun of bowling without the added maintenance and power costs associated with traditional pinsetters.

Engineered to provide the real experience of bowling, the StringPin pinsetter uses the same Brunswick pins as regular pinsetters, providing great pin action and scores. Recreational bowlers will enjoy the game of bowling, just as they would with a traditional pinsetter.

The easy, low-maintenance StringPin pinsetter is ideal for home bowling lanes, too.

Versatile

The simplicity of the Brunswick StringPin pinsetter makes it extremely versatile.

It is lightweight and compact enough to fit in many residential homes and basements, yet so durable it can be used in busy commercial environments, such as bars, resorts, community centers, and small entertainment centers*.

Two lanes can fit within a 136" x 90" space; however, additional space is typical for a seating area. Shorter lengths are possible if regulation length is not important. The StringPin pinsetter weighs 25% less than traditional pinsetters.

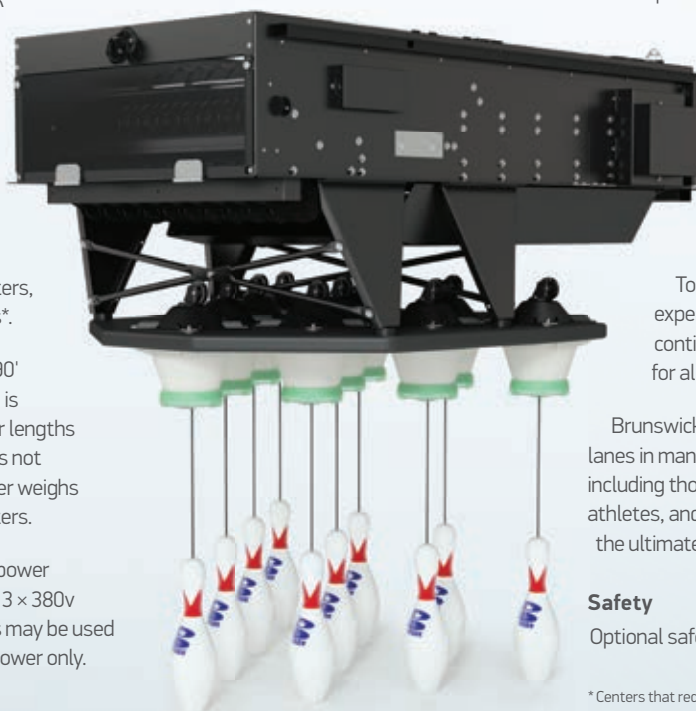
The StringPin pinsetter has two power options: three-phase 3 x 208v or 3 x 380v (International). Power converters may be used for locations with single-phase power only.

Reliable

Nobody knows pinsetters like Brunswick. In fact, Brunswick pinsetters have been around for more than 50 years and continue to serve many bowling centers today. The quality behind the StringPin pinsetter is no exception. This time-tested, proven design provides you with the reliability and performance you expect from Brunswick.

The "strings" used to control the pins aren't really strings. Made from heavy-duty black nylon cord, the "strings" blend in with the background, making them practically invisible.

Backed by a rock-solid warranty, all StringPin pinsetter components are covered for one year, when installation is completed by an authorized installer.



Brunswick products are installed by skilled, authorized installers who are held to stringent guidelines and are subject to random quality audits to ensure that each installation meets the industry-leading standards of Brunswick.

To maintain product installation expertise, Brunswick conducts continuous installation training for all authorized installers.

Brunswick has installed bowling lanes in many homes around the world, including those of celebrities, professional athletes, and those who simply desire the ultimate home "recreation" room.

Safety

Optional safety system available**.

* Centers that require USBC certification should purchase GS*-X.

** Consult with a local health and safety authority for confirmation on the equipment required for your area.



STRINGPIN PINSETTER

Easy, Economical, and Efficient

The simple design of the StringPin pinsetter makes it easy to operate and maintain. Cleaning is simple, and the machine's compact design allows easy access to maintenance areas.

The StringPin pinsetter is very economical compared to traditional pinsetters. StringPin requires fewer parts and adjustments, eliminating the need for a specialized mechanic and reducing labor costs.

