

BRUNSWICK  
BOWLING CENTER  
PRODUCTS

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# THE BENEFITS OF **BRUNSWICK**

## Industry-Leading **Innovation**

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

## Everything **You Need**

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

## At Your **Service**

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

## Peace **Of Mind**

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

# SYNC.

It's how the game is one.

Brunswick proudly introduces Sync™. It's the first all-new scoring and management system for the bowling industry in more than 20 years—as well as the first ever to be modeled around the key business principles that drive the success of profitable bowling centers.



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

## Sophisticated Marketing Features

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



## Comprehensive Center Management

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



## Enhanced Bowler Experience

Sync takes the game that millions love to play to new heights of entertainment and excitement. Everything

from the design of the scoresheets to social network integration features to a trio of smart new games have been added to make this the system that serves up the bowling experience at its absolute best.



What goes around comes around—**understanding the Sync revolution.**

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

In essence, we found that the success of every bowling center revolves around the quality of the customer experience that it provides. The customer experience cycles through four stages — and the surest way to improve your business is to improve customer satisfaction at every one.

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







## SOPHISTICATED MARKETING FEATURES

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

### Sophisticated Marketing Features

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

### Customer Relationship Manager (CRM)

Sync's CRM gives the system its marketing prowess. From start to finish, the CRM works to plan, create, target and deliver your marketing messages — with minimal effort on your part. Here's how it works:

#### Automatic data collection

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

#### Campaign Manager

Campaign Manager lets you set schedules for which messages to send to which bowlers/groups on what dates — with automatic execution after that.

#### Marketing tools

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

#### Top-quality, off-the-shelf, marketing materials

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

#### Security

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



HIGH-QUALITY IMAGERY AND  
CONTENT TO CREATE TARGETED  
MARKETING CAMPAIGNS



PRE-DESIGNED MARKETING  
MESSAGES FOR TWITTER  
AND FACEBOOK



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

Sync Scoring

Sync Mgmt

Social Media

Web API

Receipt

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



# SYNC CRM

Customer Data



SCHEDULE FACEBOOK  
POST WITH CRM TO CREATE  
COHESIVE CAMPAIGNS





**SOPHISTICATED  
MARKETING  
FEATURES**

Campaign Manager gives you  
a **consolidated overview of  
all your marketing messages.**

## Campaign Manager

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

- Select a targeted marketing messages to distribute through the marketing channel (in-game ads, specials, over-head ads, receipt, reservation confirmation, Facebook, Twitter, email) of your choosing
- Schedule which ads are sent to which audiences on what date, or displayed on which consoles/monitors at what time
- Set "triggers" (such as customer birthdates, holidays, time-of-day, number of days preceding an event) to automatically activate selected campaigns on cue
- Advanced suite of analytical tabs and metrics

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

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







SELECT A TARGETED  
MARKETING CAMPAIGN  
FOR DISTRIBUTION



DISTRIBUTE THE  
CAMPAIGN THROUGH  
A MARKETING  
CHANNEL OF YOUR  
CHOOSING

Campaign Manager



Studio Summer Fun Campaign Center

Settings

Filter

Schedule

Schedule

Run

Schedule this channel during these days

10/20/18

On these days

M T W T F S S

During this time

10/20/18

Save Changes



E  
American classics



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





**SOPHISTICATED  
MARKETING  
FEATURES**

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

### Media Manager

Use Sync Media Manager to customize or create from scratch all of your marketing content: everything from in-game ads that display on the scoring monitors to tempting promotional messages that land in customers' email in-boxes.

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

### Digital Signage

Capture the attention of everyone in your center, whether they're on the concourse, in your restaurants or anywhere else in your building. Cross-sell all of your offerings throughout the center. Enhance every guest's experience, giving them the info they need and an enhanced experience they'll appreciate. You can do it all with Digital Signage, the exclusive Brunswick video display monitor system that's now beautifully integrated with Sync CRM.

### Applications:

- Display in-house ads for upcoming special events, food and beverage specials, pro shop deals and other offerings
- Display live scoring for selected lanes, including high scores for leagues that night or throughout the season (COMING SOON)
- Keep customers up-to-date with our wait list (COMING SOON)
- Sell and display advertising for other companies, adding a new revenue stream for your center



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





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







**SOPHISTICATED  
MARKETING  
FEATURES**

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

### In-Game Ads

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

#### In-Game Ads

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

#### “Specials” Teaser

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

#### “Service” Expediting Messages

A new service button in Sync's main navigation menu brings up a list of service-expediting messages. Just by clicking on one, customers can send a text to the front desk saying “Ball Stuck,” “Send Server” or other requests. You can customize the list with up to six messages (three from a list of standard choices, plus three you can make up).



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



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



A NEW SERVICE BUTTON IN SYNC'S MAIN NAVIGATION MENU BRINGS UP A LIST OF SERVICE-EXPEDITING MESSAGES



**SOPHISTICATED**  
MARKETING  
FEATURES

## 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 should only grow bigger.

- Lets customers book lanes via a computer, smartphone or tablet, from anywhere at any time. The certainty of having a lane available when customers arrive eliminates one of the biggest objections that people have had to going bowling
- Options for centers to require a deposit (or full payment in advance) to place an Internet reservation, reducing the risk of holding lanes open for no-shows
- Internet Reservations software is now 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



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







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



COMPREHENSIVE  
CENTER  
MANAGEMENT

## Enhanced Lane Status Dashboard. It's miles ahead.

### 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.

#### 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 support standard lane prep for leagues and other special scoring arrangements
- Automatically displays scheduled Internet reservations
- Streamline the check-in process all from one screen — configure lane assignments, send names to the lane, add products, configure scoring experiences, total the customers bill and more



STREAMLINE THE CHECK-IN PROCESS ALL FROM ONE SCREEN — CONFIGURE LANE ASSIGNMENTS, SEND NAMES TO THE LANE, ADD PRODUCTS, CONFIGURE SCORING EXPERIENCES, TOTAL THE CUSTOMERS BILL AND MORE



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

Bumpers  
installed:  
OFF

Number  
of players









**COMPREHENSIVE  
CENTER  
MANAGEMENT**

**Accurately calculate, collect and track every dollar spent anywhere in your center—all via one centralized and easy-to-operate system.**

## Sync POS

There's never been a better, more powerful system for ringing up sales throughout your center. From top to bottom, we've redesigned the Sync POS to make it easier and faster to operate, more goof-proof and more secure.

### Products/Departments/Accounts

- Create an unlimited number of products, departments, 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

### Food and Beverage Modifiers

- Set up modifiers for appropriate products (e.g. pizzas, hamburgers, other specialty sandwiches)
- Improves order-filling accuracy
- Improves inventory control to reduce waste/spoilage

### Pricing

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

### Tabs

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

### Payments

- Accept/process credit/debit/game/gift card payments
- Percentage or dollar discounts can be applied to individual products or transaction totals
- Gratuities can be added automatically or with each customer's individual payment
- CRM integration/coupon scanning (including via smartphone interface/receipts/transaction data/metrics) available

### Reporting

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

## Interfaces

### Micros® POS – OPTIONAL

- Seamlessly integrates with Sync
- Scalable to meet the needs of both single stores and chains
- Ideal for high-volume businesses with multiple food and beverage registers

### Azbar/Berg Beverage Control – OPTIONAL

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

### Game Card Systems – OPTIONAL

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

**micros®**

**AZBAR**

**BERG  
COMPANY**  
A Micros® Limited Liability Company

**intercard®**

**EMBED**  
One Leader. One System.

SEAMLESS INTERFACES PROVIDE  
ENDLESS FLEXIBILITY





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



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



NEW 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





## It's “the boss” at running your back office.

### Back Office

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

#### Daily Dashboard

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

#### Security

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

#### Memo

- Send messages and track open rates

#### Reports/Audits

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

#### Tax Management

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

### Pinsetter Management

#### Automatic Pinsetter Shutdown

System automatically powers down pinsetters when lane is not in use to conserve energy and trim center's electric bills.

#### GS-X and StringPin On-demand Pinsetting with Pulse Control

Sync seamlessly interoperates with GS-X and StringPin pinsetters with Pulse controller to fully deliver their unique pin-setting capabilities.

