



BRUNSWICK

BOWLING CENTER PRODUCTS

Brunswick®
Experience is Everything.

THE BENEFITS OF BRUNSWICK

INDUSTRY-LEADING INNOVATION

From standardizing the rules of the game to introducing Spark™ immersive bowling, the evolution of the bowling industry is led by Brunswick. The Brunswick tradition of game-changing innovation is fueled by a passion that lives within each member of the Brunswick team: a passion to develop competitive advantages for center owners while elevating the bowler experience. Indeed, no one beats Brunswick for the ingenuity, functionality, and overall value built into each and every product.

EVERYTHING YOU NEED

Whether you're modernizing an existing center or building a brand-new one, Brunswick offers everything you need, from the front desk to the pinsetters. Our complete line of top-performing products ranges from the Sync® Invicta™ scoring and management system to the latest model of our legendary GS® series pinsetters, from longer-lasting synthetic lanes to stylish, functional bowling center furnishings. With this comprehensive line, you can outfit your center from wall to wall knowing that everything will work together seamlessly and 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 the full range of support services that center owners need to maximize effectiveness and profitability. Only Brunswick offers dedicated teams to support every phase of your project, from concept to completion. 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. The bottom line: 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

Successful bowling centers develop an environment that draws customers in and keeps them coming back. Creating that environment requires a strategic partner that's here to stay, with a proven track record of supporting and reimagining the bowling industry. 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.



SPARK IMMERSIVE BOWLING	2
INTRODUCING SYNC INVICTA	6
SYNC SCORING CONSOLES	12
VISION USER INTERFACE	14
EXCLUSIVE SCORING EXPERIENCES	16
ADVANCED TECHNOLOGY	18
CENTER MANAGEMENT	20
GUEST MANAGEMENT	22
INTERNET RESERVATIONS	24
IQUEUE WAITLIST MANAGEMENT	24
LABOR MANAGEMENT	30
SYNC AUTOMATED MARKETING & CRM	32
OPENLANE MOBILE APP	38
SYNC PASSPORT	38
LANE SYSTEMS & ACCESSORIES	42
LANESCAPE MASKING UNITS	56
CENTER STAGE FURNITURE	60
GS-X PINSETTER	76
STRINGPIN PINSETTER	80
LANE MACHINES	84
LANE MAINTENANCE SUPPLIES	86
CENTER OPERATIONS PRODUCTS	88
SERVICE & SUPPORT	90



LIGHT IT UP!

THE INDUSTRY'S FIRST AND ONLY IMMERSIVE, INTERACTIVE BOWLING EXPERIENCE.

Spark surrounds the bowler in a mesmerizing, one-of-a-kind experience as it delivers the latest technology and entertainment trends to your lanes. Spark engages every segment of entertainment seekers with software-driven technology and innovation that are built for tomorrow but delivered today.

THE FUTURE OF THE GAME IS HERE.

Spark's energy starts at the scoring tablet and flows through the settee area, down the lane to the pins, surrounding the bowler in mesmerizing graphics. Spark's fast, fun, engaging games encourage socialization while letting bowlers choose their own adventures.

BOWLING HAS CHANGED — IN A GOOD WAY!

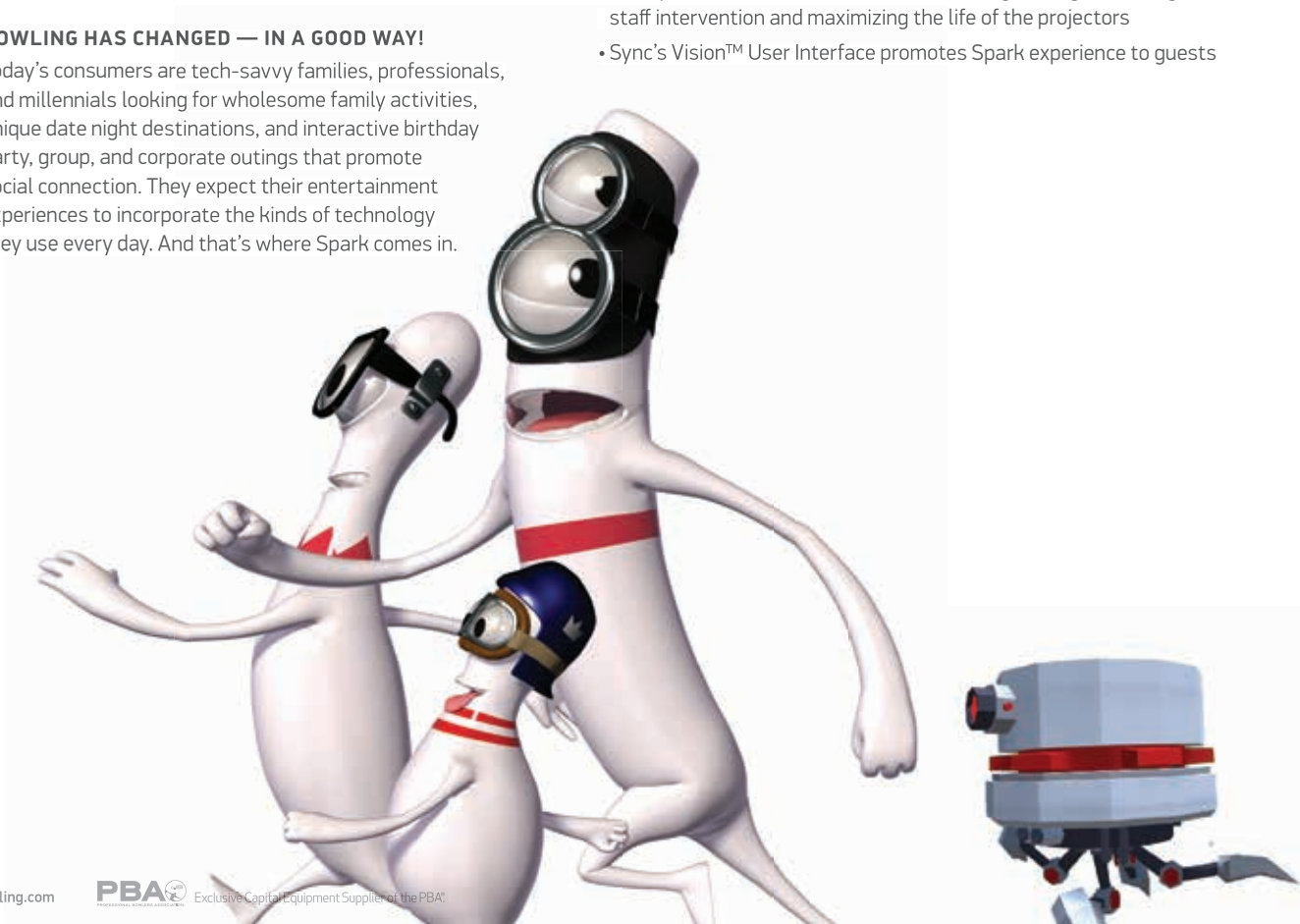
Today's consumers are tech-savvy families, professionals, and millennials looking for wholesome family activities, unique date night destinations, and interactive birthday party, group, and corporate outings that promote social connection. They expect their entertainment experiences to incorporate the kinds of technology they use every day. And that's where Spark comes in.

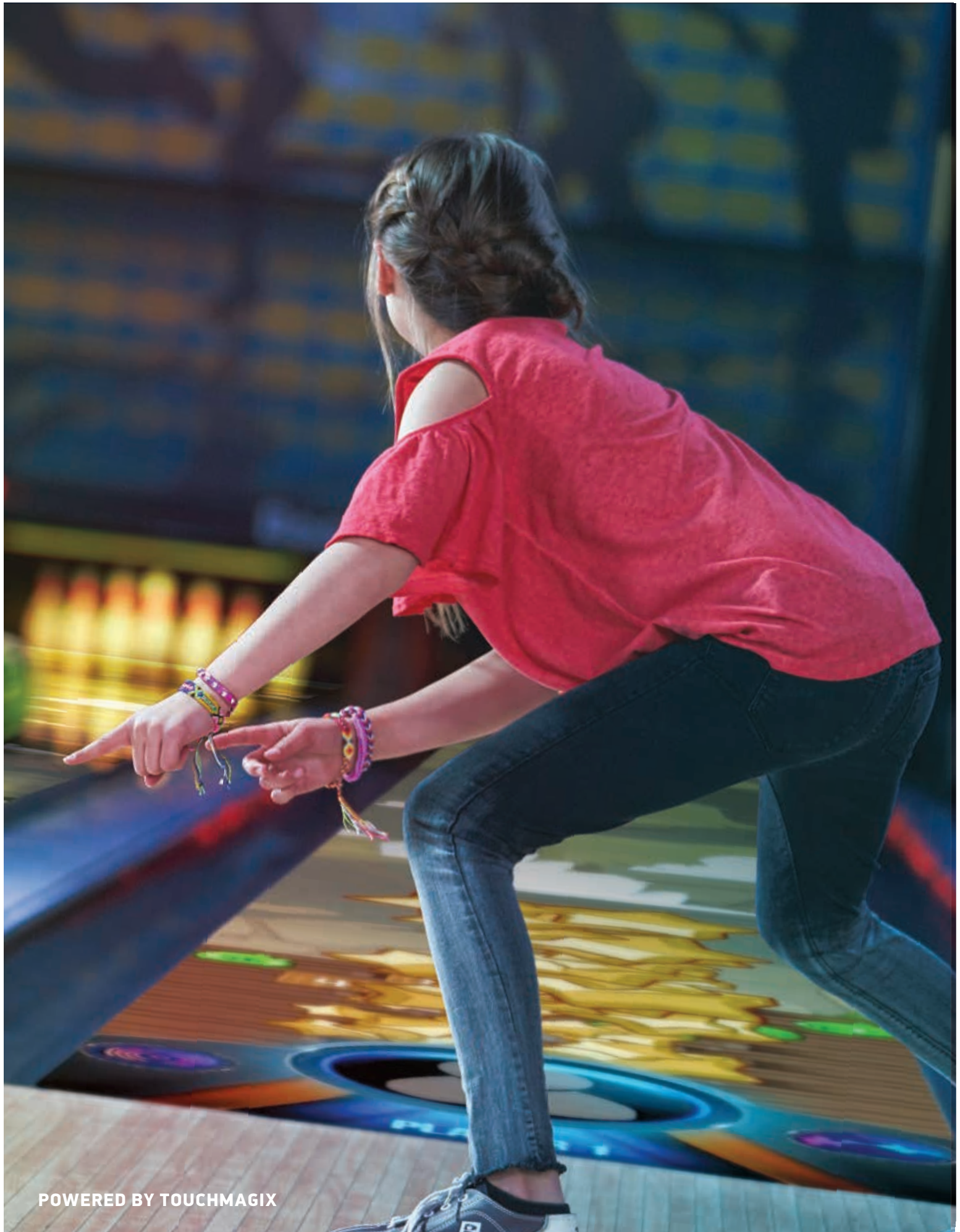
DRIVING REVENUE

Designed for casual and novice bowlers alike, Spark games introduce new targets and rules, giving bowlers of all ages and skill levels a chance to win. Spark encourages socialization as it creates countless Instagram-worthy moments for guests, revitalizes consumer perception and interest in bowling, and provides an experience they are willing to pay more for. The ever-expanding library of interactive Sync games keeps guest engagement high, increases revenue per visit, and pulls through incremental F&B sales thanks to increased lineage.

THE LATEST TECHNOLOGY

- Fully integrated Sync-based access and availability
- The system is turned on/off based on scoring settings, reducing staff intervention and maximizing the life of the projectors
- Sync's Vision™ User Interface promotes Spark experience to guests





POWERED BY TOUCHMAGIX

SPARK'S FAST, FUN, ENGAGING GAMES ENCOURAGE SOCIALIZATION WHILE LETTING BOWLERS CHOOSE THEIR OWN ADVENTURES.

NEW AND AUGMENTED GAMES

Guests can select their Spark experience directly on their Sync tablets, choosing from more than 15 animation themes and even projecting their own photos onto the lane. Spark's dynamic content keeps the experience fresh frame after frame.

Spark's exclusive Heads-Up Display™ projects scores and stats directly on the lanes. Spark also brings your guests' favorite Sync games to life on the lanes, from the mass appeal and brand power of Angry Birds to the team-building competition provided by Rival Rumble.

Developed exclusively for Spark, Boom Bots turns the lane into an interactive part of the scoring experience. Boom Bots enables guests to score by hitting targets on the lanes as well as pins, supercharging the fun for casual bowlers while staying true to why guests are in the center — to hit pins.

HARDWARE PACKAGE

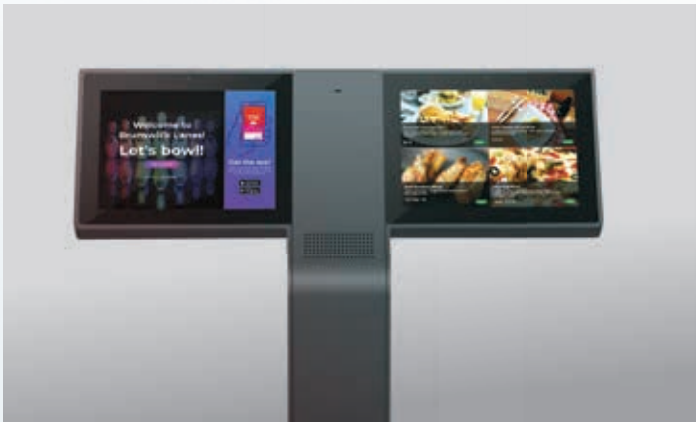
Brunswick has partnered with TouchMagix™ to introduce technology that revolutionizes the on-lane projection experience. Spark's hardware automation simplifies ongoing management, and advanced laser projection technology lowers total cost of ownership.

- No moving parts, no components accessible to guests
- Operate using existing Sync scoring tablet
- Four Spark nodes per lane pair, each containing an integrated projector, tracking sensor, and IR lighting
- Light Ring at the base of each node indicates the system status as well as any errors
- 20,000+ hour laser projector lamp life

SEEING IS BELIEVING.

Schedule a live demo and see firsthand Spark's immersive, interactive game play. Light it up!

SYNC TABLET ▼



SPARK NODE ▼



SAMSUNG HD MONITORS ▼









YOU CAN'T DO

EPIC

STUFF WITH ORDINARY SOFTWARE

INTRODUCING SYNC INVICTA

Brunswick continues to partner with proprietors to address your biggest challenges while providing a superior experience for everyone in your center. We are thrilled to introduce Sync® Invicta™, the latest generation of the world's fastest-growing scoring and management system and the proven leader in the field. By elevating the bowler experience, Invicta increases guest loyalty, attracts more group events, and reduces the need for staff intervention. Escape the ordinary and embrace the epic with Invicta!