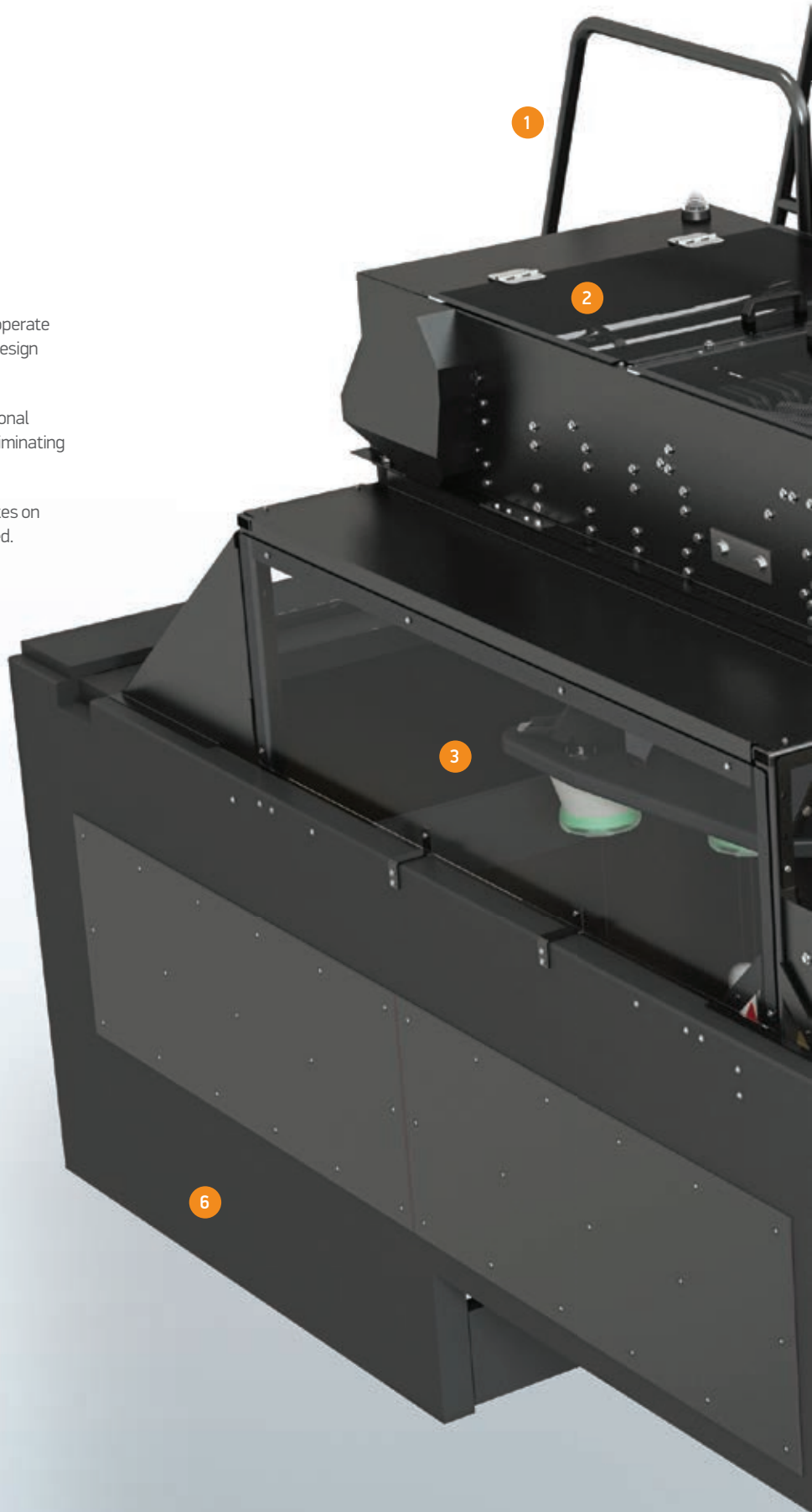
The efficiency of the StringPin pinsetter can't be beat. It operates on one three-phase motor per machine, which runs only as needed.