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





OUR NEW GAME HORSE, WHICH MIMICS THE CLASSIC PLAYGROUND BASKETBALL SHOT-MAKING GAME, TAKES FULL ADVANTAGE OF THE UNIQUE PIN-SETTING CAPABILITIES OF THE GSX AND STRINGPIN PINSETTERS



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



COMPREHENSIVE  
CENTER  
MANAGEMENT

## 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/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



Time Clock



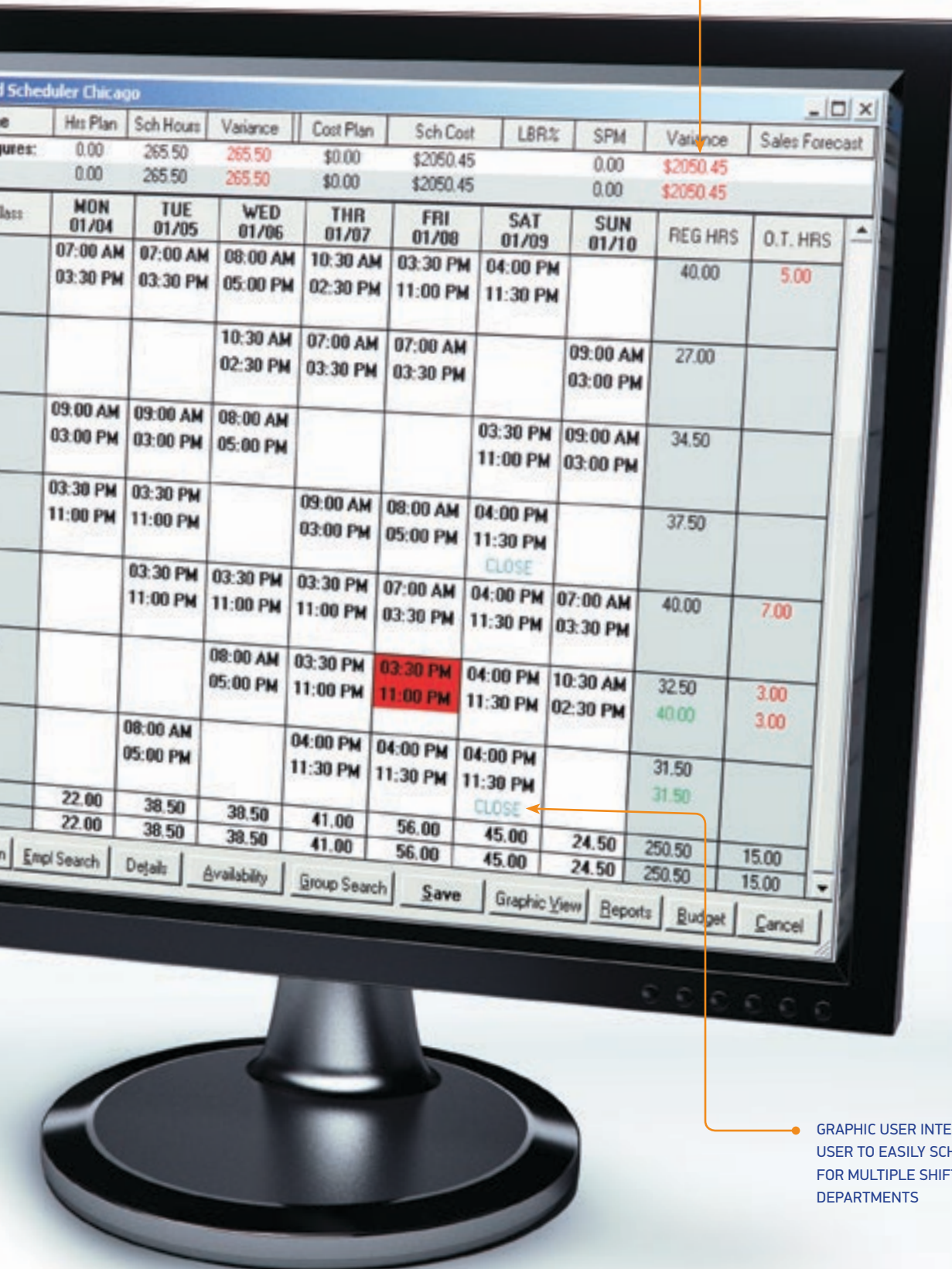
Virtual Time Clock Solution



TimeproSQL® Grid	
Group Name	
Overall Labor Fig	
Front Desk	
Employee/Job O	
BUDSON, TAMMY	Counter Ctl
BURNS, DONALD	Counter Ctl
BURNS, MICHELLE	Counter Ctl
CASADY, TRACY	Counter Ctl
CASEY, TOM	Counter Ctl
ALEXANDER, THOMA	DJITech
ANDERSON, BOB	DJITech
Total Hrs.	
Grand Total Hrs.	
Empl Up	Empl Down



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



COMPREHENSIVE  
CENTER  
MANAGEMENT

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

### Guest Management

There are lots of "moving parts" in a bowling center: employees, guests, equipment and activities that have to work in concert to keep customers smiling and cash registers ringing. Trying to juggle all these things at once can give you an ulcer...unless you have Sync. The system offers modules to manage bowling lanes, F&B operations, employee time, leagues, billiard tables, even lockers and rentable party rooms to keep you on top of everything that goes on in your center.

#### Superior Lane Control

Efficiently moving customers on and off your lanes — while making sure that you're paid for every frame — is a major key to success. Still, many bowling centers struggle with this core competency. Sync was specifically designed to help centers with this job...with less effort and lower margin-for-error than ever. As a result, you maximize profits as well as customer service.

#### Here's how:

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



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



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





25

# Welcome to Brunswick Ten Pin Lanes



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



## Guest Management

Advanced reservations, with a focus on streamlining guest management throughout the center consolidates all guest interactions for seamless interaction. Easily move guests 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 a 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 additional purchases made during the customer's visit to the bill

### League and Tournament Management

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



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

### Locker Management

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

### Rental Control and Table Management

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







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







ENHANCED  
BOWLER  
EXPERIENCE

## When bowlers get to the lanes, Sync scores by making the game they love even better.

### Bowler Experience

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

#### Sleek, Stylish New Hardware

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

#### All-new Scoresheets and Scoring Environments

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

#### Improved Customer Service Functions

Sync lets you display ads right on the scoresheet during games. It offers bowlers immediate access to Specials menus, and lets them send text messages to the front desk when their 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.

#### Smart New Games

Sync includes a trio 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.