Invicta introduces several innovative scoring, management, and marketing tools, as well as a number of enhancements to proprietor and guest favorites.

- **OpenLane** mobile app and **Sync Passport** engage even the hardest-to-reach customers and encourage them to visit more often **(page 38)**
- **Vision User Interface** is the industry's most engaging interaction point for bowlers, providing a highly personalized experience that delights customers and reduces staff intervention **(page 14)**
- **Rival Rumble** is the ideal team-building game for boosting group sales **(page 14)**
- **Spark** is fully integrated, letting you take Sync games to the next level with Brunswick's exclusive immersive, interactive scoring experience **(page 2)**
- **Brunswick Cloud** technology means you can leverage Invicta's tools from anywhere **(page 18)**
- **Patented mobile connectivity** allows guests to customize their bowling experience from their phone **(page 18)**
- **Enterprise-level functionality** provides the tools necessary to run your center like an enterprise **(page 18)**
- **Patented distributed architecture** streamlines operations, provides security, and reduces hardware costs **(page 18)**
- **Internet Reservations** offers convenience to guests and increases lineage by up to 30% **(page 24)**
- **IQueue Waitlist Management** helps you provide exceptional service by improving efficiency throughout your check-in process **(page 24)**
- **Sync CRM** enables targeted marketing communications with meaningful customer data collected automatically **(page 32)**
- **Automated Marketing** reaches specific customer segments with relevant content in as little as five clicks **(page 32)**
- **Offer Manager** makes it easy to manage discounts and offers, and analyze results **(page 34)**
- **Digital Signage** captures guests' attention and cross-sells your offerings **(page 36)**
- **Angry Birds Bowling** leverages one of the world's best-selling brands to produce real revenues **(page 16)**
- **Pinpix** lets guests take photos or use images from their phones for personalized experiences **(page 16)**
- **myShot** spare trainer engages expert bowlers who want to refine their techniques **(page 16)**



SYNC BRINGS THE CUSTOMER EXPERIENCE FULL CIRCLE

Sync Invicta provides guests with superior customer satisfaction throughout their experience with your center, by providing an unmatched level of entertainment, convenience, and variety. Sync Invicta is the most comprehensive scoring and management system in the industry, capable of running every aspect of your center. Brunswick Cloud technology brings simplicity and security to your fingertips 24/7/365. Powerful automated marketing tools make sure your center is top of mind during the Decision stage, with relevant content based on customers' behaviors and preferences. Several integrated solutions facilitate check-in, lane assignment, and onboarding to create a seamless Arrival experience. Sync's ever-expanding library of delightful graphics, features, and new games provides a Bowling experience that is unparalleled for entertainment seekers and competitive bowlers. The system even includes features that ensure your guests' Departure experience is a positive one, encouraging repeat visits and building long-term loyalty.



***“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

SYNC INVICTA ORCHESTRATES A SEAMLESS AND CONSISTENT IN-CENTER EXPERIENCE THAT DRIVES GUESTS TO STAY LONGER AND RETURN MORE OFTEN.

ENHANCED IN-CENTER EXPERIENCE

The bowling experience at your center is multifaceted, taking into account the total customer experience — from the ease of onboarding to the final frame, and everything in between. 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.

STYLISH AND DURABLE 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 year after year. Use your existing HD overhead monitors, or upgrade to any of the new Samsung HD monitors available through Brunswick.

SCORING AND GAMES

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. 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. Plus, Sync offers the ZOOM scoresheet, which incorporates larger fonts and higher contrasts for better visibility. Sync also offers many scoring games for two quite different modes of play (recreational/casual vs. league/competitive), with just the right touches included in each.

SPARK IMMERSIVE BOWLING

Spark™ surrounds the bowler in a mesmerizing, one-of-a-kind experience as it delivers the latest technology and entertainment trends to your lanes. Spark engages every segment of entertainment seekers with software-driven technology and innovation that are built for tomorrow but delivered today. Best of all, Spark is fully integrated with Sync Scoring to bring your customers' favorite games to life on the lane.

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.

EXTENDED CUSTOMER ENGAGEMENT

OpenLane mobile app and Sync Passport keep customers engaged with your center long after their visit. Useful tools, convenient services, and compelling offers are at their fingertips 24/7, encouraging them to return sooner.

OPEN LANE

OpenLane is a custom mobile app that increases customer loyalty by making it easier and more rewarding to connect with your center. OpenLane users can sign on to wait lists, track and share their score achievements, and access specials and coupons.

SYNC PASSPORT

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. Reservation confirmation emails and post-game couponing provide opportunities to cross-sell food and beverage or other attractions, leading to greater spend per visit.



OPEN LANE MOBILE APP



THE LEAGUE

vacant	1	2	3	4	5	6	7	8	9	10	1.5
vacant	20	39	48	68	97	116	125	152	170	192	246
vacant	20	40	60	80	100	120	136	155	175	202	244
vacant	20	40	69	89	109	138	157	166	175	204	237
vacant	9	29	59	89	119	149	179	209	239	269	302
vacant	30	60	89	109	127	135	155	175	185	218	247
8th	35	30	Current / Max Score		Steve R		Ronald R		Paul T		35/200
first ball	avg. first ball									65/290	0/300

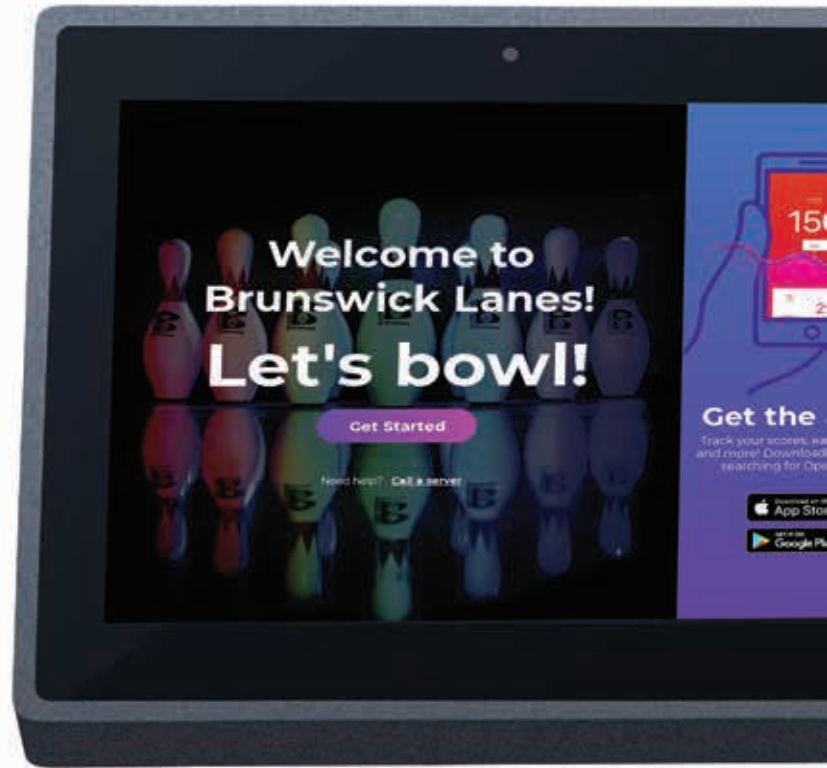


SCORING CONSOLES THAT DELIVER STYLISH AESTHETICS AND TROUBLE-FREE PERFORMANCE.

SYNC SCORING CONSOLES

You'll score big points by offering this beautiful equipment that 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



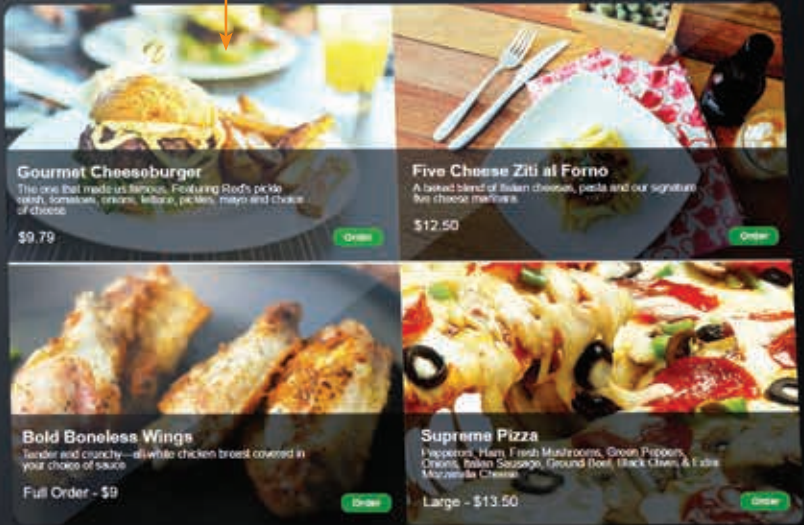
CENTER STAGE COFFEE TABLE
WITH KEYPAD SCORING CONSOLE



COMMERCIAL-GRADE
CONSTRUCTION TO
WITHSTAND HIGH-
TRAFFIC USE



CORNING GORILLA®
GLASS FOR LONGER
SERVICE LIFE



AVAILABLE IN BLACK OR TITANIUM SILVER



SYNC SCORING'S NEW INTERFACE IS THE GATEWAY TO A PERSONALIZED BOWLING EXPERIENCE FOR GUESTS AND IMPROVED PROFITABILITY FOR YOUR CENTER

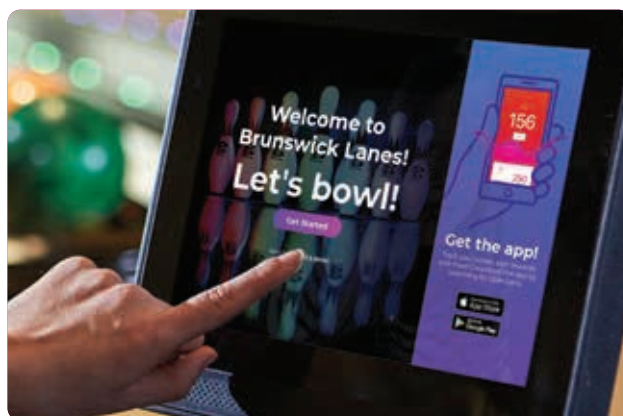
VISION USER INTERFACE

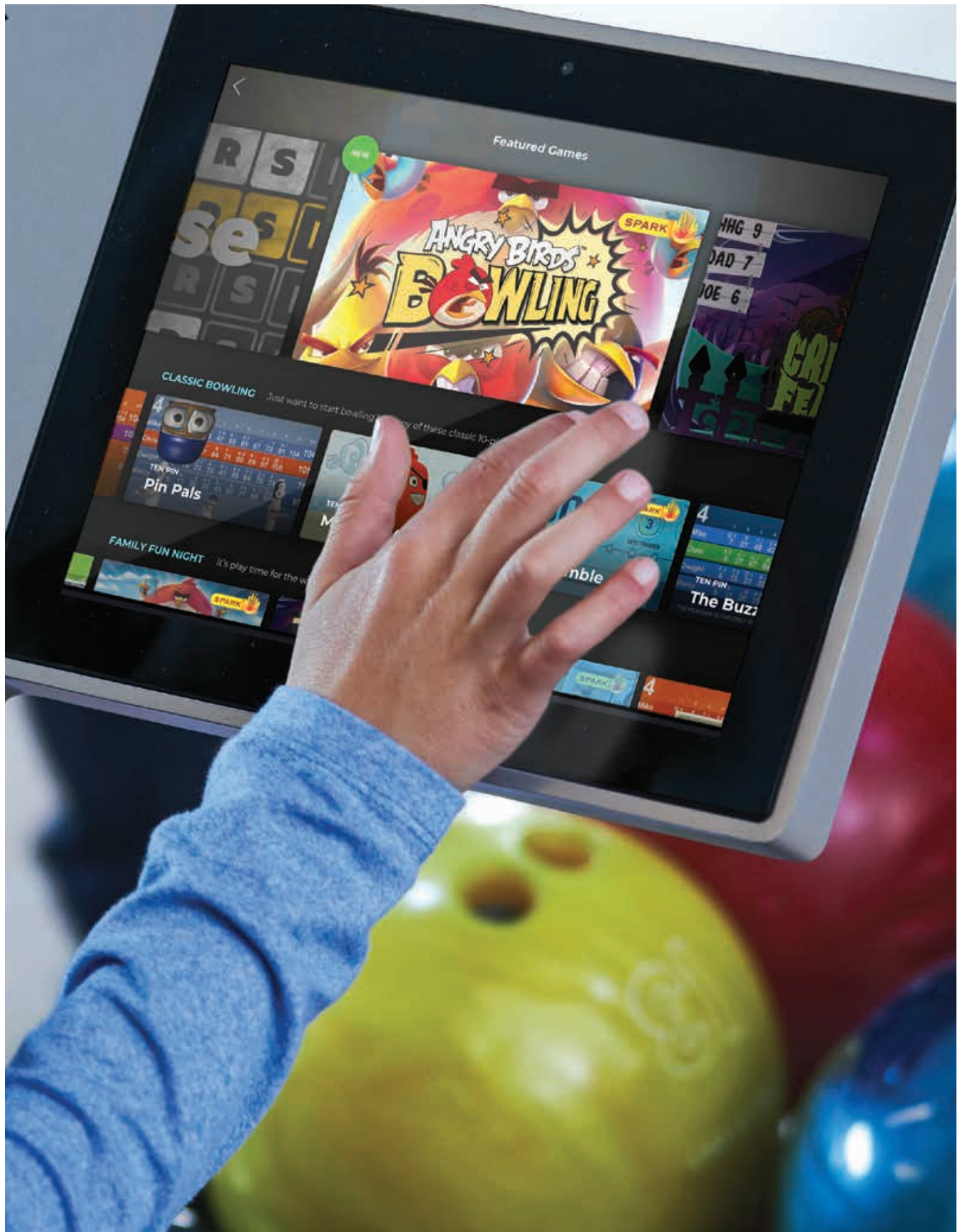
Inspired by the best-in-class digital streaming and e-commerce sites your customers interact with every day, Vision UI meets consumer expectations for highly personalized, self-guided, interactive experiences that provide immediate gratification. Brunswick's intuitive scoring interface focuses on the end-user experience by providing stunning visuals, personalized recommendations, and streamlined user-interaction. Vision UI is the industry's most engaging interaction point for bowlers, displaying all that Sync has to offer.

Vision UI reduces staff interaction required during onboarding and lane transitions with its intuitive design and optimized user flow. Tablet ads deliver dynamic cross-selling content that keep guests engaged and increase F&B and in-center spending. Bowlers can look through your menu options and select their favorite dessert or drink, and convenient service call buttons encourage upselling while satisfying consumer demand for instant gratification.