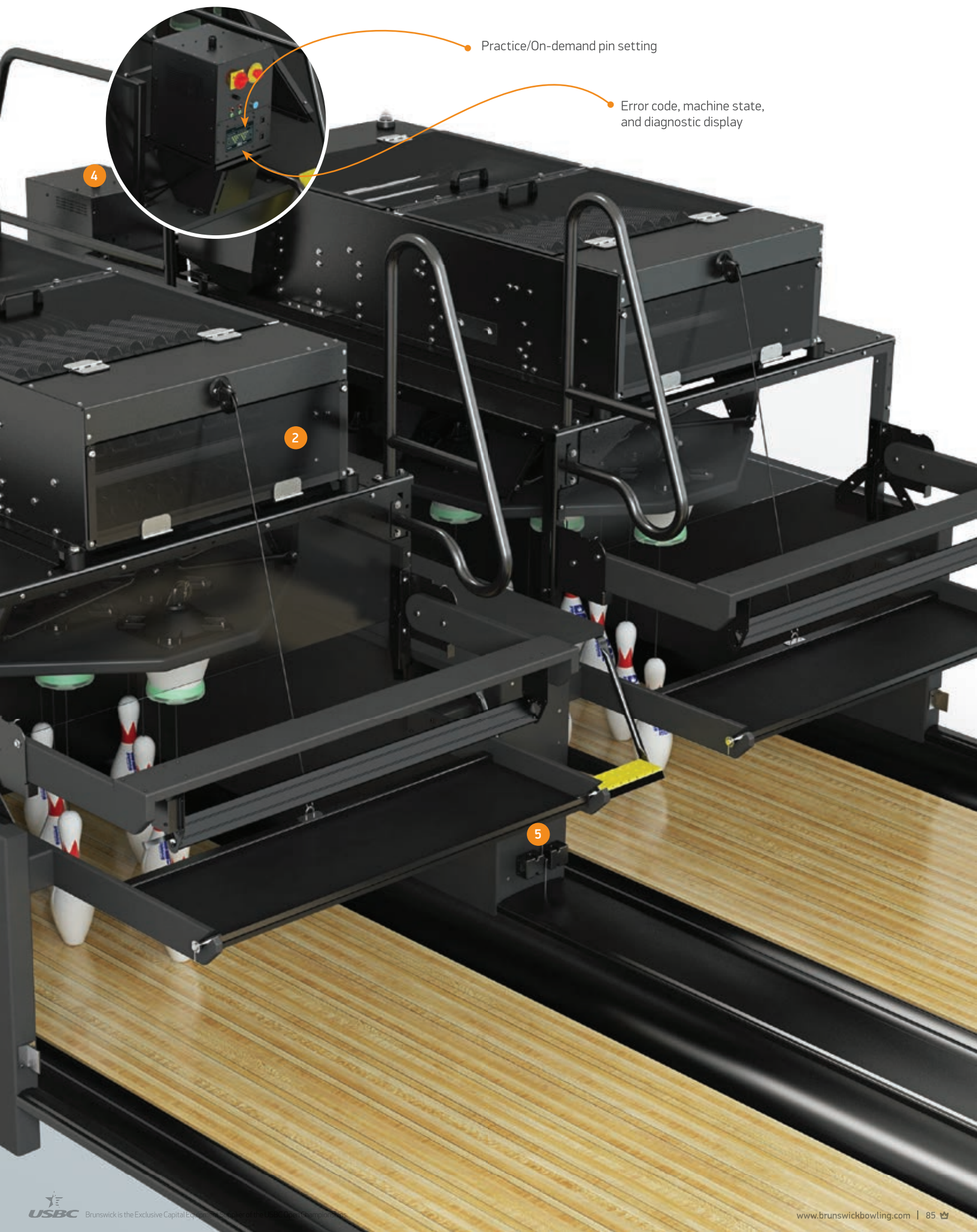
Requiring a minimum of one 10-amp breaker per pair, this machine is highly efficient, further reducing your power consumption and lowering your operating costs.

Brunswick has the only StringPin pinsetter in the industry that comes standard with a white/UV LED pin deck light. No fluorescent tubes to change or dispose of. LEDs provide lower energy consumption and superior light quality, and last longer. Old pins even appear newer under the LED lights.

Features

1. Front and back rails combined with a 19.68" (500mm) walkway allow easy access for service. Includes rear ladder and front step.
2. Covers keep dust and dirt out of machine's moving parts.
3. Safety guarding with interlocked covers are available for markets with stringent safety regulations.
4. 360 controller:
 - 7" LCD touch screen
 - Multiple modes of operation
 - Scorer
 - Ten Pin
 - Practice/On-demand pin setting
 - Cleaning
 - Diagnostics
 - Error code, machine state, and diagnostic display
 - Vector and Sync scoring compatible
 - Smart controller is shown in the standard position affixed to the back of the pinsetter. Optional front mounting is available. Hand rails and step are removed.
5. Single ball detect.
6. Black pit hides strings.