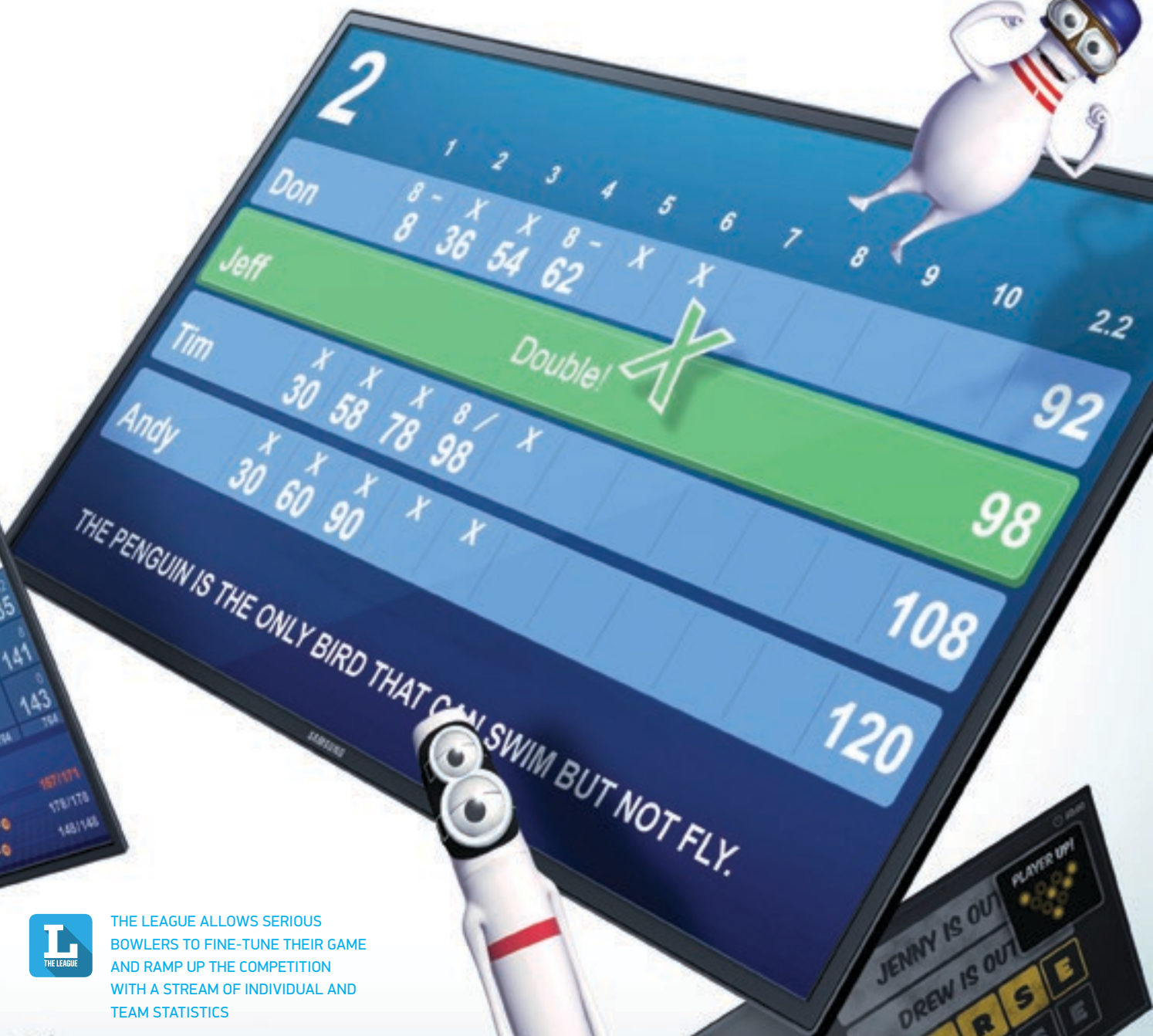


E-Z BOWLING IS A ONE-BALL-  
PER-FIVE-FRAMES GAME THAT'S  
IDEAL FOR KIDS' PARTIES BUT  
FUN FOR ALL AGES





THE BUZZ WILL ENHANCE THE FUN  
FOR CASUAL BOWLERS WITH A  
LANE-TO-LANE NEWS FEED



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



CHOOSE CREATURE FEATURE AND JOIN  
OUR CAST OF ODDBALL MONSTERS AS  
THEY WREAK HAVOC ON YOUR FUNNY  
BONE WITH THEIR TERRIFYINGLY FUN  
MISADVENTURES



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







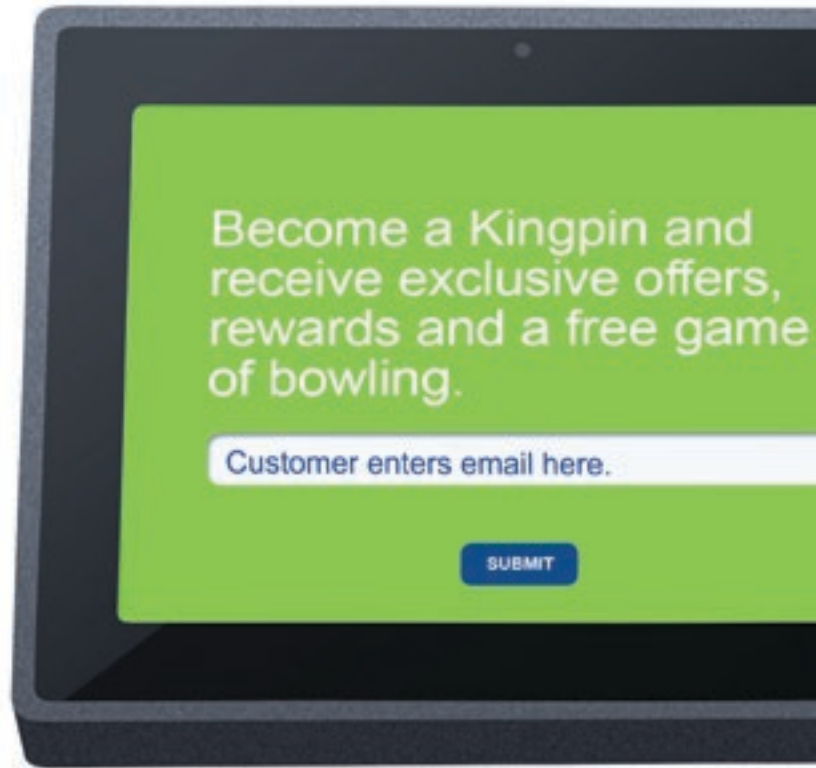
ENHANCED  
BOWLER  
EXPERIENCE

All **new scoring consoles** that deliver stylish aesthetics and trouble-free performance.

## Sync Scoring Consoles

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

- Two models: 10.4" LED Touch-screen Tablets and Keypad Model
- Built in two-way intercom
- Corning Gorilla® glass for longer service life (tablet only)
- Commercial-grade construction to withstand high-traffic use
- Touch-screen tablet model offers extended-life 50,000 hour LED backlighting
- Mount on single pedestal, dual pedestal or tabletop brackets



CENTER STAGE COFFEE TABLE  
WITH TOUCH-SCREEN SCORING  
CONSOLE



COMMERCIAL-GRADE  
CONSTRUCTION TO  
WITHSTAND HIGH-  
TRAFFIC USE





CORNING GORILLA® GLASS FOR  
LONGER SERVICE LIFE



AVAILABLE IN BLACK OR TITANIUM SILVER





**ENHANCED  
BOWLER  
EXPERIENCE**

## Enhance the customer experience with Sync's exclusive scoresheet themes.

### Scoring Themes

It's a thorny question: how can bowling centers satisfy both league bowlers and just-for-fun ones — two groups that want to see very different things on the screen while they're bowling? Sync solves the riddle by introducing two new scoring “environments” that treat more bowlers to the experience they want.

#### The Buzz — NEW

This new scoring environment is perfect for recreational bowlers — all those customers who come to your center simply to have fun.

- Displays any of the dozens of scoresheet themes in Sync, most offering your choice of 5- or 10-frame-at-a-time formats
- Includes on-scoresheet excitors for strikes, spare pickups, split pickups, bowler-up, and other situations
- Streams fun facts across the bottom of the screen
- Offers live intra-lane activity feeds to display how other bowlers are doing in groups that span multiple lanes
- Animations can play directly atop the scoresheets to create a livelier experience

#### The League — NEW

This new scoring environment is beautifully suited to league bowlers and other competitive players — offering more of the data they want, without the goofy graphics they don't.

- Displays many of the scoresheet themes in Sync, most offering your choice of 5- or 10-frame-at-a-time formats
- Displays real-time, player-specific data including ball speed, max score potential, and frame-by-frame history of pins made/missed by each bowler
- Tracks bowlers and teams on any lane



DISPLAYS REAL-TIME, PLAYER-SPECIFIC DATA INCLUDING BALL SPEED, MAX SCORE POTENTIAL, AND FRAME-BY-FRAME HISTORY OF PINS MADE/MISSED BY EACH BOWLER





INCLUDES ON-SCORESHEET EXCITERS FOR STRIKES, SPARE PICKUPS, SPLIT PICKUPS, BOWLER-UP, AND OTHER SITUATIONS

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

GUIN IS THE ONLY BIRD THAT CAN SWIM BUT NOT FLY.

SAMSUNG						185
7	106	125	134	143		
-	9 -	X	9 /	X		8
4	83	103	123			141
-	X	7 /	9 /	X		0
4	94	113	133			143
14	480	576	673	738	764	764
Current / Max Score						
Paul						157/171
Abe						178/178
Richard						148/148

LIVE INTRA-LANE ACTIVITY FEEDS TO DISPLAY HOW OTHER BOWLERS ARE DOING IN GROUPS THAT SPAN MULTIPLE LANES

TRACK BOWLERS AND TEAMS ON ANY LANE





**ENHANCED  
BOWLER  
EXPERIENCE**

## Recreational bowlers or serious bowlers, Sync caters beautifully to both.

### Scoring Themes

Enhance the customer experience with exclusive Sync scoresheet themes. You can set which themes are used on which lanes at what times — or let your bowlers pick their theme right at the scoring console. There are Sync themes to complement different open play or league bowling situations, as well as several that are ideal for kids' birthday parties. All told, they include hundreds of animations/excited cues to every situation, from gutter balls to turkeys to stay-and-play encouragements.

#### Pin Pals

These lovable and mischievous Pin Pals deliver frame after frame of giggles and grins with their offbeat antics and a penchant for mayhem, all animated in eye-popping 3D.

#### High Seas

A silly, fun nautical theme that takes children on a delightful under-seas bowling adventure.

#### Top Dogs

Featuring action photos of professional Brunswick bowlers, this theme works great for both serious and recreational bowlers.

#### Ninja Strike

Includes 30 animated martial-arts themed animations that are sure to delight.