Vision UI's improved guest experience keeps guests playing longer and drives repeat business. Vision UI provides greater visibility to entertainment options, using categories such as Family Fun Night or Something Different to make game recommendations. Keep your display relevant for each customer segment by selecting different featured games based on daypart. Guests are provided with plenty of options for unique experiences and lots of reasons to come back as Vision UI encourages guests to explore all Sync Scoring has to offer.

Vision UI takes personalization to the next level by allowing guests to create a custom profile in Sync with images uploaded from their mobile device. Bowlers can pair Vision UI with the OpenLane app (see page 38) to create an even more personalized experience. And Sync Scoring captures email addresses for future marketing, with multiple touch points throughout the games.





GAMES THAT ARE QUICK TO LEARN, EASY TO PLAY, AND WON'T SLOW DOWN PLAY PERFECTLY FRAME THE BOWLING EXPERIENCE FOR COMPETITIVE BOWLERS AND ENTERTAINMENT SEEKERS ALIKE.

SYNC SCORING

Your business depends on an array of customer segments from open play, kids' birthday parties, group events, and league bowling. They come to your center to bowl, and don't want to overcomplicate it. Sync Scoring offers a wide variety of scoring experiences designed with the unique needs of each of these customers in mind. All of the games are available for time and game bowling modes.

RIVAL RUMBLE

This "best frame" team competition is ideal for corporate and group events. Only the best individual score of each frame counts toward the composite team score. Teams get to choose from creative and dynamic mascots like the UnbeataBulls, Lil' Dragons, Killer Bees, and more. At the end of the competition, every player earns an award based on their performance. It's the ultimate team-building activity!

PINPIX

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

ANGRY BIRDS BOWLING — EXCLUSIVE

Angry Birds comes to life with challenging play — and hours of replay — as players pursue greedy, egg-stealing pigs. Join centers around the world that 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 both expert bowlers who want to refine their techniques and competitive friends looking to challenge each other.

PIN PALS

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

HORSE

This addictive game mimics the classic playground basketball game, challenging opponents to knock down specified pin configurations instead of making 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.

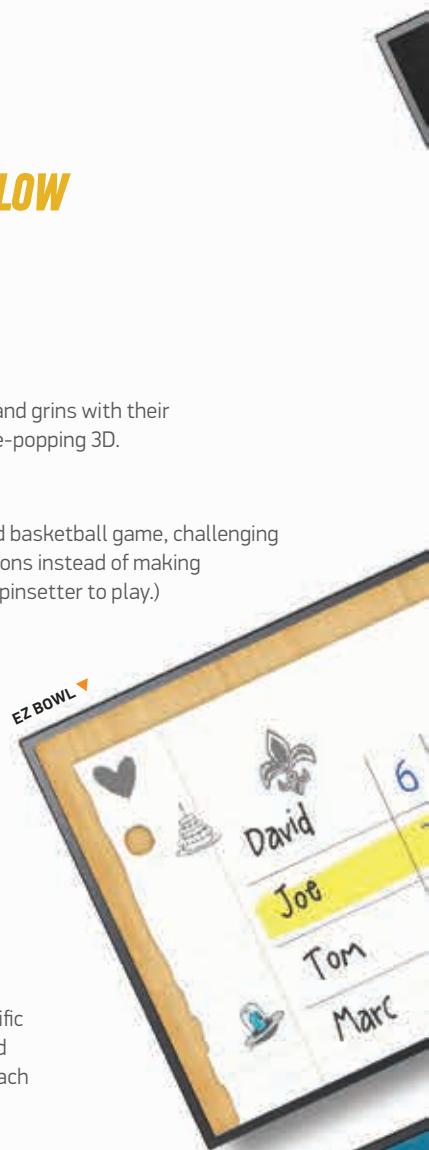
CREATURE FEATURE

This 5-frame/1-ball-per-frame game features a gallery of spooky fun monsters that play along, making it just the thing for young children's birthday parties.

THE LEAGUE

League players love seeing 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.

For the complete catalog of games in Sync's expansive library, visit brunswickbowling.com/syncscoring. Check back often as we are continuously enhancing the collection to keep things fresh in your center.



JENNY IS OUT
DREW IS OUT

MARK
BRANDON

PLAYER UP!

H O R S E
H O R S E

MG 30 60 90 120
CS 9 9 9 8 9 9
MB 8 1 9 8 9 9

RUMBLE LEADERS

SALES
SHIPPING

HMG 9
DAD 7
JOE 6

HMG 9 7

CRAIG

50000

© 006

14
10
20
12

4
Mike
Chris
Dwight
Marcy

total 29
total 30
total 34

10

total 29
total 30
total 34

8	9	10	1.5
X	152	170	192
6	9	X	XX
X	155	175	202
9	9	9	XX
X	157	166	175
9	9	9	XX
X	179	209	239
8	X	8	X
X	135	155	175
926	752	857	944

Current / Max Score
55/200
65/200
0/300

6 MONTGOMERY

myShot

20.5 mph : AVG. BALL SPEED
20.0 18.0 20.5 19.0

ATTEMPTS 5
CONVERTS 4
PERCENT 80%

ROBERT
STEWART
FRED
DAPHNE
BENTON
NANCY

NEW SYNC GRAPHICS - Brunswick's Revolutionary New Scoring System

DP
RV
MK

SALES
SHIPPING

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 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.

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, MOBILE CONNECTIVITY

Brunswick has pioneered the opportunity for bowlers to use their mobile devices with your lanes! Vision UI allows bowlers to connect their mobile devices to customize their time on the lanes. Bowlers can upload their own profile or funny photos from their mobile device to give their experience real personalization. Customers can pair Vision UI with the OpenLane app to create even more of a personalized experience!

OPENLANE MOBILE APP

OpenLane is a custom mobile app that increases customer loyalty by making it easier and more rewarding to connect with your center. OpenLane users can sign on to wait lists, track and share their score achievements, and access specials and coupons. At the lanes, guests can use the app to edit their names and photos within Sync games, using Brunswick's patented mobile scoring system integration.

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.

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.

"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."

MARKETING DIRECTOR, ROYAL PIN LANES



2											
	1	2	3	4	5	6	7	8	9	10	
Don	8 - 8	X 36	X 54	8 - 62	X	X					2.2
Jeff	Double!					X					92
Tim	X 30	X 58	X 78	8 / 98	X						98
Andy	X 30	X 60	X 90	X	X						108
											120



BURGER BAR • Build your own burger every Tuesday



A CENTER MANAGEMENT SYSTEM THAT WORKS AS HARD AS YOU DO.

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
- Fully integrated with Internet Reservations to automatically display scheduled reservations
- 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

HERE'S HOW:

- Flexible pre- or post-pay configuration allows you to control the purchase/pay cycle however you see fit, or even change from one procedure to another for different days/times.
- Issue lanes in just one click from Internet Reservations and iQueue, including names, shoe sizes, F&B and more!
- Quickly onboard loyal customers by scanning their OpenLane member ID from their phone to easily add loyalty points.
- Send welcome screens to the appropriate lane(s), helping usher each party to their assigned lane.



Game in play
Number of players

Current match number

Current frame number

Intercom call is in progress

Wait List/Service request

Text Notification (ball is stuck)

Blue ring around the center icon indicates Night Bowling



LANE
13

MIGHTY

In the Midwest

Welcome,
Mighty in the
Midwest!

TURN ON LAMPS

Party Name: [] Total Guests: [8] Games Per Guest: [0]

Amount Breakdown: \$3.00 Adult Game, \$2.00 Senior Game, \$2.00 Junior Game. Add On: \$1.00 Rental Shoes

Counting Up

Player	Game	Score	Notes
Bob	Adult Game	0	Lane 1
Sue	Adult Game	0	Lane 1
Jim	Senior Game	0	Lane 1
Mary	Junior Game	0	Lane 1

Pay By Tender, Request Transaction

Theme: The Buzz, Settings, Refresh Settings

Buttons: Cross Lane, Estimate Amount Due, Pay Bill, Pay Later, Confirm, Cancel

IMPROVE CUSTOMER SERVICE AND MAXIMIZE PROFITS WITH SYNC'S GUEST MANAGEMENT MODULE.

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.
- Sync prevents double-bookings by notifying staff of upcoming reservations on specific lanes.

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.

LEAGUEPALS

LeaguePals is the first and only cloud-based league management platform for league scoring, online payments, and accounting. LeaguePals streamlines league tasks to save centers time while providing a modern league experience to attract new customers and engage returning bowlers.

With LeaguePals, bowlers can pay online — either through automated recurring payments or each week — which eliminates the potential for theft, simplifies accounting, and saves centers time by automatically reconciling all league finances.

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



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

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.
- Ability to auto-create 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.
- Reservation confirmation email sent from Brunswick Cloud.
- Internet Reservations tie directly into CRM, allowing customization options as well as bowler data to be stored in the cloud.

QUEUE WAITLIST MANAGEMENT

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

- Bowlers add their names, shoe size, coupon, etc., 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 AN EVOLUTIONARY WEB-BASED WAIT LIST



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. Using intuitive displays provides quick access to popular items and features to streamline the process for the staff and optimize service for guests. 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

- Create and manage discounts and offers digitally, leveraging enterprise functionality from the cloud

RESTAURANT FEATURES

- Table Management — manage guests, seats, servers, and tabs in a straightforward interface
- Kitchen Display System — integrated with Sync POS
- 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 daypart 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 with many of the leading processors
- 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)

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

Sync seamlessly interfaces to a number of systems to provide endless flexibility. For more information on our partners please visit www.brunswickbowling.com/pos.



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





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 or pin
- 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
- Ability to schedule reports to be emailed automatically

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

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



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





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 PINSETTING CAPABILITIES OF THE GSX AND STRINGPIN PINSETTERS

On-demand pinsetting



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.

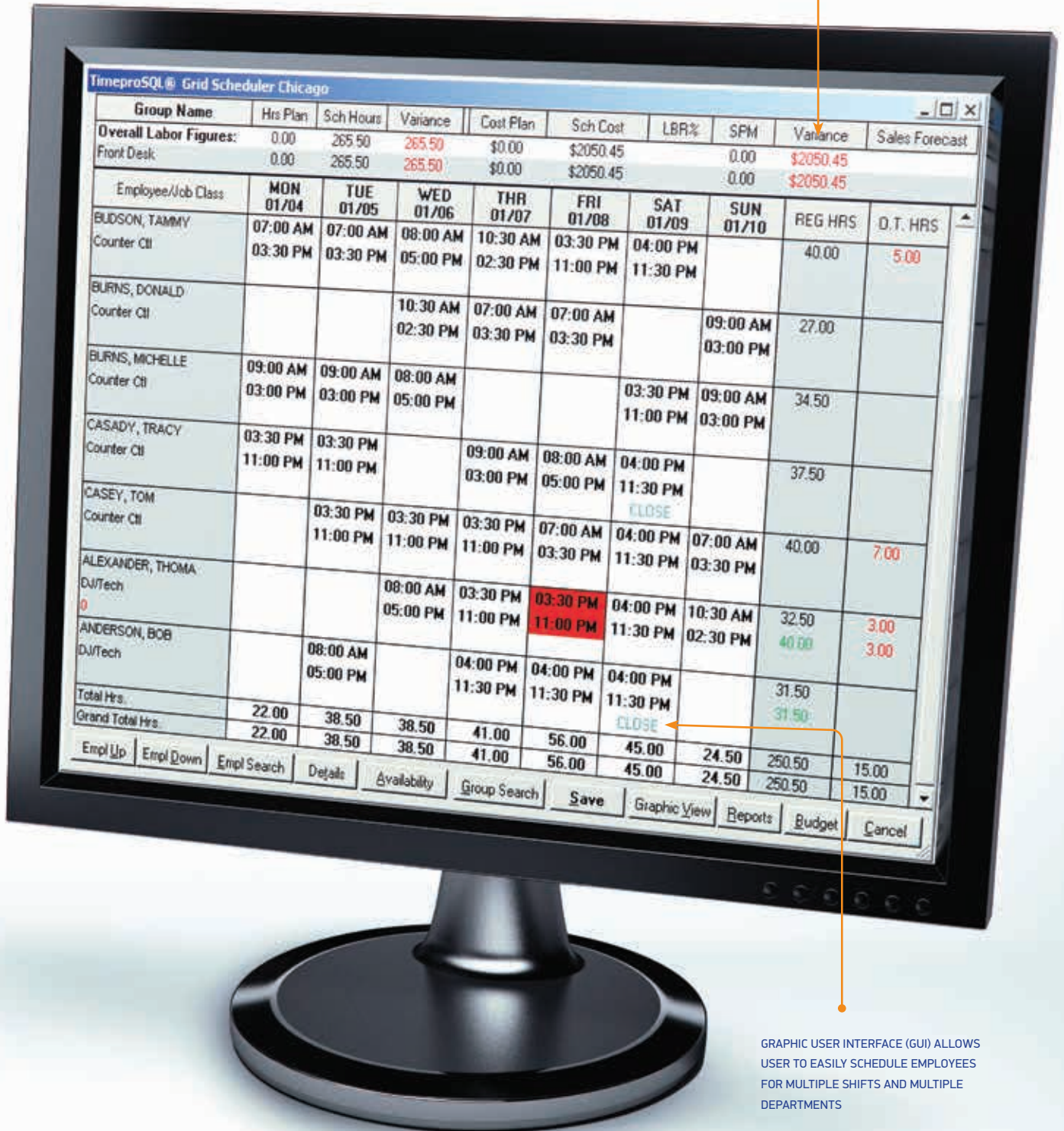
- Easily develops work schedules to cover all center manpower needs while accommodating for each individual's scheduling restrictions (days/hours each person can/can't work, min/max hours per week/month that each individual can work, etc.)
- Powerful analysis and reporting to flag potential and actual 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



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'S COMPREHENSIVE AND FULLY INTEGRATED MARKETING PLATFORM MAKES IT SIMPLE TO PLAN, CREATE, TARGET, DELIVER, AND MEASURE YOUR MARKETING.

SYNC AUTOMATED MARKETING

Attract more customers to your center, increase their spending, and encourage them to return more often with Sync's powerful marketing tools. Enjoy a seamless process of customer database creation, content design, campaign distribution, redemption, and analysis, all fully integrated with Sync scoring and management. Get campaigns up and running in as few as five clicks with provided templates. Access Sync Marketing anywhere, anytime via the Brunswick Cloud and enjoy the peace of mind of knowing your customers' data is securely stored and protected from loss.