Practice/On-demand pin setting

Error code, machine state,
and diagnostic display

Keep your lane conditions consistent and your bowlers happy with **Direct+ Conditioning** — the new standard in lane maintenance.

Lane Machines

For over 55 years, since the introduction of the B90 oiling machine in 1962, Brunswick has been a leader and an innovator in automatic lane maintenance systems. And we've learned a lot along the way.

Direct+ Conditioning Sets the Standard

When you talk about lane maintenance, you're only as good as your conditioning system. With over 1,500 lane machines in use featuring Direct+ Conditioning, Brunswick delivers the industry-leading performance bowlers have come to expect.

Direct+ applies conditioner simultaneously across the entire lane through 39 individually controlled Accu-ject® injectors. Direct-to-lane application for each board provides unmatched consistency — no zigzags or multicomponent transfer systems to blur the results. With Direct+ Conditioning, you know the right amount of oil is on the lane exactly where you want it, regardless of lane topography.

Envoy®

The Envoy, our newest lane machine, is a state-of-the-art system centered on your needs.

- Direct+ Conditioning, with its direct-to-lane conditioner application, takes away the variation that comes with transfer system machines
- Despite its sophistication, the six-button Graphical User Interface (GUI) makes the Envoy simple to program and easy to operate
- Envoy's cleaning system, featuring a unique V-shaped squeegee, ensures that your lanes are thoroughly clean so the shot is consistent

- FlexPower gives you the option of running on AC or two different types of battery power, whatever your center needs
- Since it requires only five minutes of daily maintenance and comes with a two-year warranty, the Envoy is easy to operate and maintain

Today's center requires an intelligent machine that is so simple to operate that a new employee can run the lanes. Envoy has everything your center needs and the ability to create any shot your bowlers expect. It is truly a system centered on you.

Authority22®

The Authority22 is in use in over 1,000 centers worldwide. Released in 2005, the Authority22 set the new standard in lane maintenance. The Authority22 features Direct+ Conditioning as well as many of the same features found in the Envoy. The corded design makes it a great machine for large centers as well as those that need state-of-the-art conditioning on a tighter budget.

Phoenix® LT4

The Phoenix LT4 is an efficient and affordable solution for your small center's lane maintenance needs. Reliable and easy to operate, this combination machine cleans, oils, and buffs in a single pass. An easy-to-read touch-screen control module allows easy access to the four pre-programmed cleaning and oiling programs.



Phoenix LT4



Authority22



Envoy

“MY SHOT HAS
NEVER BEEN **MORE**
CONSISTENT LANE TO LANE.”

Bill Wammes, Almar Lanes, Bowling Green, Ohio



Cutting-edge science and technology ensure high scores and simple maintenance with our complete line of conditioners, cleaners, and cloths.

Lane Maintenance Supplies

Brunswick's dedication to advancing the experience of bowling is as evident today as it was 125 years ago. Brunswick continues that tradition with a strong commitment to research and development, technical engineering, and on-site training for proprietors and mechanics. From Throbot™ — our state-of-the-art ball-throwing robot — to our dedicated supplies development team, Brunswick continually invests in advanced scientific research to measure and enhance performance bowling products.

As the leading manufacturer of everything bowling — including a full line of lane maintenance products, pinsetter parts, and center operation supplies — Brunswick is in a unique position to ensure that each component works in harmony with all the others for the maximum good of the sport and your business.

Whether you are league-based or focused on open play, Brunswick values your business. That's why we have our engineers ensure that Brunswick products represent the leading edge in quality, technology, and performance. Backed by the 24/7/364 support of Brunswick's Technical Services team, Aftermarket Product Specialists in North America, and dedicated distributors servicing centers in over 60 countries across the world, you will always get the very best performance and the very best value when you choose Brunswick products.

Lane Conditioners

We understand the importance of having a conditioner that meets your center's unique lane conditions. Whether you have a 60-lane synthetic house focused on league play or a six-lane wood lane center for recreational play, we have the right conditioner for you.

All Brunswick conditioners are formulated to provide key performance characteristics, including stability, durability, minimal transition, and consistency. They are 100% silicone free to allow for easier cleaning.