#### Monster Mischief

Set animated monsters on the loose to wreak havoc and mayhem, as spurred on by the action on the lane.

#### Schtick Man

The cool, retro stylings of Schtick Man will charm kids and take adults back to their childhood. Full of distinctive animations that can't be found anywhere else in the industry.

#### DV8

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

#### Love the Game

Featuring a host of beautiful photos depicting real bowlers in a range of situations — from relaxing on date night to lining up the make-or-break shot.



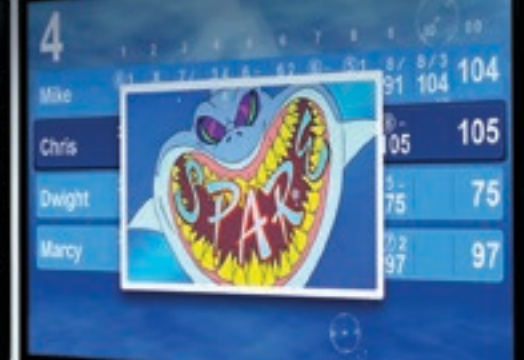
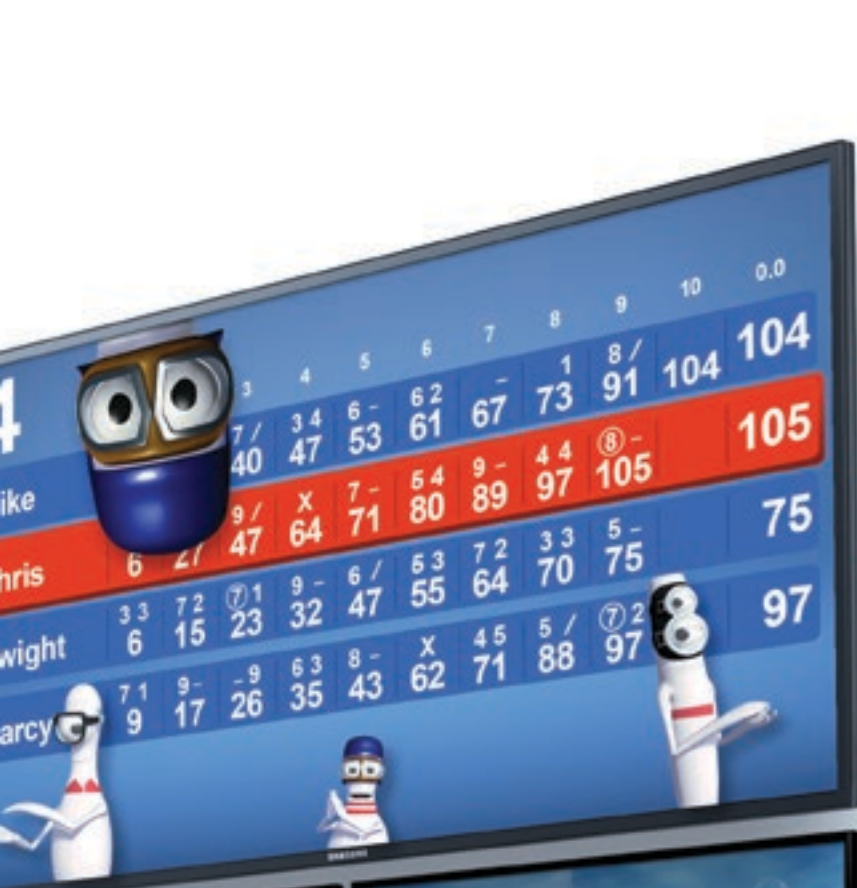
#### The Keglers

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

#### Club 300

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





### Jingle Balls

Includes dozens of holiday themed animations and excites that will help make your bowlers' spirits bright.

### Bowlopolis (optional | for BPAA members only)

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



**ENHANCED  
BOWLER  
EXPERIENCE**

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

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

#### **HORSE — NEW**

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

#### **EZ Bowling — NEW**

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

#### **Creature Feature — NEW**

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

## Classic Games

#### **Red Head Pin**

Whenever the red pin is randomly placed as the head pin, the bowler has a chance to win a prize of your choice and excitement of watching a showy animation.

#### **3-6-9 Free Strike**

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

#### **No Tap**

This game credits bowlers for strikes even when they only topple six, seven, eight or nine pins. The number of downed pins to equal a strike is set by the center, and you can combine this game with 3-6-9 Free Strike.

**HORSE**





# E-Z BOWLING





ENHANCED  
BOWLER  
EXPERIENCE

Engage customers with these spectacular monitors that display all scoring elements, sports, music videos and more in 1080p HD.

## Overhead Monitors

Engage customers with state-of-the-art Samsung LED monitors. Sync Video Display Controllers route the A/V signal to these stunning screens, projecting every frame of Sync content as well as TV/DVD programming in stunning 1080p HD. You can even split screens between two input sources and control it all from the front desk, while your customers enjoy hours and hours of nonstop fun.

Sync is the only scoring and management system that helps you fully capitalize on the technological trends driving how more and more people today have fun and communicate.

The system includes extensive social media integration that lets bowlers easily share their experiences (including live scoring) via Facebook, Twitter and other popular social networks. Internet Reservations was designed expressly for smart phones and mobile devices.



Sync is the only scoring and management system that helps you fully capitalize on the technological trends driving how more and more people today have fun and communicate.





## Features and Specifications

HD

- Solid-state, Intel® dual core processors. Display Controllers run up to two monitors each
- 32", 40", 48" and 55" monitors available with 1080p HD
- Best-in-class, commercial-duty monitors deliver 16+ hours/day of excellent service
- Direct-lit LED technology for sharper, detail-rich images and crisp, easily legible type
- .68" thin bezels give these monitors a sleek appearance and maximize screen area
- All HD monitors covered by three-year limited warranty with on-site service and support





**SYNC**  
TECHNOLOGY

**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 things like the world's first automated pinsetters and automatic scoring system. Now, Sync is set to rocket 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.

### Refining "User-friendly"

At least as important as a system's capabilities is how easy it is to use...because if certain functions are too tricky to operate, people just don't. That was the motivation behind completely redesigning how Sync works, at the same time we were programming all the things it does. Brunswick incorporated several leading-edge interface protocols and conventions into Sync. So not only is it the most powerful scoring and management system ever, it's also by far the easiest to use.

### Get Onto My Cloud

You've probably heard of different computer applications that run "in the Cloud." Now add Sync to the list. The system stores your customer databases and Sync's marketing tools on a server, feeding this data through the Sync CPU at lightning speed via an Internet connection. The benefits are many-fold.

Among them, more seamless integration between system functions/modes, and 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 anytime.

### 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.



Learn more about Sync and register for a free demo at [brunswickbowling.com/sync](http://brunswickbowling.com/sync).

	1	2	3	4	5	6	7	8	9	10	1 / 3
	X	9 /	X	X	8 -	9 -	X	X	9 /	8 / 8	<sup>55</sup> <b>243</b>
ald	20	40	68	86	94	103	132	152	170	188	
16.1 mph	8 1	X	X	9 -	8 1	X	9 -	X	X	8	<sup>12</sup> <b>169</b>
	9	38	57	66	75	94	103	131			
nk	X	9 /	9 /	9 /	X	9 -	X	9 -	8 1		<sup>42</sup> <b>185</b>
	20	39	58	78	97	106	125	134	143		
substitute	9 /	X	9 -	X	8 -	9 -	X	9 /	X		<sup>8</sup> <b>141</b>
rew	20	39	48	66	74	83	103	123			
re	9 /	8 /	X	9 -	8 -	X	7 /	9 /	X		<sup>0</sup> <b>143</b>
tz	18	38	57	66	74	94	113	133			
	87	194	288	362	414	480	576	673	738	764	764

 8th  
 6th  
 16.1 mph  
 first ball  
 16.1 mph  
 avg. first

Current / Max Score

Paul

Abe





LANE  
SYSTEMS

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

## Synthetic Lanes

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

### Performance Advantages

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

### Aesthetic Advantages

- Natural maple image provides a bright, light, attractive appearance
- Patented edge-to-edge and full-lane-plus-approach glow effect for an unbeatable Cosmic Bowling® experience
- Can be customized with lane graphics or your center logo to market your center in an innovative way. Contact your Brunswick representative for USBC®-approved options