DATA COLLECTION

Build and maintain a single customer relationship management (CRM) database for all of your pertinent customer information with Sync Marketing. Key customer information (name, birthday, email, and mail addresses) is collected automatically from customers at several points, including your website, online reservations, bowler check-in, bowler entry, and end-of-game offers. You can also import records from existing databases. Customers can update their personal information anytime, keeping the database accurate with minimal effort on your part.

Sync prompts customers to provide additional information such as interests and activities. You can be sure you're communicating with the right customers to meet your business objectives when you segment customers based on their demographic, psychographic, and behavioral information. Ensure your communication cuts through the 3,000 other marketing messages they receive daily by tailoring your campaigns based on customers' wants and needs. Being a source of relevant information positions you as a trusted expert and fosters a relationship between your center and your customers, which leads to long-term loyalty.



"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."

MARKETING DIRECTOR, ROYAL PIN LANES



WITH NUMEROUS DATA INPUT POINTS INSIDE AND OUTSIDE THE CENTER, GATHERING CUSTOMER INFORMATION IS A BREEZE AND CLOUD TECHNOLOGY ENSURES THE SECURITY OF YOUR CUSTOMERS' DATA



SCHEDULE FACEBOOK POSTS WITH BRUNSWICK CLOUD TO CREATE COHESIVE CAMPAIGNS



HIGH-QUALITY IMAGERY AND CONTENT TO CREATE TARGETED MARKETING CAMPAIGNS



PRE-DESIGNED MARKETING MESSAGES FOR TWITTER AND FACEBOOK

DRIVE TRAFFIC AND INCREASE REVENUE WITH ENGAGING CONTENT AND COMPELLING OFFERS.

CAMPAIGN CREATION

Whether you are a team of one or employ a fully staffed marketing department, creating engaging print and digital materials is a snap with Sync. The platform supports an extensive variety of channels including email, social media, text messaging, and digital marketing (in and out of the center) to support top-of-mind awareness and drive incremental spending.

Comprehensive campaigns can be populated with your center's information and launched in just five clicks. These campaigns are designed to efficiently and effectively get the word out about your most important offerings, including kids' birthday parties, holiday and open play events, and food and beverage promotions.

Ad templates provide flexibility to customize your message, edit fonts, and select images. The built-in guidelines ensure your work always looks professional and consistent. All the templates include Sync Social, maximizing your marketing reach through convenient social links that let your customers share your information with their network on Instagram, Facebook, and Twitter.

When you're ready to go all-in, bring your brand to life by creating one-of-a-kind designs with Sync's intuitive design tools and rich library of visual assets. From beautiful, high-resolution photography to complete cross-channel campaigns, the Sync design suite has everything you need to make sure your communications get noticed and drive results. We're always adding to this library so your materials will never feel tired. Start reaping the advantages of the most powerful, automated content creation engine ever built into a bowling center network system.

OFFER MANAGEMENT

Did you know that targeted offers drive 18x more revenue than broadcast marketing? Drive customers to take actions that support your business objectives. With Sync's Offer Manager, you can:

- Create offers and coupons to distribute via print and digital campaigns
- Increase perceived value and create a sense of urgency, further incentivizing your customers

- Make your offers more relevant and more likely to drive business and revenue by personalizing them, based on the customer data or behaviors you've gathered in Sync
- Increase efficiency by eliminating the administration required with paper coupons
- Eliminate the risk of error and theft, knowing only eligible products will be redeemed
- Know exactly how much revenue is generated by each and every coupon, thanks to Sync's digital offer tracking
- Make informed business decisions using insightful and actionable analytics, such as most effective offers and times of year, valuable customer segments, and more





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



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



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

INCREASE FREQUENCY AND SPEND PER VISIT WITH ACTIONABLE INSIGHTS FROM INTEGRATED ANALYTICS.

DISTRIBUTION

Today, there are more mobile devices in the world than there are people! This access to technology allows your audience to mindlessly transition from one channel to the next throughout their day, creating an opportunity for your brand to be where they are, 24/7. Sync's Ad Manager ensures your brand shows up consistently and continuously across these channels in order to drive deep engagement.

Preschedule campaigns for specific days, times, lanes, and customer segments, throughout the year and beyond. You can also establish automated distribution triggered by specific interactions with your center. Implementing event-triggered digital marketing can reduce your direct mail budget by up to 80%.

Attract new customers and stay top of mind with your existing audience using digital marketing including email, social media, mobile, and text messaging. Increase spend-per-visit by adding integrated in-center marketing that upsells and cross-sells all of your offerings throughout the center. Set a schedule to automatically display in-house ads for upcoming special events, food and beverage specials, pro shop deals, and other offerings. Add a new revenue stream for your center by selling and displaying advertising for other companies.

SUPPORTED CHANNELS INCLUDE:

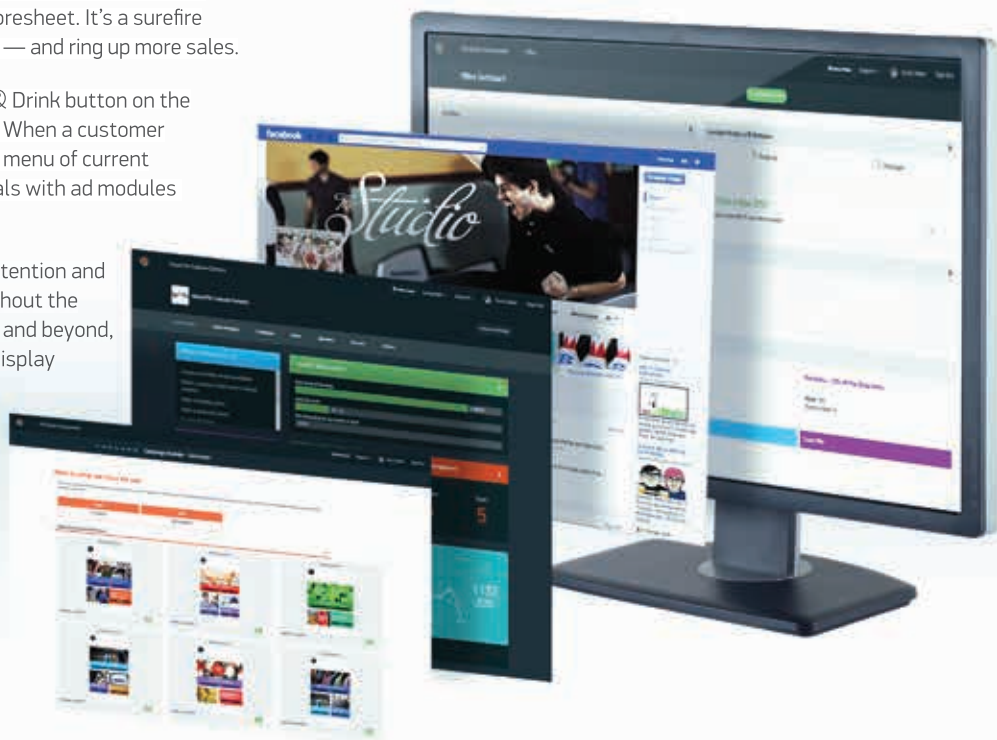
- In-game ads — Display ads on overhead monitors while games are in progress, instead of just between games or when a lane is off. Sync even lets you divide the monitor to scroll an ad across the bottom of an active scoresheet. It's a surefire way to get more eyeballs on your ads — and ring up more sales.
- F&B teaser — There is a new Food & Drink button on the primary navigation menu in Vision UI. When a customer clicks it, up pops a tastefully arrayed menu of current offerings. Create and group these deals with ad modules you design in Brunswick Cloud.
- Digital signage — Capture guests' attention and cross-sell all of your offerings throughout the center, from concourse to restaurant and beyond, with this exclusive Brunswick video display monitor system. Give every guest the info they need for an enhanced experience they'll appreciate. Set a schedule for various offers and displays, with Brunswick Cloud doing the rest automatically.

- Reservation confirmation — Upon booking their event, guests receive a confirmation combined with additional advertising on the other offerings at your center. As their event draws close, they receive a reminder that includes promotions for those other offerings.
- Social media
- Email
- Receipt

There's no easier or more effective way to plan, coordinate, and execute comprehensive (and highly effective) marketing campaigns for your center.

ANALYSIS

With Sync Marketing, you no longer have to wonder if you're wasting money on marketing, not knowing which efforts are working and which aren't. Integrated tracking and deep analytics make it possible to measure precisely how your marketing efforts are impacting revenue and make informed decisions about your marketing spend. Detailed reports provide deeper insights such as which messages, offers, channels, and customer segments are performing best. A consolidated, at-a-glance overview of all your marketing messages makes it easy to understand the total revenue (bowling vs. F&B vs. in-center spending) associated with each offer. Sync Marketing makes improving your strategy even easier with automated recommendations based on your top performers.





DISTRIBUTE THE CAMPAIGN
THROUGH A MARKETING CHANNEL
OF YOUR CHOOSING



SELECT A TARGETED
MARKETING CAMPAIGN
FOR DISTRIBUTION



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



EXTEND AND ENHANCE THE BOWLING EXPERIENCE — AND YOUR MARKETING — WITH OPENLANE AND SYNC PASSPORT.

OPENLANE AND SYNC PASSPORT

Sync Passport and OpenLane® mobile apps make it possible to engage with and extend your brand message to even the hardest-to-reach customers. Your guests will love the convenience, personalized rewards and offers, performance tracking, and enhanced guest experience these mobile, digital platforms provide. And you'll love how these programs keep your center top of mind while providing customer insights that enable deep marketing segmentation. Through integration with Sync CRM, you'll be able to create messages that are so targeted they feel personalized. Sync Passport and OpenLane help you establish credibility, create value, and nurture the relationships your customers have with your center, in a scalable way.

Consumers are accustomed to being able to 'do it all' from their mobile devices, whether it's booking travel, shopping, or paying for coffee. With OpenLane, a custom mobile app developed by Brunswick exclusively for the bowling industry, your guests can make their experience their own while they're in your center. OpenLane drives traffic, increases spend per visit, and encourages repeat visits across all customer segments by making it easier and more rewarding to connect with your center, whether it's by joining a waitlist or redeeming a digital offer.

Meanwhile, Sync Passport drives customer engagement with powerful gamification techniques that reward guests and leverage their need for socializing, competition, and achievement. The easy-to-read performance dashboard and one-click social sharing feature drive repeat visits

by encouraging bowlers to compete against one another and earn achievement badges. Accessibility, convenience, and savings all add up to a better bowling experience, which keeps guests on-site longer and encourages higher average sales.

BENEFITS FOR CUSTOMERS

- Streamlined check-in with Sync tablet customizes the bowling experience using guest profile data and preferences
- Improved customer service
- Loyalty rewards
- 24/7 access to center information including special events and promotions
- Making reservations or joining a waiting list is easy
- Mobile redemption of offers
- Ability to track scores and stats and win badges based on specific achievements (similar to Fitbit or Apple Watch)

BENEFITS FOR PROPRIETORS

- Additional/expanded marketing reach as guests can easily share their digital scoresheets (featuring your branding!) on their social media accounts
- Increased traffic and repeat visits, and higher average sales
- Simplified redemption process with digital offers
- Redemption analytics captured for improving future offers and reducing loss through error and theft
- Increased customer loyalty/retention



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



CUSTOMERS CAN ACCESS YOUR SPECIAL EVENTS AND PROMOTIONS 24/7 WITH OPENLANE.





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



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



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



IT'S ALL

IN SYNC

IT'S HOW THE GAME IS ONE

Brunswick has created the most innovative, robust, entertaining, and comprehensive bowling system so you can provide your customers with an experience unlike any other. 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.



IMPROVE SCORES, ELIMINATE DOWNTIME FOR REPAIRS, AND MAKE YOUR CENTER GLEAM 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



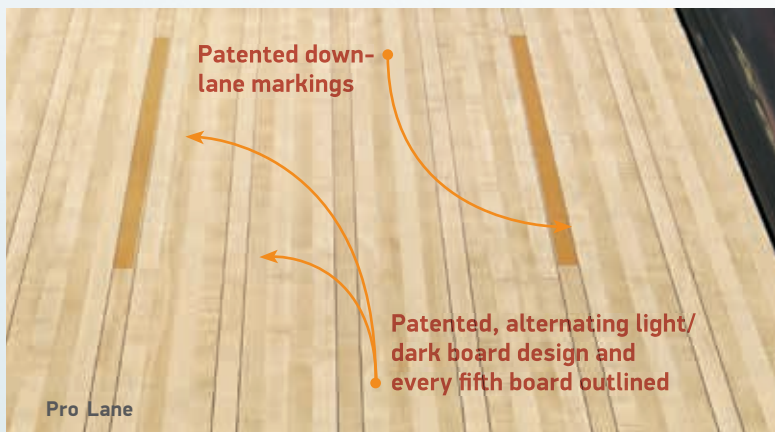
Custom logo lanes ball return fill panel option, USBC approved



No Slip warning label, USBC approved



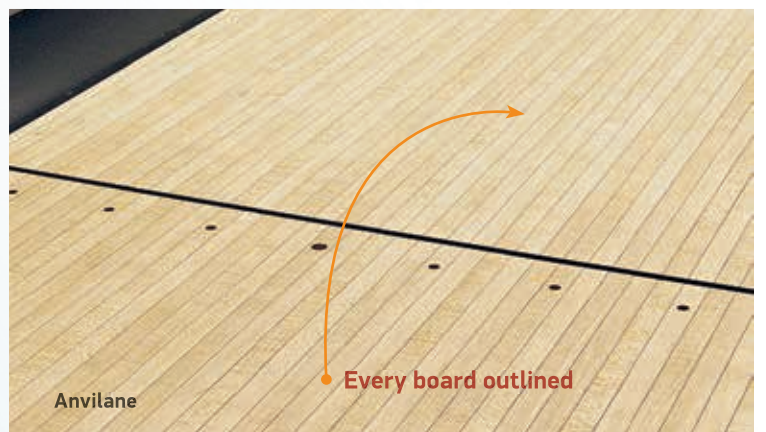
Exclusive I-joist-supported foundation and LSL underlayment



Patented down-lane markings

Patented, alternating light/dark board design and every fifth board outlined

Pro Lane



Every board outlined

Anvilane

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.