Lane Cleaners

Brunswick BGreen lane cleaners — and Universal Pin Cleaner — are readily biodegradable and allow you to clean your lanes with environmentally friendly formulas. BGreen cleaners meet the rigid requirements for detergent biodegradability defined by the European Parliament.

Lane Cloth and Dusting Supplies

Brunswick offers a full line of premium-quality, heavy-duty cloth that will fit any lane machine and will ensure durability and long life. Choose from 8460QC, 8460XL, Gold Edge, A22/Envoy®, and Red Edge®.

Approach Supplies

Keeping the approach clean is essential to creating an optimum and equitable scoring environment for your bowlers. Brunswick is a leader in developing approach supplies that provide better slide characteristics. From approach cleaners and powders to mops, we have the products your center needs to keep approaches in top bowling condition.

Maintenance Supplies

Beyond pinsetters and lanes, bowling centers have many maintenance needs. Brunswick offers a full line of cleaning and maintenance products to keep your center running smoothly. From spot cleaner to pin deck treatments, Brunswick has all the supplies you need.

Computer Lane Monitor System

Verify that the lane conditions are USBC compliant with the Computer Lane Monitor System. Periodically monitoring patterns will keep bowlers satisfied by ensuring that the lane conditions are the same from lane to lane and week to week. Not only measure newly conditioned lanes, but check changes in lane conditions, such as oil depletion and carry-down.

Conditioners are 100% silicone free, using top-grade oils and cutting-edge additive packages to ensure top performance

BGreen cleaners are readily biodegradable and formulated to easily remove even the most difficult lane conditioners

Extensive Throbot® testing confirms the great durability and ball reaction provided by Brunswick conditioners



From pins to house balls to rental shoes, get everything you need to keep your bowlers coming back, at a reasonable price.

Score King® and Max™ Pins

- Multilayer topcoat system keeps pins white and glowing brightly
- Surlyn® cover allows for a larger wood core to ensure maximum strength
- Made of the finest northern hard rock maple for maximum durability and pin action
- Coated Surlyn cover cleans easily and stays whiter longer
- Score King pins feature a heavy-duty, locked-in black nylon base that looks great
- Max pins have a neutral locked-in base that stays in place
- Choose stripes or crown neck graphics
- Score King and Max pins are USBC approved
- All Brunswick pins are made in the USA

Specialty Pins

- All the quality and durability features of Max or Score King pins.
- Pins come in four vibrant solid colors for playing colored head pin or other games. Available in single-color sets of 10.
- Available with a Happy Birthday design in sets of 10.
- Glow-in-the-dark effect.

Trophy Pins

- Can be used to commemorate high scores or special events
- Made of maple wood and covered in clear topcoat so it can be used as a signature pin
- Available in sets of 10 or individually

Rental Shoes

Step up to Brunswick rental shoes for improved customer satisfaction. From full-grain leather uppers and leather soles with channel stitching in our premium shoe to the contemporary-looking value sport shoe, Brunswick offers rental shoes that will meet every need and price point. Keep your bowlers happy and comfortable by choosing Brunswick rental shoes.

- Multiple lines available — with laces or hook-n-loop closures
- Long-lasting rubber heels
- Available in adult and youth sizes

Support Info

Brunswick has Aftermarket Product Specialists (AMPS) in the field available to help with any bowling center maintenance questions you have. With each Product Specialist having more than 20 years of bowling experience, they know what it takes for a center to run smoothly and efficiently.

Around the world, dedicated Brunswick distributors provide products, services, and support to bowling centers in more than 60 countries. Go to www.brunswickbowling.com to find a distributor servicing your center.



Max Pins

Score King Pins



Max Color Pins, Happy Birthday Pin, and Trophy Pins



Premium Rental Shoes



Hybrid Rental Shoes



Value Sport Rental Shoes



Youth Rental Shoes

MyBall™ System

Make selecting a good-fitting house ball easier for your customers with the MyBall System from Brunswick. Our color-coded system and MyFit sizing ball allow customers to easily identify which ball will work best for them, improving bowler satisfaction.