### 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

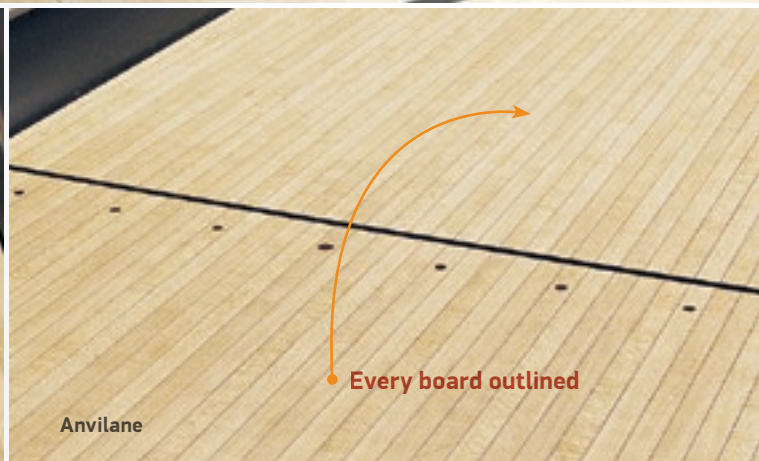
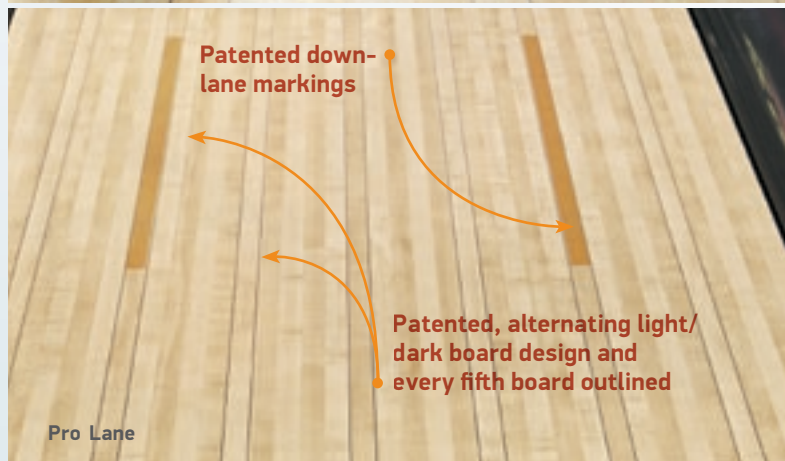
## Anvilane

- 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







**LANE  
SYSTEMS**

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

### The Bowler Benefits of Pro Lane

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

#### Making Spares

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

#### Hitting the Head Pin

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

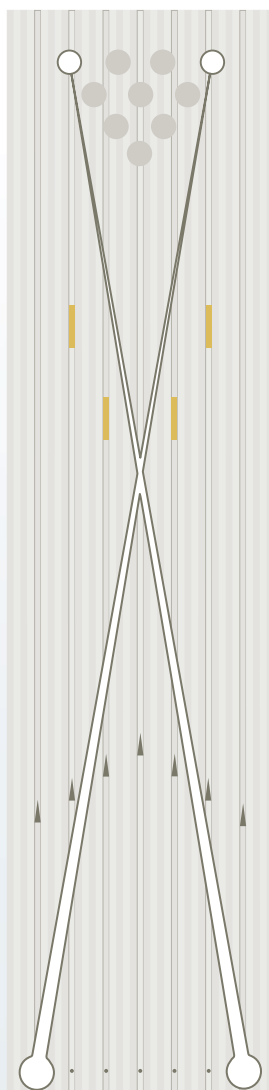
#### Determining Hook Power

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

#### Finding Break Points

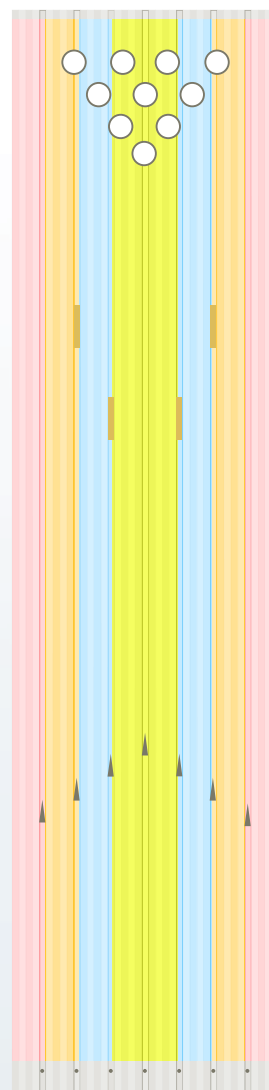
Our down-lane markings allow bowlers to identify their break points (the break point is where the ball leaves the conditioned portion of the lane and enters the dry portion, making a noticeable change in direction) and make the adjustments necessary to maximize pin carry.