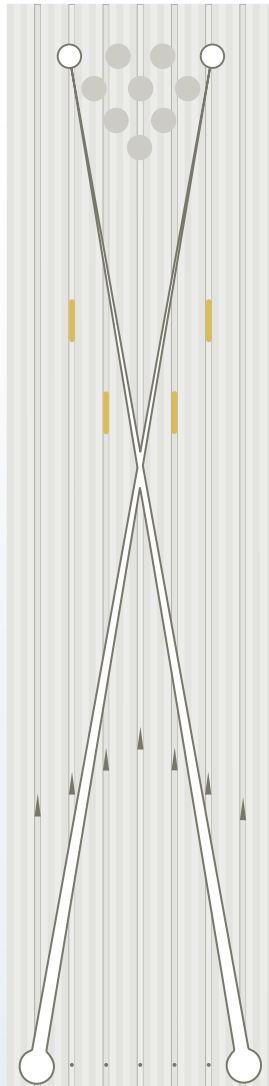
DETERMINING HOOK POWER

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

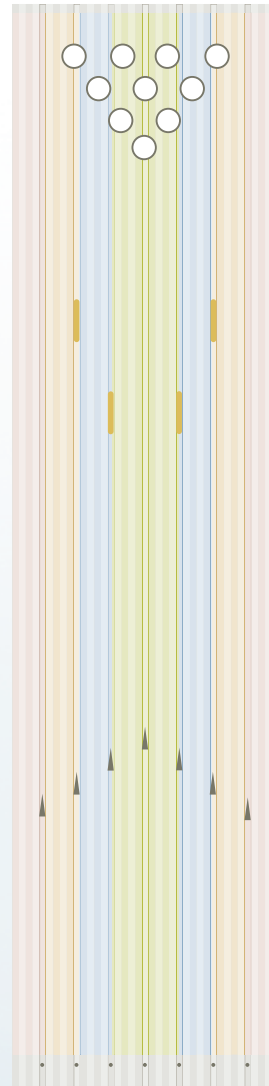
Our down-lane markings allow bowlers to identify their break points (the break point is where the ball leaves the conditioned portion of the lane and enters the dry portion, making a noticeable change in direction) and make the adjustments necessary to maximize pin carry.

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



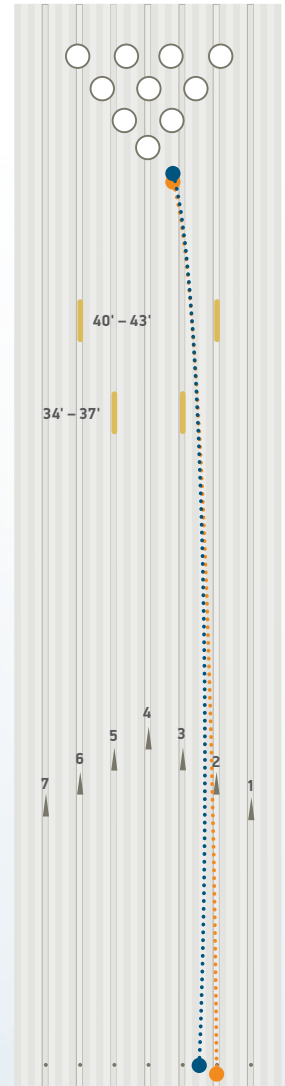
Making Sparing

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

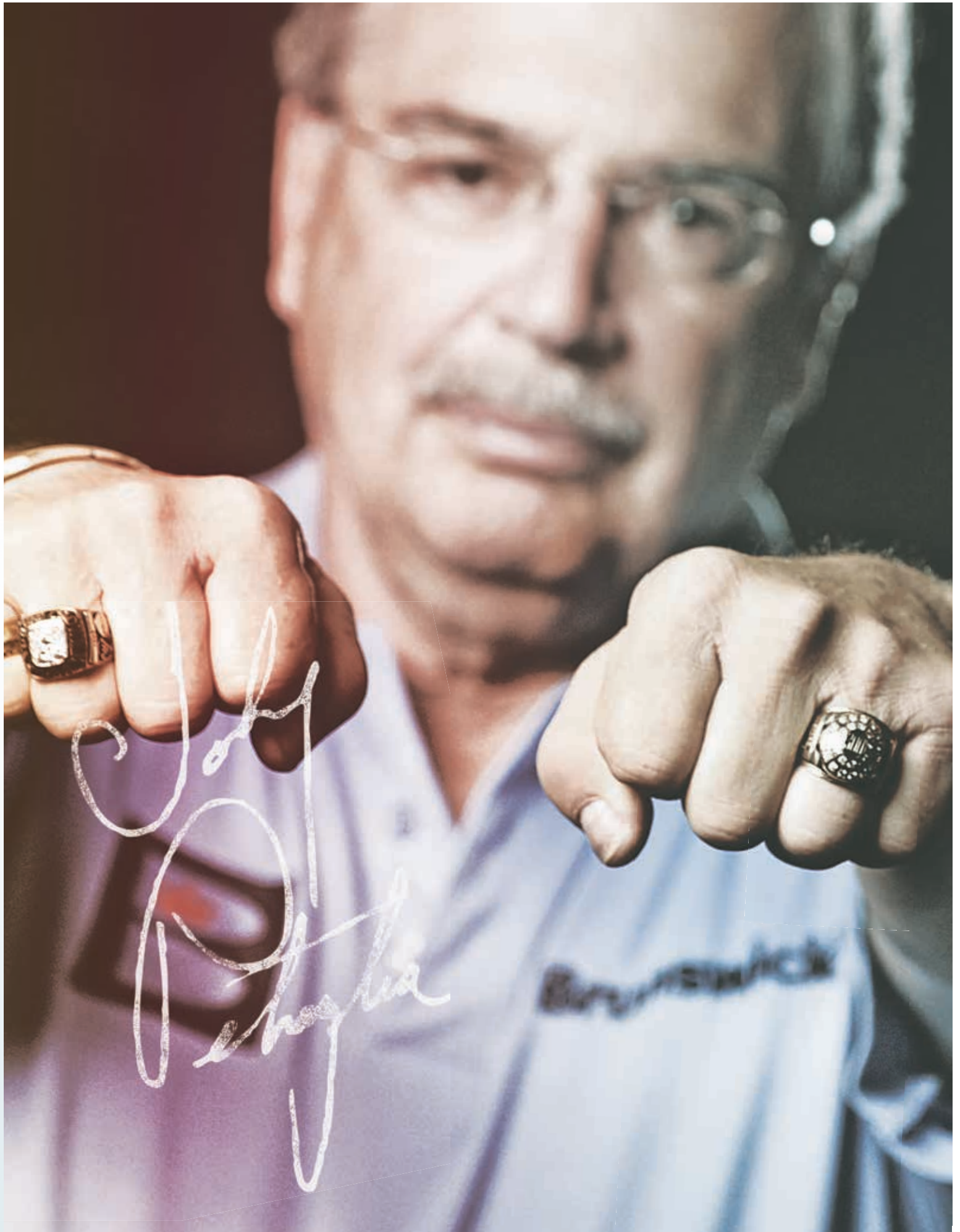
Instruct beginners to think of each zone as a different color. With this imagery, aiming is more accurate and spares are easier to pick up.



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.

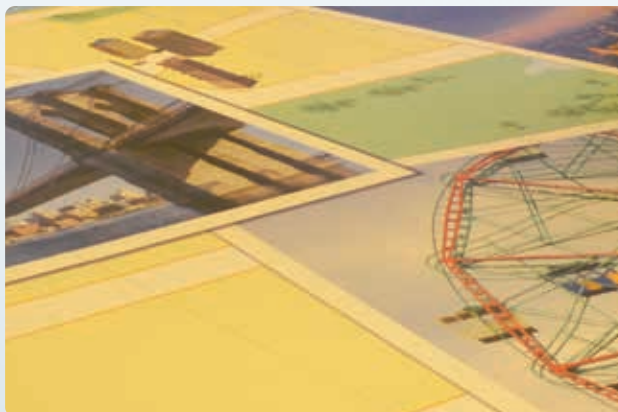
ULTIMATE

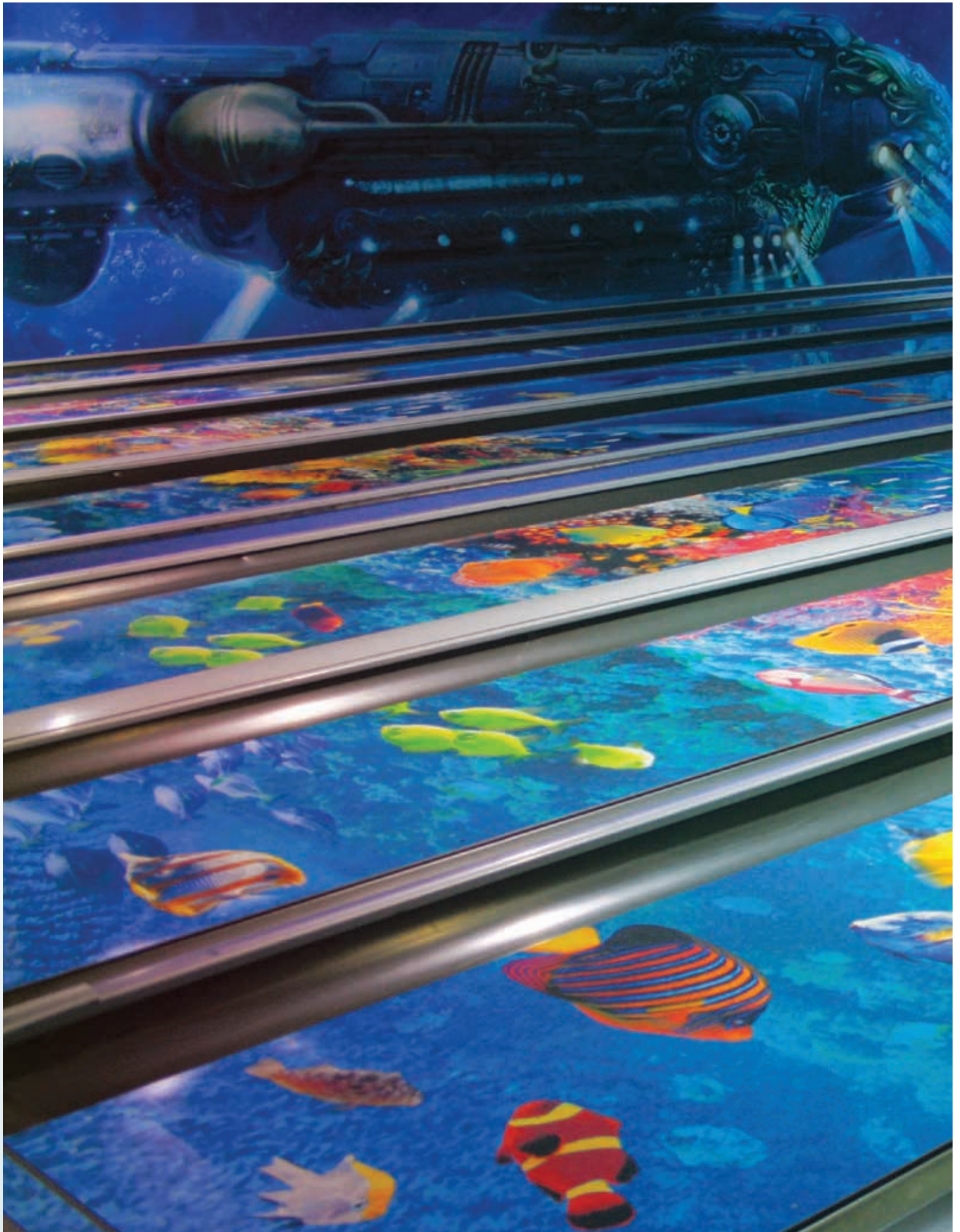
Centers that want a distinctive, themed environment for casual bowlers and families can create a custom, colorful design that's visible by day and also produces an ultra-cool glow effect under black light.

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.





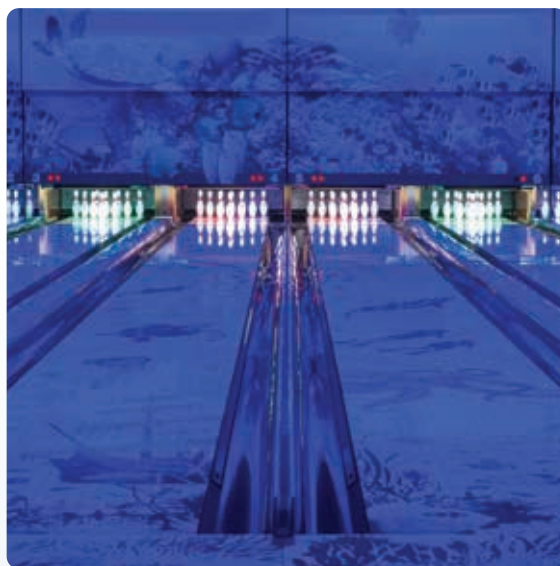
TRANSFORM LANES LOOK AND FUNCTION AS NORMAL LANES IN NATURAL LIGHT BUT “TRANSFORM” UNDER BLACK LIGHT INTO UNFORGETTABLE ENVIRONMENTS WITH AMAZING GRAPHIC EFFECTS.