With the MyFit sizing ball, customers select from seven hole drilling sizes (XXS–XXL), then look for their preferred ball weight (6–15 pounds) with the selected hole size

The MyBall System incorporates the MyFit sizing ball with counter display and MyBall Premium Urethane House Balls



Easy identification of hole size and weight. Speeds up the selection process, equaling more time for bowling

MyBall™ House Balls

Liven up your center with Brunswick house balls. These bright, glow-in-the-dark bowling balls add color and excitement to any bowling environment. They are a great value and carry a two year warranty (one year for 6-pound balls). Both MyBall and Billiards styles are available from 6 to 15 pounds.

- New-formulation Brunswick MyBall house balls radiate with light for the ultimate experience
- Formulated to withstand young or unskilled bowlers
- Available in seven drilling sizes as part of the MyBall System



Lime Green Pearl



Fuchsia Pearl



Sky Blue Pearl



Violet Pearl



Orange Pearl



Purple Pearl



Red Pearl



Yellow Pearl



Kelly Green Pearl



Dark Blue Pearl



Striped Billiard



Solid Billiard

Ball Carts and Ball Ramp

These durable and attractive ball carts enable you to easily transport house balls across the center as needed. The ball ramp enhances the bowling experience for younger bowlers, or those with special needs, making bowling more fun and bringing them back again and again.

Ramps and racks are available in five colors: black, silver, green, yellow, or blue.



Ball Cart — Two tier



Ball Cart — Three tier



Ball Ramp

All of the expert consultation, product installation, training, and customer support you need from **the most experienced, resourceful, and respected name in the bowling business.**

Installation **Services**

Brunswick products are installed by skilled installers who are held to stringent guidelines and are subject to random quality audits to ensure that each installation meets the industry-leading standards of Brunswick. To maintain product installation expertise, Brunswick conducts continuous installation training for all installers.

Product **Training Services**

Brunswick offers the industry's best product training courses to ensure that your bowling center staff can proficiently operate, maintain, and troubleshoot Brunswick equipment. Training is available in local languages throughout our worldwide network of distributors.

On-Site **Training**

Training with your staff is performed at your center for maximum impact, convenience, and effectiveness. System management and operational training are included with purchase, and GS-X™ Pinsetter and Sync™ Scoring maintenance training is also available.

Off-Site **Training**

Training is offered at the Brunswick Training Center in Muskegon, Michigan, and is available for lane machines and GS® Series Pinsetters. Training focuses on combining theory with hands-on learning opportunities, giving your mechanic the very best learning experience, safeguarding your investment in Brunswick equipment, and maximizing your satisfaction with Brunswick equipment.

Web-Based **Training**

Web-based training is also available for Sync, Vector, Brunswick Cloud, Brunswick and CDE League Software, CDE Tournament, Rental Control Software, Payment Card and Game Card, Remote Order Printing, and Digital Signage.

To learn more about the various training opportunities offered by Brunswick and to view our training calendar, go to www.brunswickbowling.com/service-support/training/product-training-calendar/.

Technical **Support**

Brunswick provides the industry's most knowledgeable and responsive Technical Support team. Product experts answer calls 24/7 every day of the year, and high-priority calls receive immediate attention.

Electronic **Repair Center**

Your source for electronic repairs and exchanges since 1968, the Brunswick Electronic Repair Center offers competitive pricing on hundreds of electronic repair products. Repairs are performed by OEM technicians with access to thousands of original drawings to ensure precision repairs. Brunswick supports current and legacy Brunswick products, including Framework® Vector and Sync. We also repair electronic products related to Samsung® Electronic Triggering, Telefouls, Pinball Wizard, GS® Pinsetters, Authority22®, and Envoy® lane machines. We offer three convenient shipping options: pre-ship, exchange, and repair/return. All repair work is backed by a 90-day warranty on rebuilt assembly materials and workmanship.

Warranty **Resolution**

Brunswick's Warranty Resolution team can assist in resolving your product issues and strives to process your claim within one business day. All warranty shipments are prioritized to minimize machine downtime. The quickest and easiest way to file a warranty claim is online at www.brunswickbowling.com/service-support/warranty/file-claim.