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



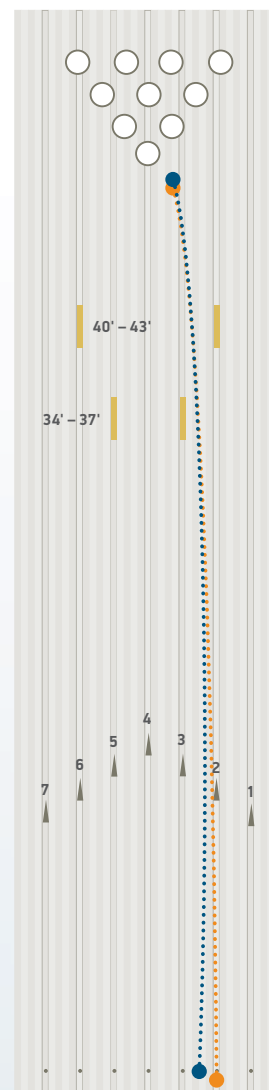
#### Making Spares

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



#### Hitting the Head Pin

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

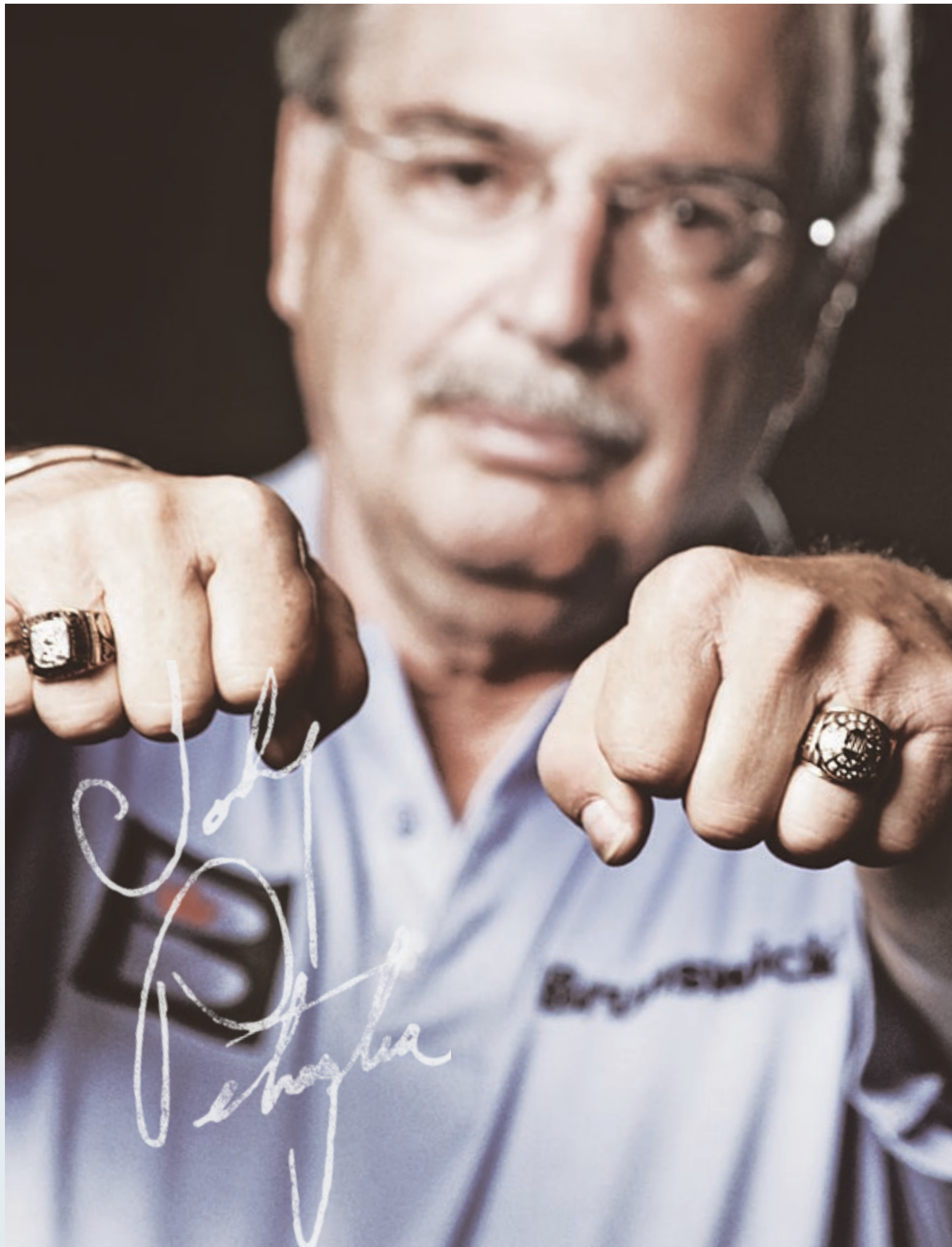


#### Determining Hook Power

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

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









LANE  
SYSTEMS

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

## Ultimate

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

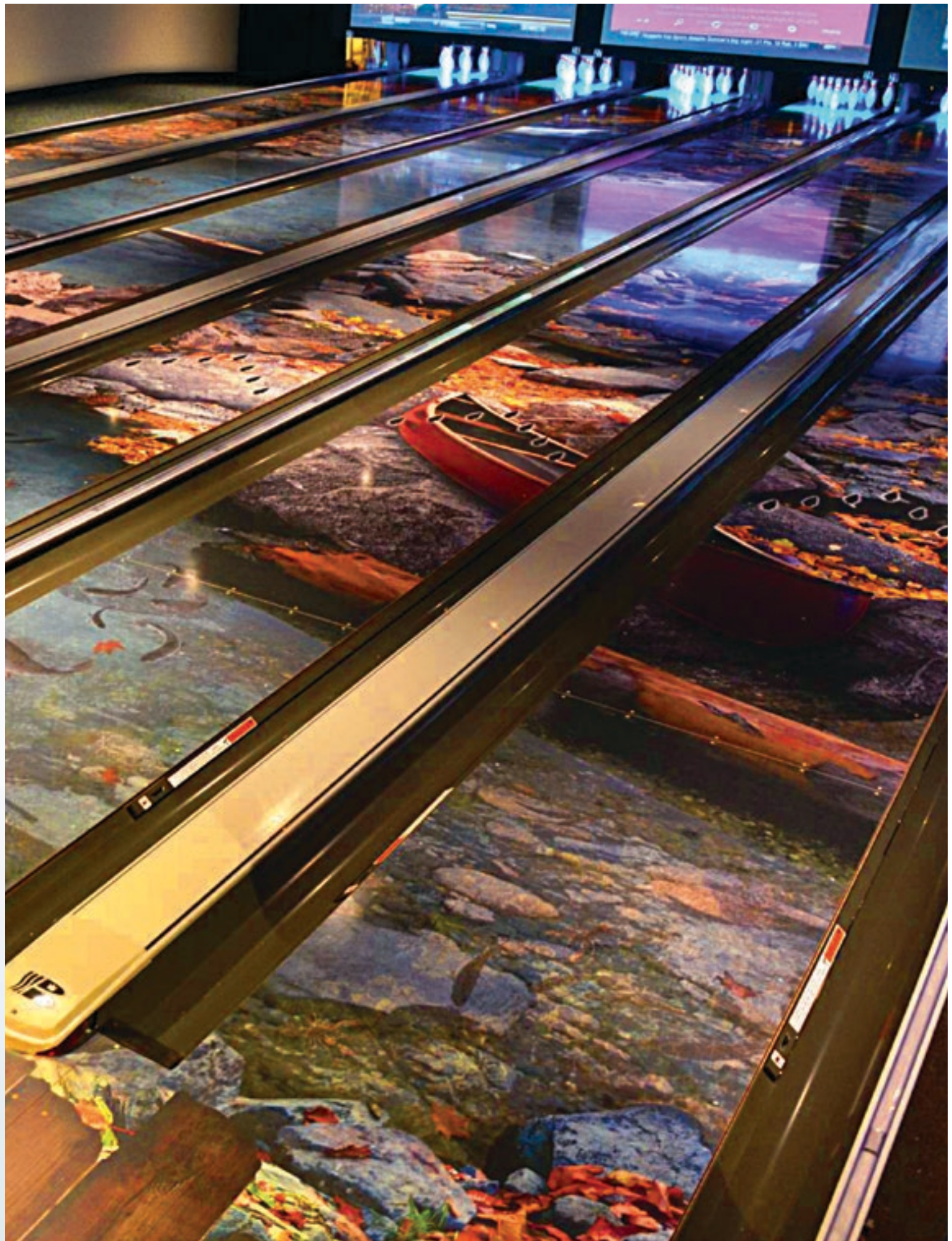
### Features and Advantages

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

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











**LANESCAPE**  
LANES  
TRANSFORM

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

## Transform

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

### Features and Advantages

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



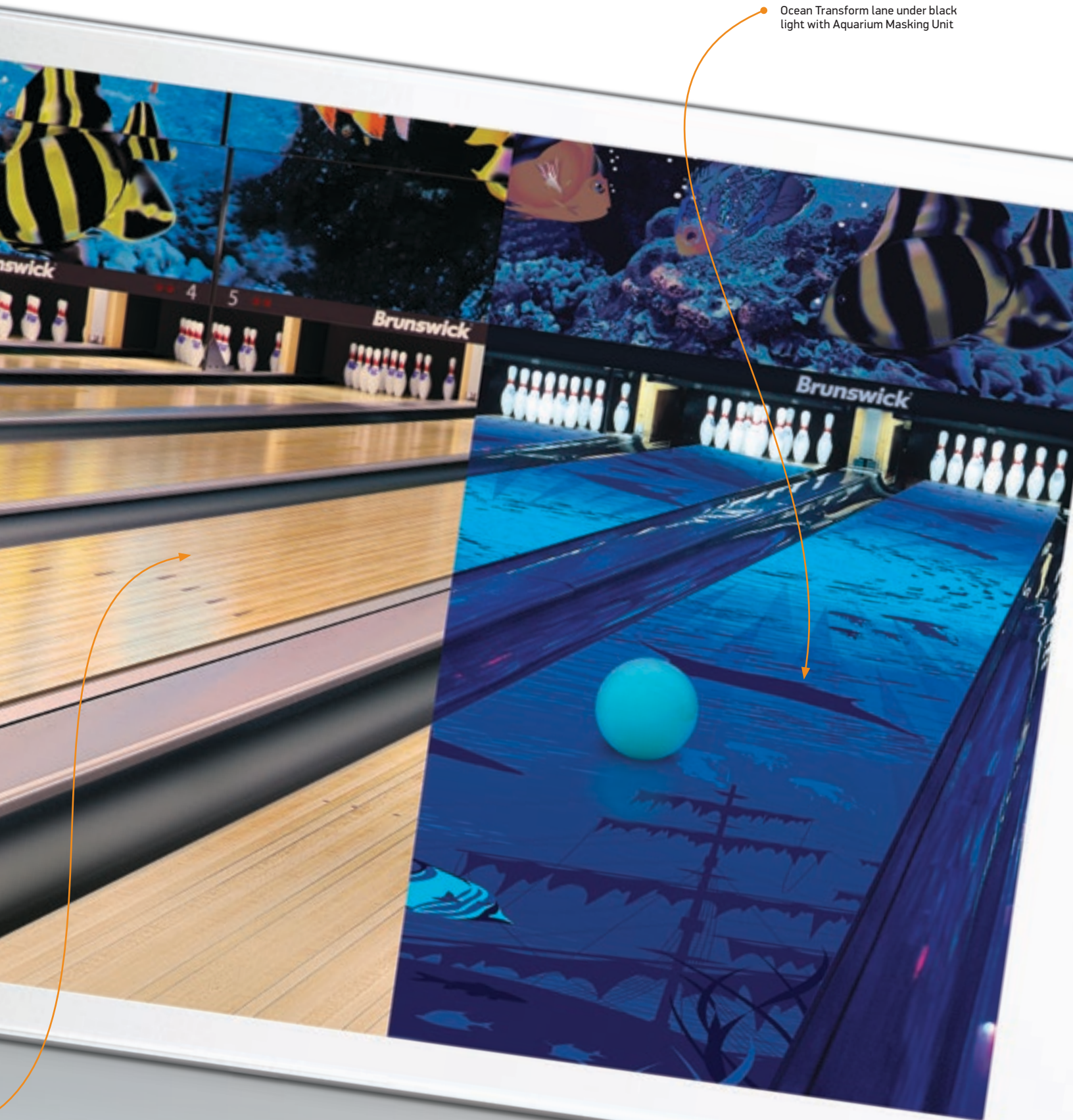
Ocean Transform lane under black light with Aquarium Masking Unit. Holder Family Fun Center, Hendersonville, TN