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

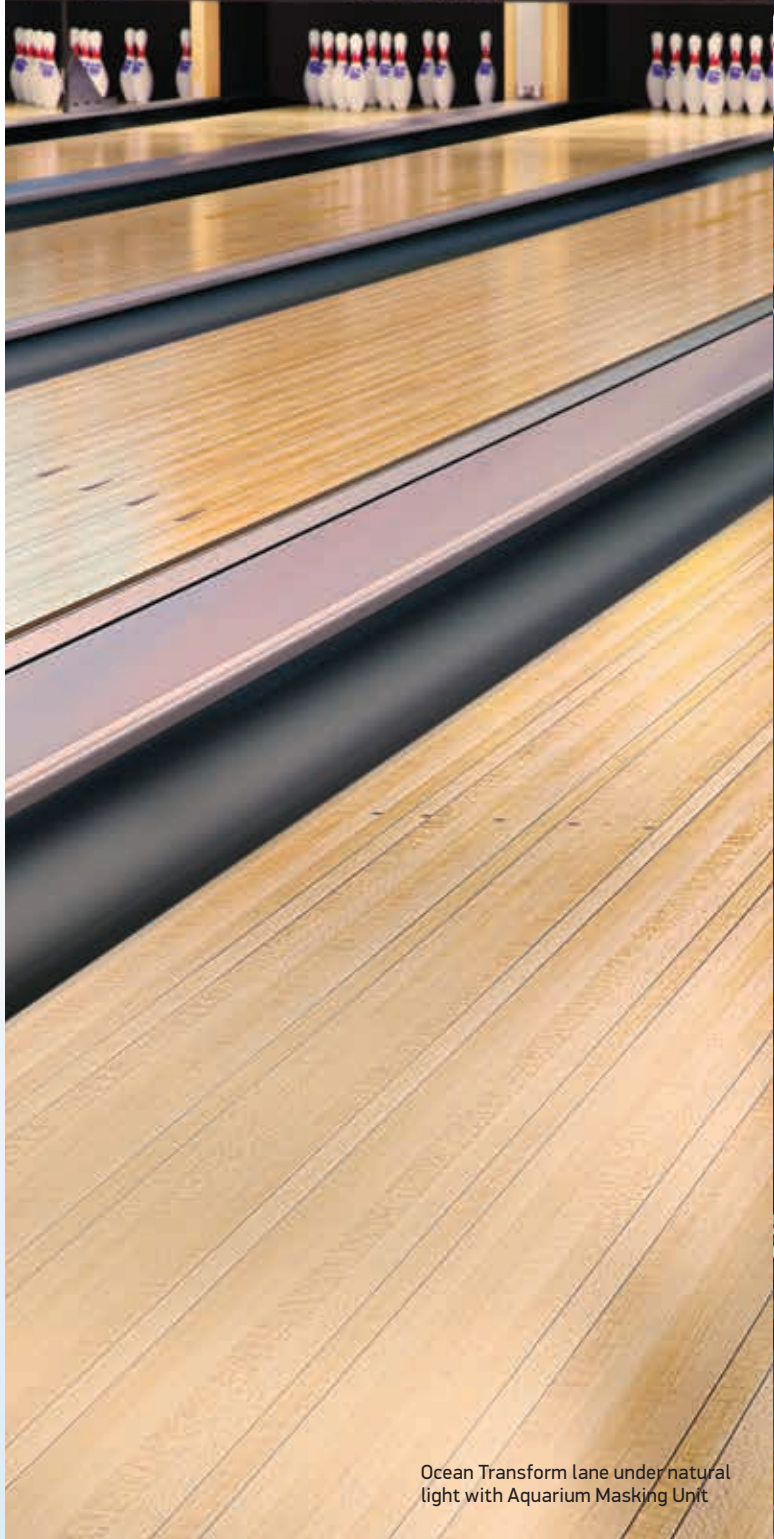
- The same durable performance, beautiful appearance and easy maintenance as Brunswick’s premium synthetic lanes
- Ability to create a unique and extraordinary themed environment
- Differentiate your center from the competitors
- Give customers a more memorable, branded experience
- Exclusive process 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



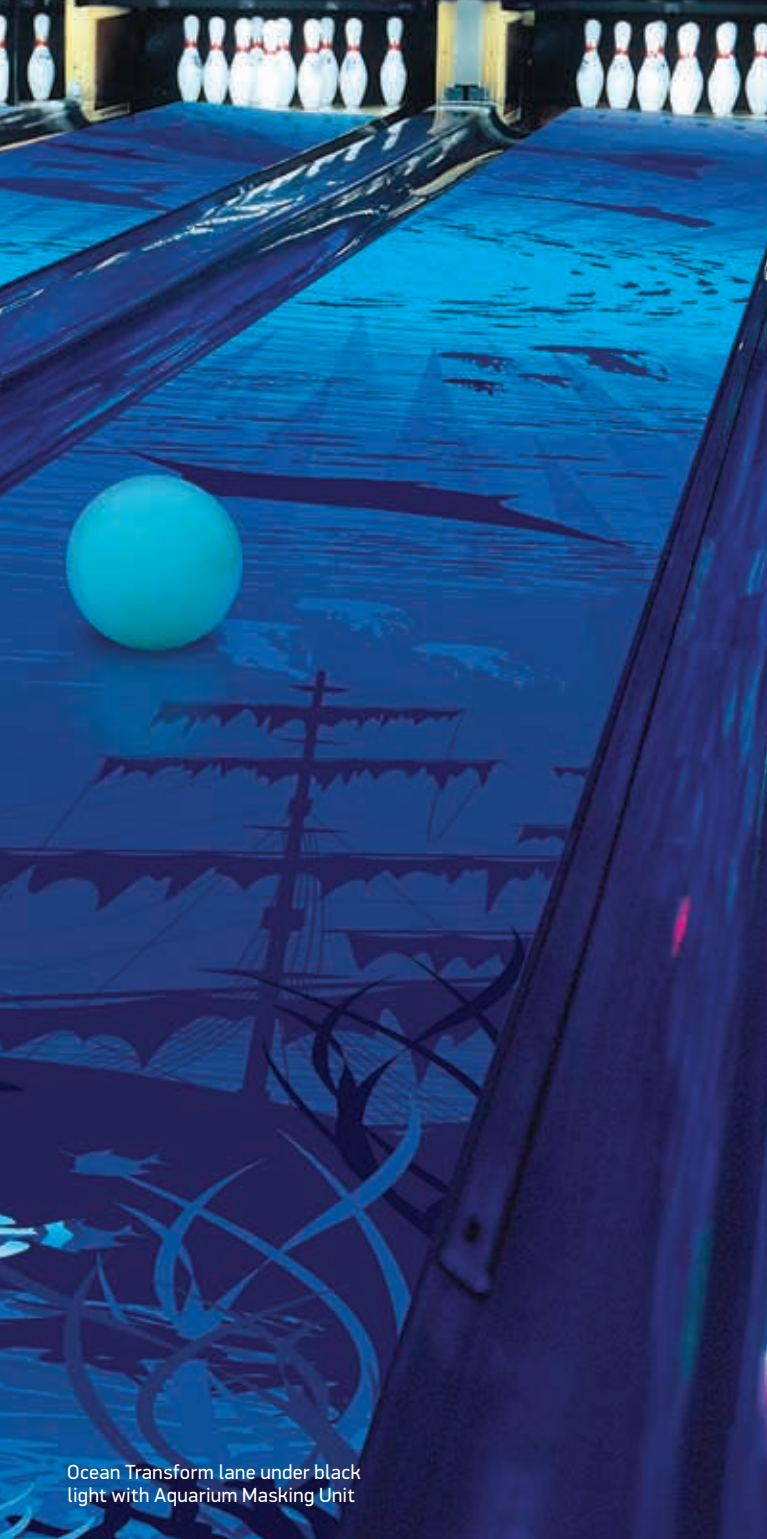
4 5 Brunswick 6



Ocean Transform lane under natural light with Aquarium Masking Unit



Brunswick



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.

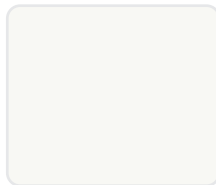
COLORFULL™

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

- 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

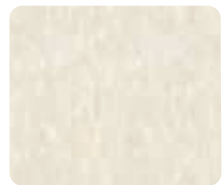
COLORFULL SURFACE OPTIONS



1 Ice White
Black Markings



2 Wanderer
Black Markings



3 Vana
Dark Brown Markings



4 Rock Around the Clock
Dark Gray Markings



5 Silver Crown
Black Markings



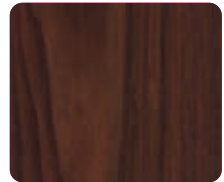
6 Oiled Cherry
Black Markings



7 Singing the Chicago Blues
White Markings



8 Formal Mahogany
Squash Markings



9 Gunstock Savoy Walnut
Wheat Markings



10 Witchcraft
Squash Markings



JB's on 41, Milwaukee, WI

REMINDER

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



1



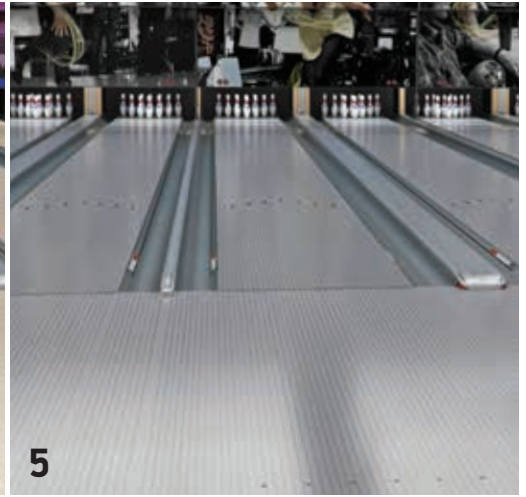
2



3



4



5



6



7



8



9



10

ADD FUN AND FLAIR TO YOUR LANES WITH DYNAMIC LIGHTING SYSTEMS.

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



Lightworx Division Lighting System

LIGHTWORX PIN DECK LIGHTING

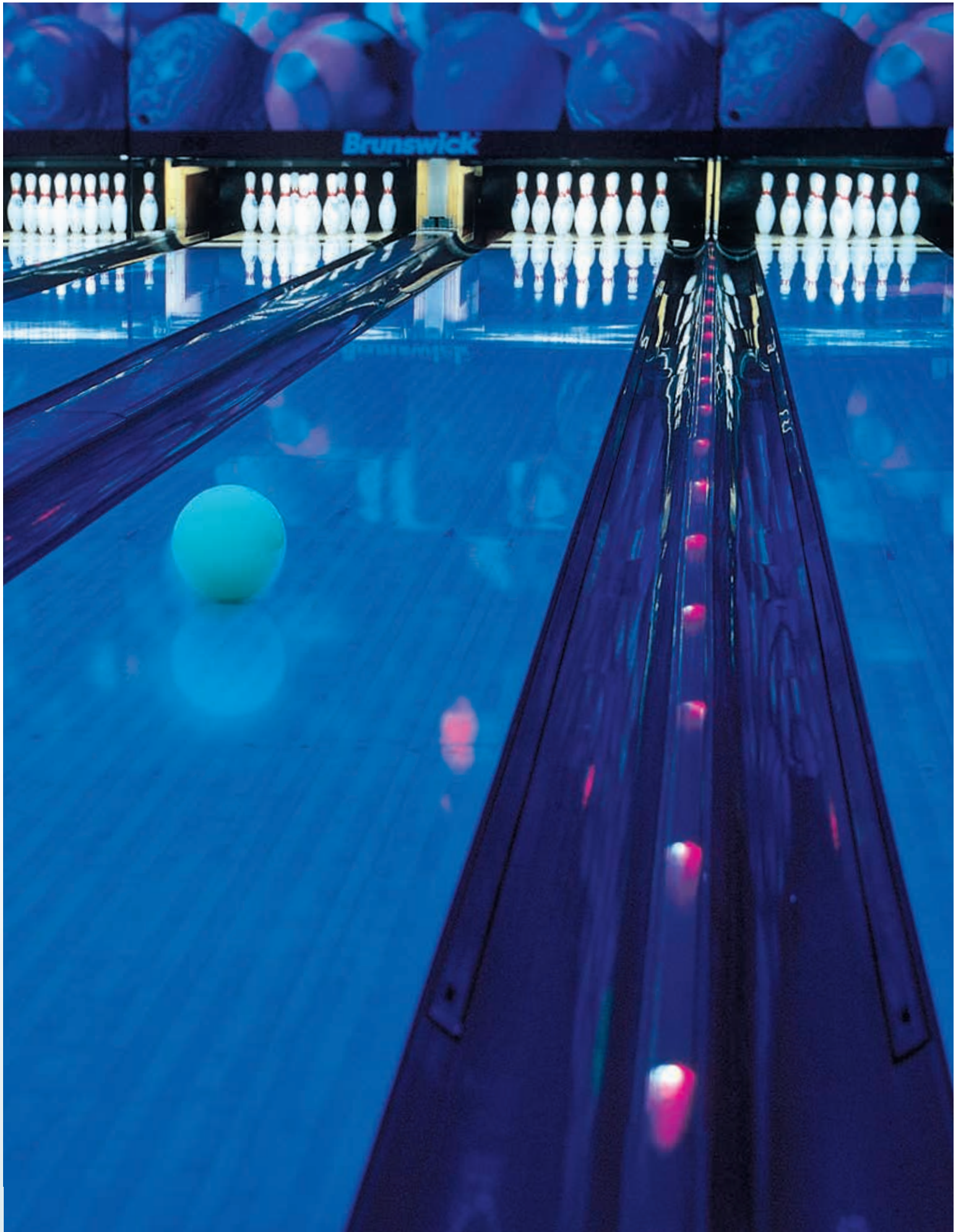
- Easily change the look and feel of your center to create a new experience
- Use to quickly convert part of your center to a hybrid party room
- System comes preset with dozens of dazzling programs — which are added to regularly — and features multicolored lights with numerous preset and custom sequence 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.

CENTER STAGE SUBWAY BALL RETURN — NEW

- Industry's first high-pressure laminate hoods
- Brunswick offers standard colors black and silver crown 450+ color options to customize
- Modern clean look made from durable components matches today's more sophisticated style
- Integrated safety switch, new reset button location, optional Intellishield and under-rack storage

CENTER STAGE SURFACE BALL RETURN — NEW

- For small and standard ball sizes
- Ideal for VIP rooms or your whole center
- Clean, modern design, updated engineering, and added durability
- Whisper quiet design
- Choose the small ball return with Brunswick's Duckpin Social™, the brand-new amenity that delivers all the advantages of bowling in less space

INTELLISHIELD BALL RETURN GUARDING SYSTEM

- 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® Center Stage Subway Return with use of 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



Subway ball return in Silver



Subway ball return in black with ball rack



Tenpin surface return



Duckpin surface return



Capping



Pinball Wizard Automatic Bumper Rails

LANESCAPE MASKING UNITS

CAPTURE BOWLER ATTENTION AND HEIGHTEN THE EXPERIENCE WITH VIBRANT MASKING UNITS.

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

CLEAR MASKING UNITS

- Center Stage clear masking units offer a view of the pinsetter action, while dampening pinsetter noise. They feature 1st ball and 2nd ball lights and can be paired with Pin Deck Lighting.

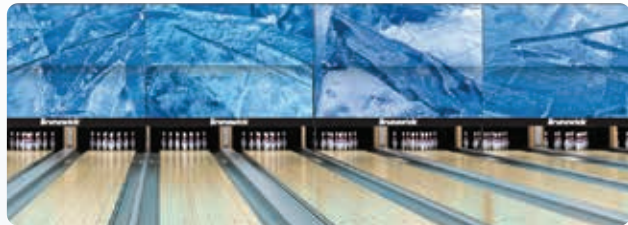
VISIT WWW.BRUNSWICKBOWLING.COM/MASKING-UNITS TO VIEW ALL MASKING UNIT OPTIONS AND A GALLERY OF INSTALLATIONS.