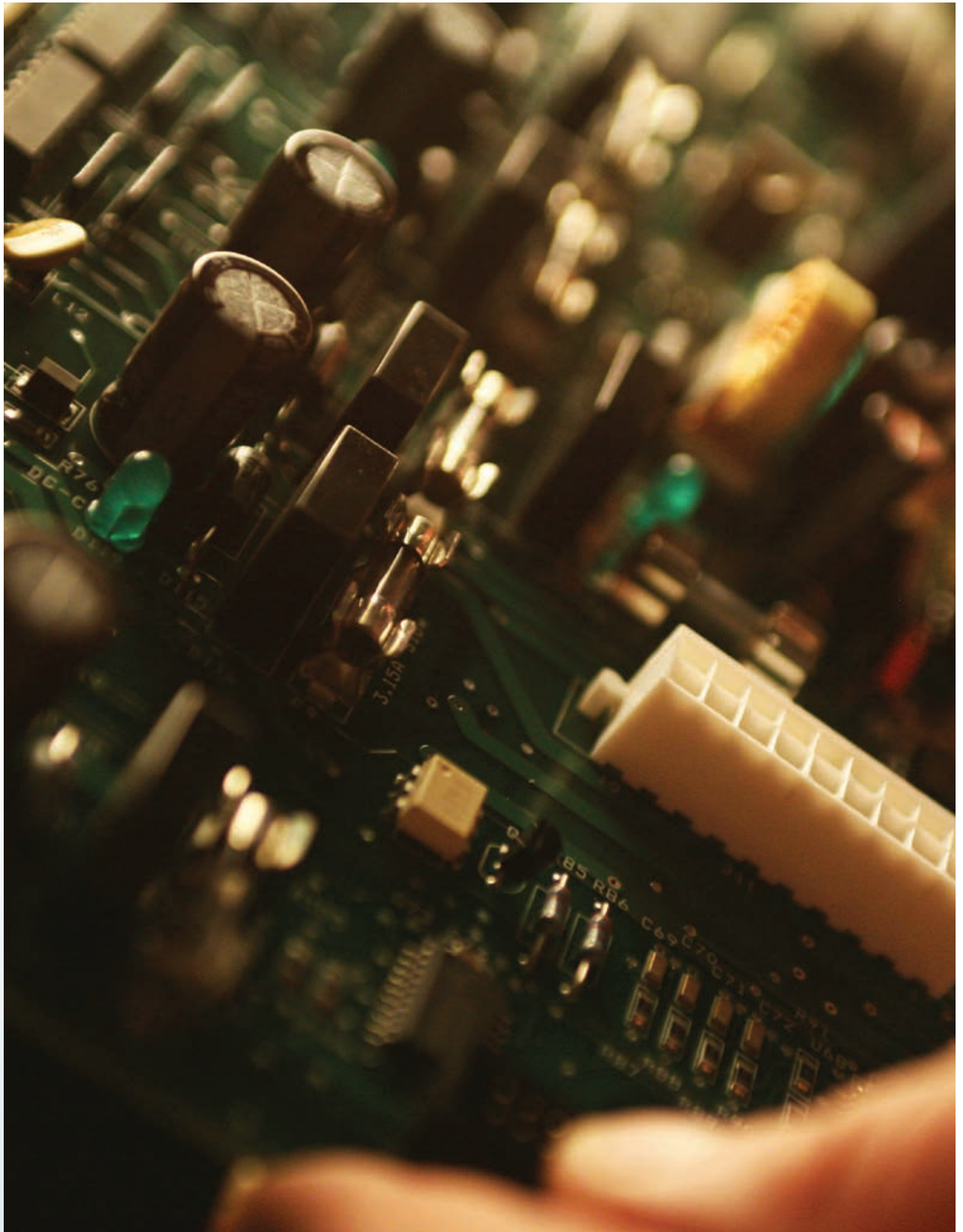
Contact **Us**

For Technical Support, Electronic Repair, Product Training, and Warranty Resolution, call 1-800-937-2695.

Technical Support Email: techsupport@brunswickbowling.com

Electronic Repair Email: erc@brunswickbowling.com

Warranty Resolution Email: bbwarranty@brunswickbowling.com



Brunswick Bowling Center Products and you.

A surefire strategy to winning in the bowling business is to put Brunswick bowling center products into play. Because no other manufacturer can compete with our formidable experience, product functionality and performance, superior value, long-term ROI, and immediate positive impact.

Whatever bowling center products you need — whether you are modernizing an existing center or planning to build a brand-new one — Brunswick simply cannot be beat. Get started by talking to your Brunswick representative today. To contact a Brunswick sales representative call **1-800-YES-BOWL**, for international customers please call **1-231-725-4966**. You can also visit us online at **www.brunswickbowling.com/contact**.

Brunswick®
Experience is Everything.

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