Ocean Transform lane under natural light with Aquarium Masking Unit



Ocean Transform lane under black light with Aquarium Masking Unit





**LANESCAPE**  
LANES  
COLORFULL

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

## Colorfull™

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

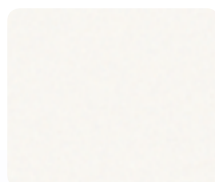
### Features and Advantages

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



JB's on 41, Milwaukee, WI

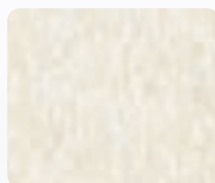
### Colorfull color and wood grain color options



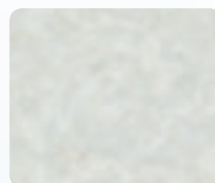
**1 Ice White**  
Black Markings



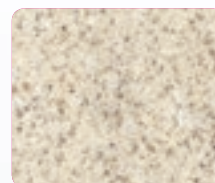
**2 Wanderer**  
Black Markings



**3 Vana**  
Dark Brown Markings



**4 Greystone**  
Black Markings



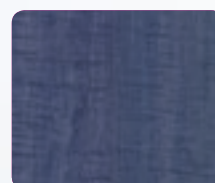
**5 Rock Around The Clock**  
Dark Gray Markings



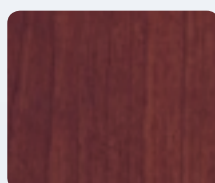
**6 Silver Alumetalx**  
Black Markings



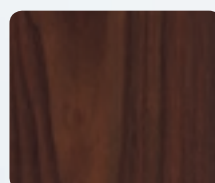
**7 Oiled Cherry**  
Black Markings



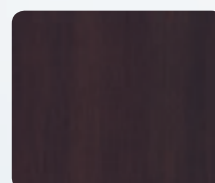
**8 Singing the Chicago Blues**  
White Markings



**9 Formal Mahogany**  
Squash Markings



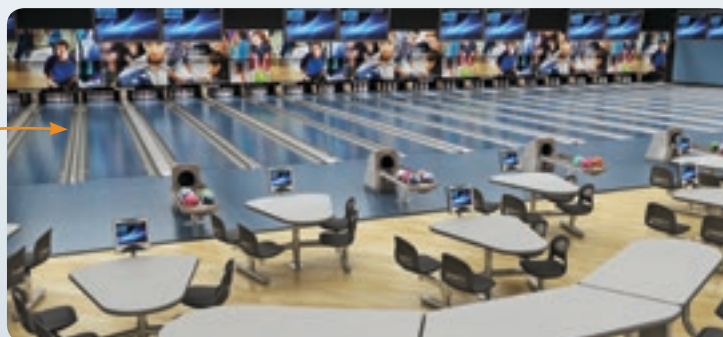
**10 Gunstock Savoy Walnut**  
Wheat Markings



**11 Witchcraft**  
Squash Markings

**Don't Forget!**

Visit [www.brunswickbowling.com](http://www.brunswickbowling.com) to view our coordinated lanescape offerings with matching furniture, lanes and masking units.







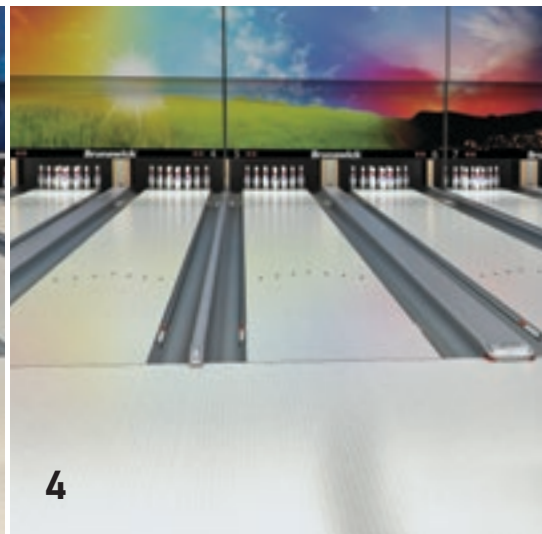
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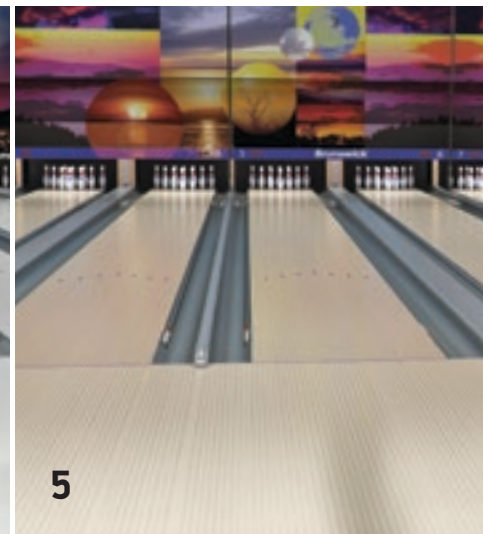
2



3



4



5



6



7



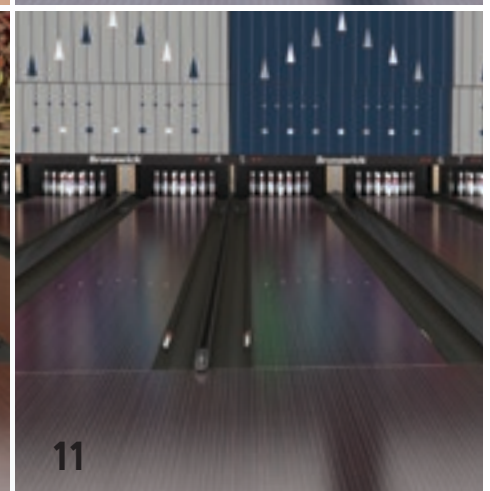
8



9



10



11



## LANE ACCESSORIES

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

### Lightworx® Division Lighting System

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



Lightworx Division Lighting System

### Lightworx Pin Deck Lighting

- Easily change the look and feel of your center to create a new experience and take Cosmic Bowling to a whole new level
- Use to quickly convert part of your center to a hybrid party room
- System comes preset with dozens of dazzling programs—which are added to regularly—and features multicolored lights with numerous preset and custom sequence patterns
- Each fixture contains 252 LEDs with nine programmable light clusters that display every color in the spectrum
- Fixtures have integrated microphones that can sync lights to music
- Requires only one independent power source for every 12-14 lanes and operates on very low power consumption
- Fixtures can be mounted to GS® Pinsetters in centers with Framework® scoring
- Fixtures can be mounted to A•2, 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







## LANE ACCESSORIES

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

### Capping

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

### 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

### Divisions

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

### Ball Returns

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

### 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 bowlers using simple commands on the input keypad or LCD
- Stronger, longer-lasting rails with our patented curved front rails improve the system's durability by reducing the force of the ball
- Rails are supported by 30 heavy-duty uprights per side (60 per lane) to provide maximum durability
- Can be installed with any lane system
- Engineered for durability with heavy-duty metal gears within the motor assembly as well as metal uprights, actuator arm and rail

### Bankshot™ Manual Bumper Rails

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

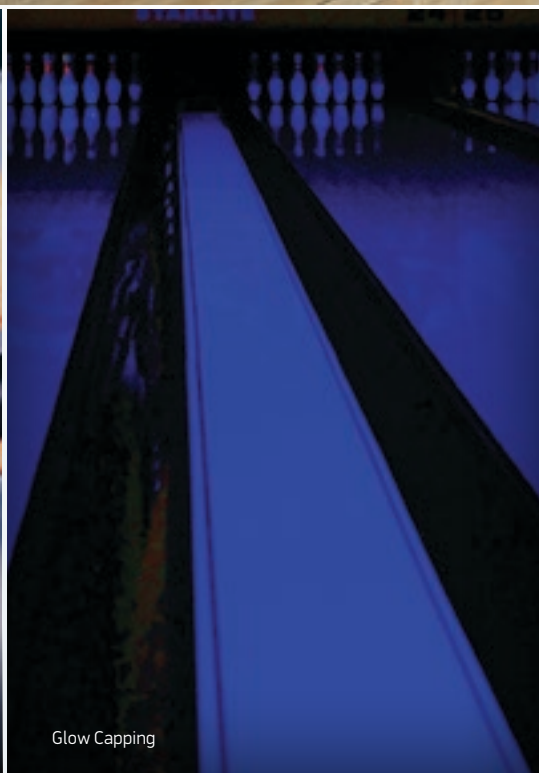




Ball Return



Capping



Glow Capping



Pinball Wizard Automatic Bumper Rails



## LANESCAPE MASKING UNITS

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

### Landscape® 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 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

- Choose to custom design your own artwork with graphics, photos and type

Go to [www.brunswickbowling.com](http://www.brunswickbowling.com) to view all masking unit options and a gallery of installations.