REMINDER

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



Vintage Marquee



Ice



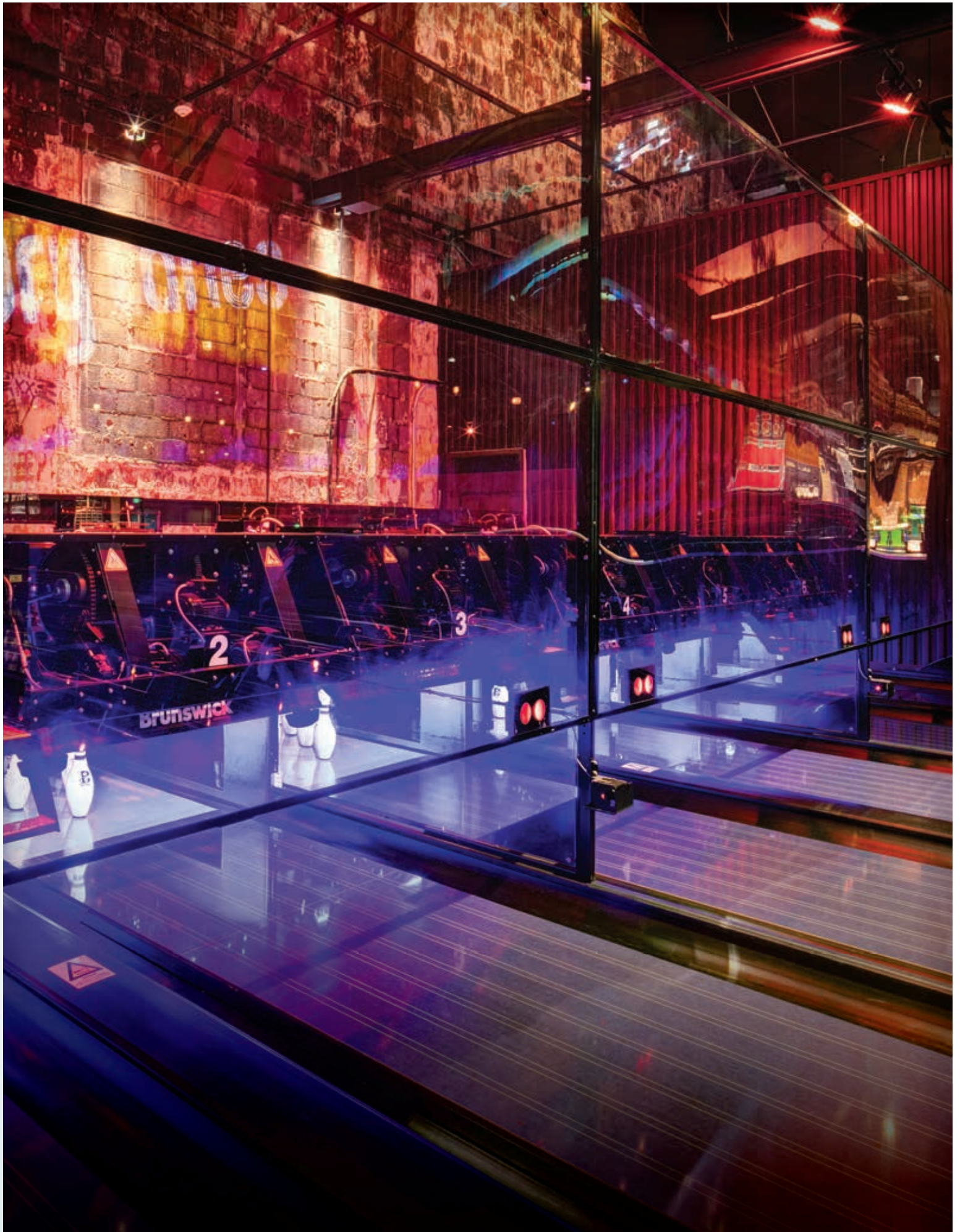
Paragon



Vanity Plate



Bohemian Bowlers



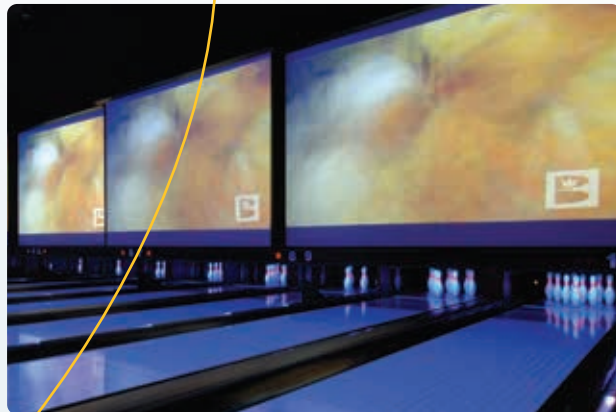
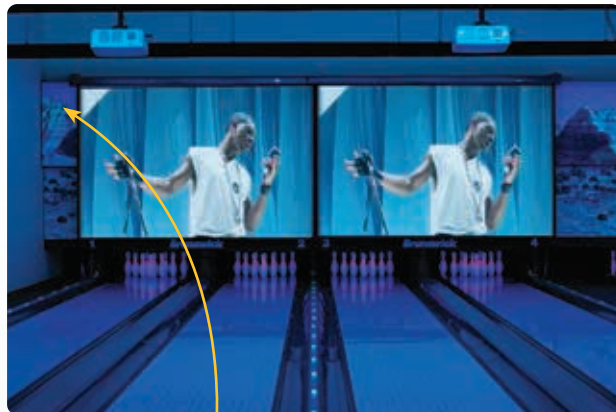
LANESCAPE VIDEO MASKING UNITS

KEEP YOUR CENTER PULSATING WITH THESE CAN'T-MISS PANORAMIC VIDEO SCREENS PROJECTING YOUR CHOICE OF EVER-CHANGING AND ALWAYS-COMPELLING ENTERTAINMENT.

LANESCAPE® VIDEO MASKING UNITS

- Jumbo video screens span every two lanes, covering adjacent pinsetters
- Project 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



CENTER STAGE FURNITURE

OUTSTANDING PERFORMANCE, FLEXIBILITY, AND SHOW-STOPPING STYLE. GIVE EVERY CUSTOMER THE BEST SEAT IN THE HOUSE WITH CENTER STAGE.

CENTER STAGE™

Center Stage bowling furniture includes a wide variety of modular and freestanding 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
- Tufting available on some pieces

FREESTANDING TABLES

- 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

SWING & SWIVEL SEATING

- New seats feature a modern, curvy, and inviting design
- Only cluster seating that offers optional USB charging ports
- Available with sleek bent plywood or comfortable plastic bucket seating
- 450+ custom colors
- Comfortable plastic bucket seating available in three colors
- Keeps your center neat and tidy with no furniture to rearrange at closing time.

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

TIERED COFFEE TABLE

- Unmatched storage capabilities
- Additional dining space
- Optional power integration

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: Mama Melissa, Artisan, and ladder back; backless models: Mia, and Ava
- Available in six standard finishes
- Available in bent plywood and new plastic

BALL STORAGE

- Tabletop surface provides additional space for food and beverage
- Available in six standard finishes
- 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.



NEW — Swing & Swivel Seating



NEW — Plastic Bar Height Chair, also available in table height.



NEW — Bent plywood Bar Height Chair, also available in table height.



Ladder Back and Harbor Bar Stool



Mama Melissa Chair and Bar Stool



Bench Seating

***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.



REMINDER

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

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, ball storage, 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.



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



Bar-height Rectangular Table with Witchcraft finish



Attached, Single Modwall with spill retainer in Honey Maple 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



39" x 52.4" Coffee Table with Sugar Maple laminate and scoring display



30" x 72" Tiered Coffee Table with Oiled Cherry laminate and optional power outlet



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



Attached, Double Modwall with spill retainer in Oiled Cherry laminate

REMINDER

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

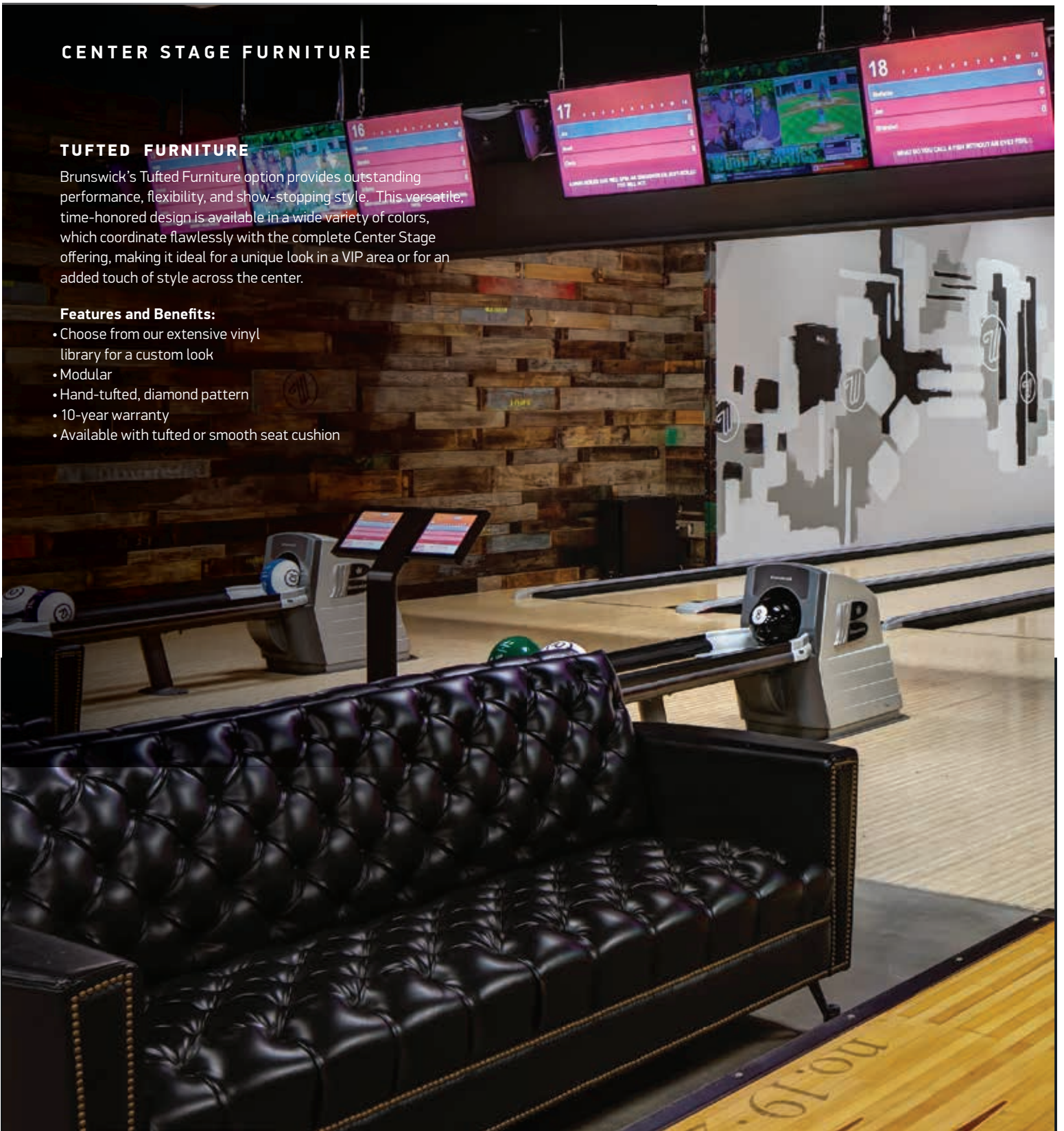
CENTER STAGE FURNITURE

TUFTED FURNITURE

Brunswick's Tufted Furniture option provides outstanding performance, flexibility, and show-stopping style. This versatile, time-honored design is available in a wide variety of colors, which coordinate flawlessly with the complete Center Stage offering, making it ideal for a unique look in a VIP area or for an added touch of style across the center.

Features and Benefits:

- Choose from our extensive vinyl library for a custom look
- Modular
- Hand-tufted, diamond pattern
- 10-year warranty
- Available with tufted or smooth seat cushion



Single Seat



Double Seat



Triple Seat



Love Seat



Chair



Sofa

CENTER STAGE FURNITURE

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 Center Stage™. 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.



CENTER STAGE 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.





FURNITURE FINISHES

FABRICS & FINISHES

Standard offerings that are anything but ordinary — explore Brunswick fabric and finishes to create your perfect combination.

SAMPLES

Call your Brunswick representative to order fabric samples.

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





**TABLETOP
COLORS**



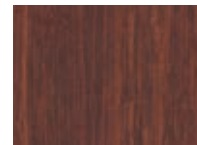
Sugar Maple



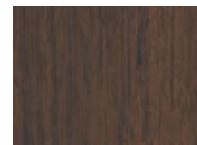
Honey Maple



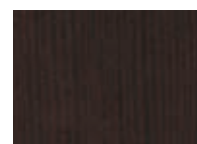
Oiled Cherry



Formal Mahogany



Gunstock Savoy Walnut



Witchcraft



Fashion Grey



Black

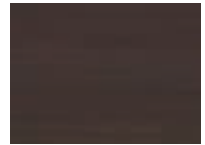


Weldment — Black



Weldment — Grey

**BENTWOOD
PLYWOOD SEATS**



Witchcraft



Cafe Sienna



Carmen Red



Graphite Blue



Regimental Blue



Jet Black

PLASTIC SEATS



Greyblue

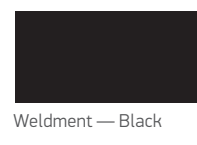


Road

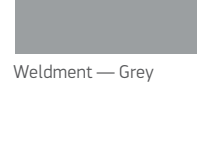


Sandy

WELDMENTS



Weldment — Black



Weldment — Grey

CENTER STAGE FURNITURE

**CENTER STAGE™ SPOTLIGHT
ON BULLWINKLES**

- 16 Total Lanes
- 18,000 sq. ft.
- Mini Golf
- Go-Karts
- Laser Tag
- Virtual Reality
- Ropes Course
- Bumper Boats
- Arcade
- Zip Line
- Kidopolis Playland





CENTER STAGE FURNITURE

CENTER STAGE™ SPOTLIGHT ON BOONDOCKS

- 41 Total Lanes
 - 32 Lanes
 - 8 VIP Lanes
- Restaurant
- Arcade Game Room
- Mini Golf
- Go-Karts
- Bumper Boats
- Laser Tag





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 pinsetting 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

- Run on three-phase power
- Require 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

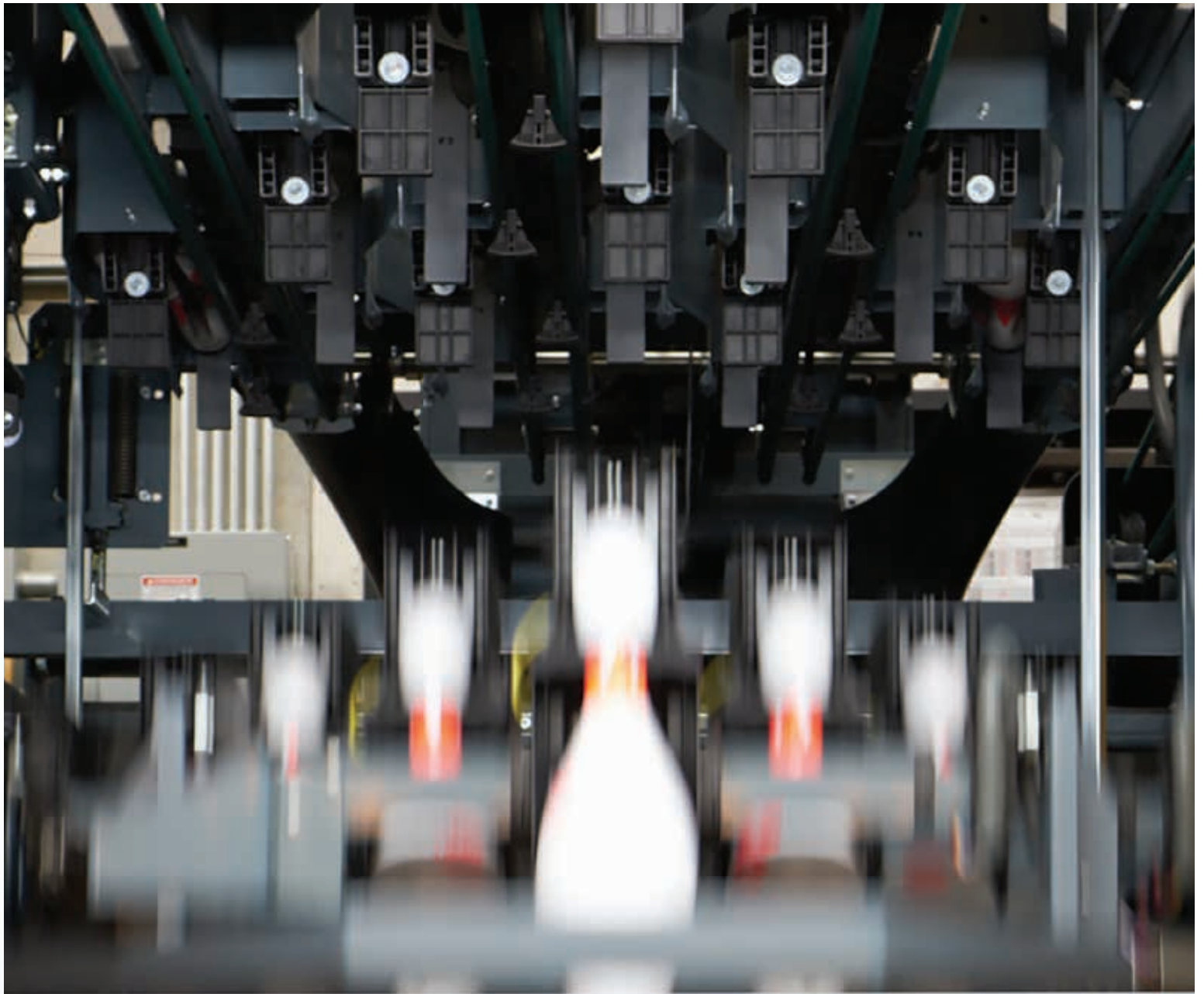
GENUINE BRUNSWICK PARTS

- 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!



Brunswick®

“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 ADCKOCK, 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.



External Rear Controller

System operations and diagnostics are accessible with convenient external rear controller



Photo-Sensor Light Beams



Interlock Switch

STRINGPIN PINSETTER

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.

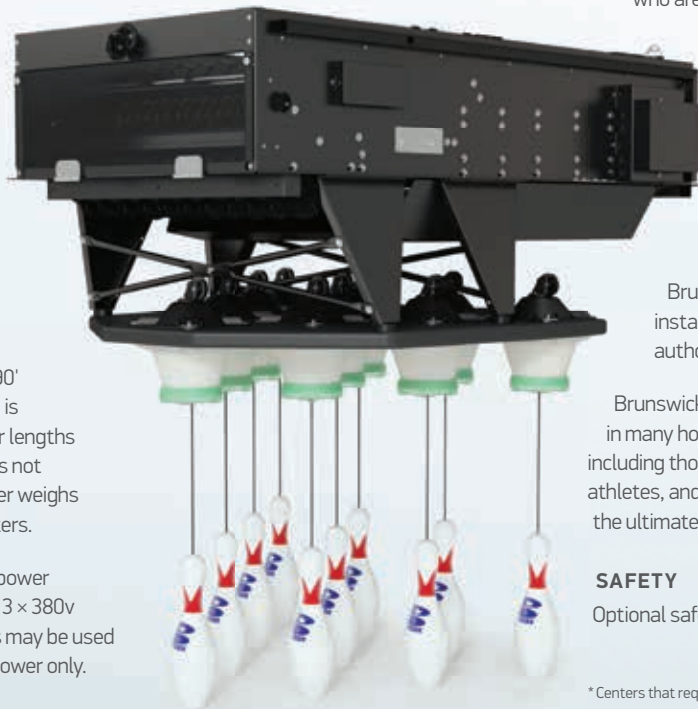
Brunswick has installed bowling lanes in many homes around the world, including those of celebrities, professional athletes, and those who simply desire the ultimate home "recreation" room.

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.

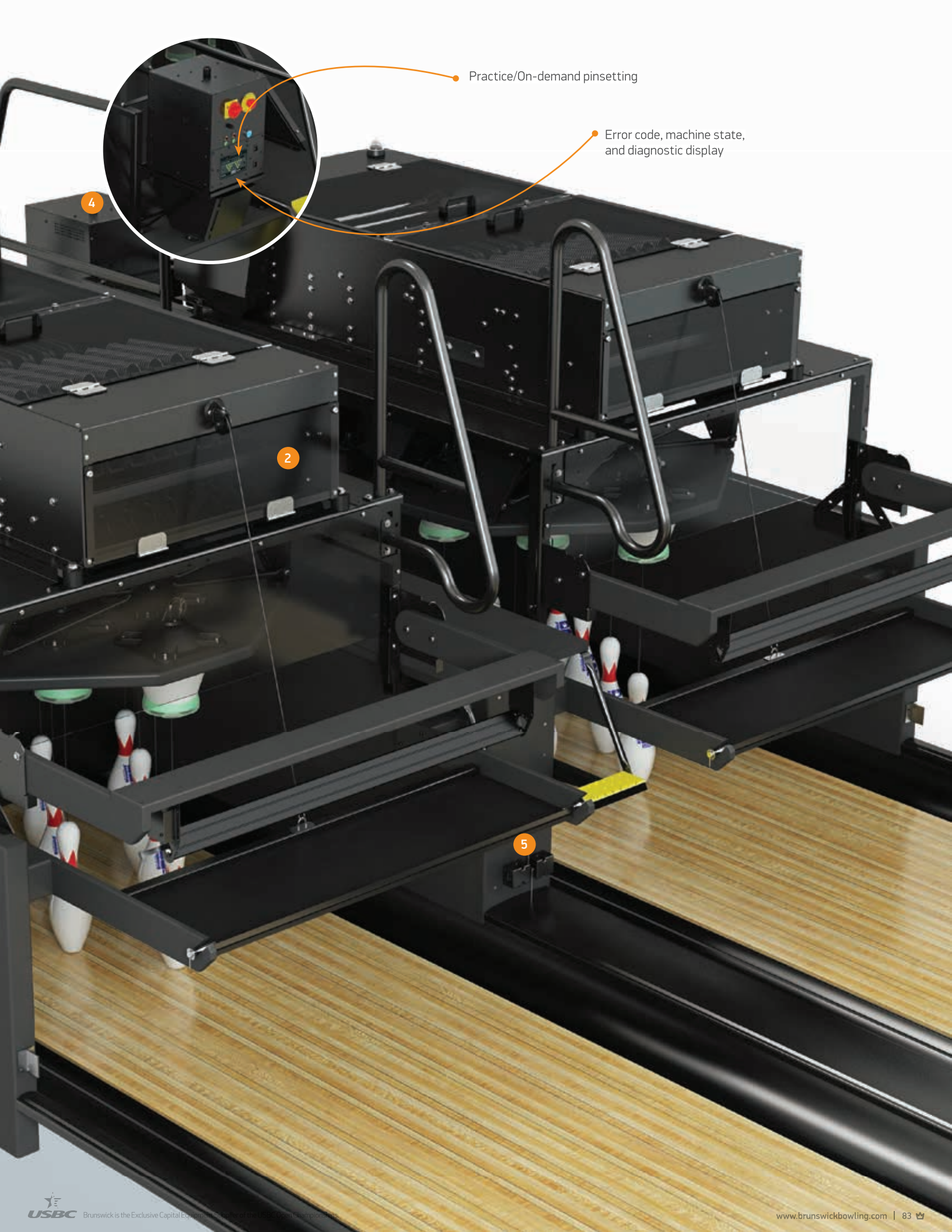
Requiring a minimum of one 10-amp breaker per pair, this machine is highly efficient, further reducing your power consumption and lowering your operating costs.

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 pinsetting
 - 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.
7. Available as traditional ten pin or duckpin.





Practice/On-demand pinsetting

Error code, machine state,
and diagnostic display

4

2

5

KEEP YOUR LANE CONDITIONS CONSISTENT AND YOUR BOWLERS HAPPY WITH BRUNSWICK PATENTED DIRECT+ CONDITIONING SYSTEM.

LANE MACHINES

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

MAX LANE MACHINE BY BRUNSWICK

MAX – the new leader in lane machine technology, features Brunswick's Direct+ Conditioning system. Built to deliver superior performance, reliability, and consistency, MAX is very easy and intuitive to operate. MAX is designed to make lane care easy, reliable, and customized for the needs of bowling centers across the world.

DIRECT+ CONDITIONING

MAX features our patented Direct+ Conditioning system, which applies the oil with 39 individual injectors — one for each board. This board-by-board approach ensures precise delivery onto the lane, exactly where you want it, regardless of topography. The result is superior pattern consistency with no zigzags or multi-component transfer systems to blur the results.

With Direct+ Conditioning, you know the right amount of oil is on the lane. Oil application is computer controlled by varying the injector pulse rate, not the speed of the machine.

The on-board heater warms the conditioner to 80°F ensuring consistent application, while the buffer brush tapers for smoother transitions.

The PBA® counts on Direct+ Conditioning to provide consistent patterns for the very stringent requirements of the PBA Tour. The Direct+ Conditioning system has been used for every PBA Tour event since 2006.

FLEX POWER

MAX can be quickly switched between lithium battery or AC/DC power. It is equipped with an on-board power supply, plugging in the power cord for a seamless transition between these options. The lithium battery uses a smart charger to optimize battery life and performance. The charging cycle and battery use are monitored and logged through the User Interface. A buzzer will alert you if the machine is not charging after use. If the unexpected happens and the battery was not charged, your machine can be ready to go with the backup power cord.

USER INTERFACE

MAX features a 10.4" Android-based touch screen tablet that is easy and intuitive to use. This is the same functional and durable tablet used in Brunswick's SYNC™ scoring and management system. The tablet features a large screen with easy-to-navigate main menus across the top and sub menus on the left.

The tablet is also WiFi enabled, allowing for direct Internet communication between Brunswick and the lane machine. This will enhance and quicken any needed support and technical assistance. Pattern download times are also greatly improved.

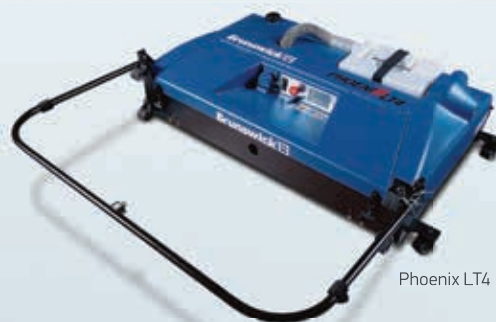
Predictive analytics are included in the software, allowing the user to quickly check specific parameters to ensure the machine is functioning at maximum performance and efficiency.

CONTAMINATION SENSOR — PATENT PENDING

MAX features a patent-pending sensor system that alerts the user when cleaner has entered the conditioner tank. Once cleaner is introduced into the machine's system, a complete system purge is required. This sensor won't allow the cleaner to leave the conditioner tank by automatically shutting down the machine and providing an error message. The conditioner tank can then be cleaned without adversely affecting other components in the conditioning system.

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



***“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

Today there are only three effective ways to remove conditioner from the lane: surfactant driven cleaners, pH driven cleaners, and solvent driven cleaners. Brunswick is the only manufacturer offering all three forms of cleaners.

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, Envoy®/A22, Gold Edge, 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.

Formula 45 uses a special blend of oils with an enhanced additive package to create a low lubricity conditioner that gives predictable and strong ball reaction. It has been optimized for low friction, synthetic lane surfaces. It can be used with Brunswick Direct+ conditioning system and Sanction technology machines

Logic Lane Conditioner blends top-grade oils with an enhanced additive package. Logic is a low lubricity conditioner with excellent durability that is optimized for low friction surfaces



Hook Zone Concentrated Lane Cleaner has paved the way for a new class of cleaners for Brunswick. Utilizing a highly effective, 100% liquid formula, this fast-acting solvent driven cleaner leaches the lane surface, and leaves a squeaky-clean lane. It can be paired with all lane conditioners on the market today



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
- Max pins are available as string pins

SPECIALTY PINS

- Max and string colored pins come in four vibrant solid colors. Available in single-color sets of 10 or individually.
- Happy Birthday Pins feature the crown graphic, a “Happy Birthday” message, and can be used for signatures. Available in sets of 10 or individually.
- Trophy Pins are made of maple wood and covered in a clear topcoat so they can be used as signature pins. Available in sets of 10 or individually.
- Duckpins (American style). 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.



Score King Pins



Max Pins



Max & Duckpin string pins



Premium Rental Shoes



Hybrid Rental Shoes



Max Color Pins, Happy Birthday Pin, and Trophy Pin



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



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



FLASH HOUSE BALLS

Light up your center with the new Flash house balls from Brunswick! The Flash house balls are perfect for VIP areas, birthday parties, special events, or for making open bowling more fun and exciting.



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. GS-X© Pinsetter and StringPin pinsetter maintenance training is also available.

OFF-SITE TRAINING

Training for the GS Series pinsetters is offered at the Brunswick Training Center in Muskegon, Michigan. Training focuses on combining theory with hands-on learning opportunities, giving your mechanic the very best learning experience, safeguarding your investment 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 Frameworx® 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. Brunswick Electronic Repair offers a 90-day warranty and technical support at USA 1-800-937-2695 or USA 1-231-725-4966 on all rebuilt assemblies.

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