Sunflower Pins



Flamethrower



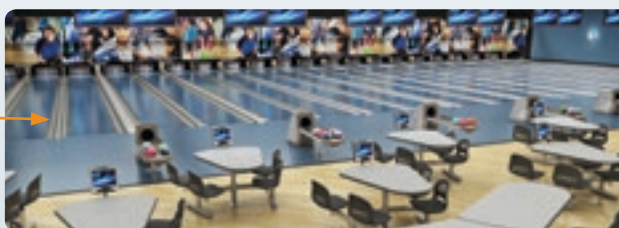
It's All About The Pins



Party Light

# Don't Forget!

Visit [www.brunswickbowling.com](http://www.brunswickbowling.com) to view our coordinated landscape offerings with matching furniture, lanes and masking units.







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



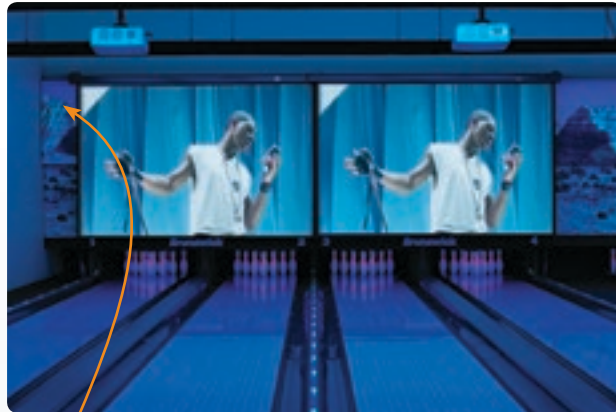
## LANESCAPE VIDEO MASKING UNITS

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

### Landscape® Video Masking Units

- New jumbo video screens span every two lanes, covering adjacent pinsetters
- Projects your choice of entertainment: Entertainment Network, Interactive Games, Digital Signage, satellite TV and sporting events
- Motorized screens raise and lower with the touch of a button from the front desk to maintain easy access to pinsetters
- Can be installed over existing screen masking units
- Staggered, overlapping screen configuration is virtually imperceptible from bowlers' vantage 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 demands for HD signals

Go to [www.brunswickbowling.com](http://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 modular bowling furniture includes a wide variety of components that can be arranged in practically infinite ways to meet your center's needs.

### Modular Sofa 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

### Freestanding Tables — NEW

- Freestanding rectangular, half-moon, and quarter-moon side tables
- Freestanding standard- and bar-height tables available in several sizes and shapes
- Use with several freestanding seating options
- Available in six standard finishes

### Coffee Tables

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

### Modular Wall Units — NEW

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

### Bar Stools

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

### Circular Ball Racks — NEW

- Tabletop surface provides additional space for food and beverage
- Three sizes available (24", 30", and 36" lengths) for just the right amount of storage
- Available in six standard finishes

### Standard Finishes

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

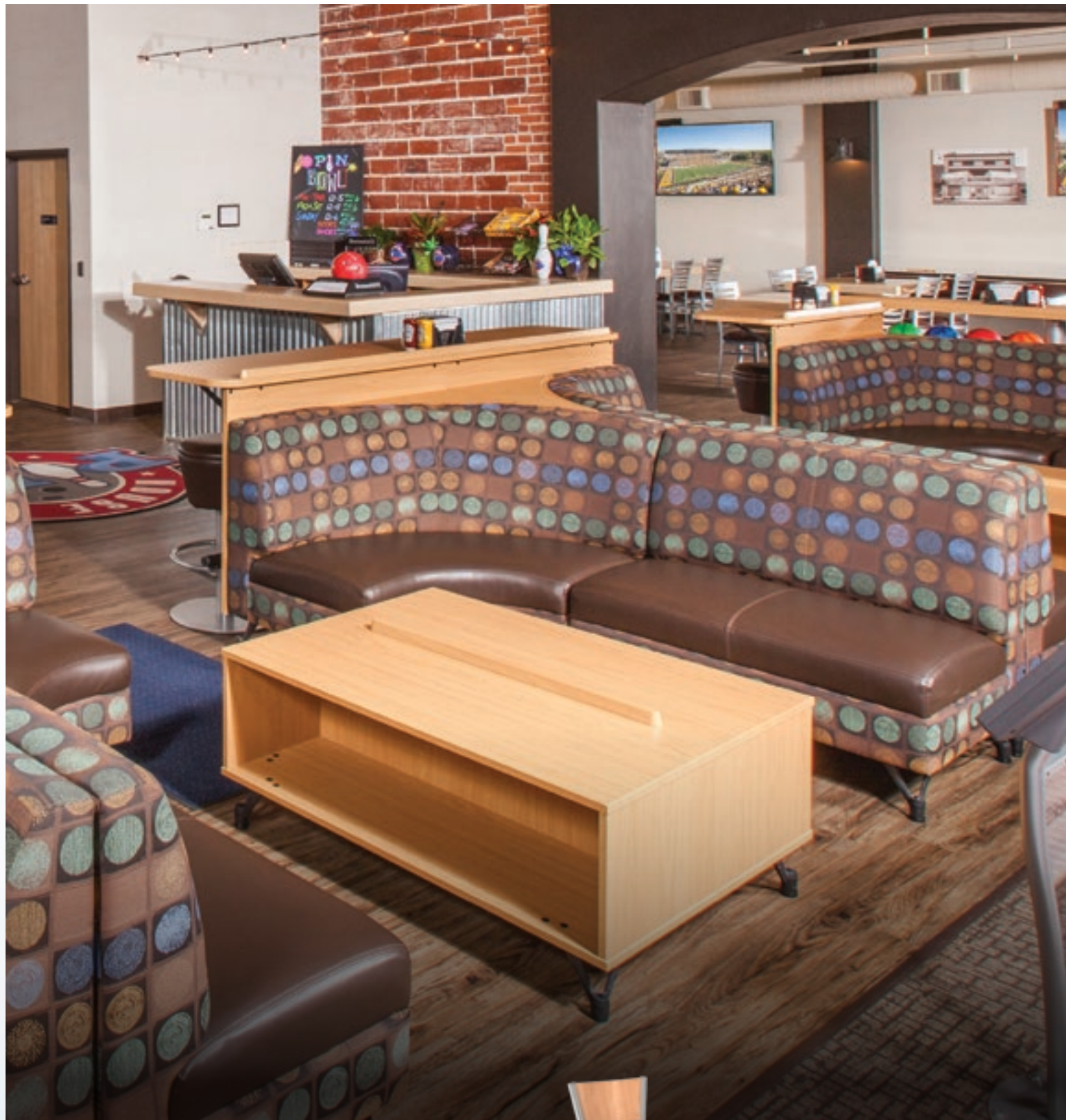


Call your Brunswick representative to order Laminate samples. See pg. 70 for Laminate color options.

# Don't Forget!

Visit [www.brunswickbowling.com](http://www.brunswickbowling.com) to view our full Center Stage product line and coordinated Lanescape® lanes and masking units.

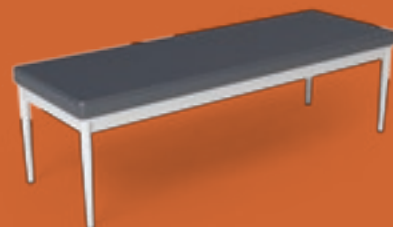




Ava and Harbor Bar Stool



Mama Melissa chair and Bar Stool



Bench Seating



CENTER  
STAGE  
FURNITURE

## New Center Stage freestanding tables and modular wall units designed with versatility at their core.

### Modular flexibility

Highly functional modular wall units easily add two to four additional seats and provide a great place to socialize while customers watch all the bowling action. We offer a variety of tabletop shapes: rectangular, round-end and trapezoid. Each unit comes equipped with our circular ball racks and is available in three sizes (24", 30", and 36" lengths) for just the right amount of storage.

### Freestanding versatility

Our versatile freestanding standard- and bar-height tables are designed to have optimal dimensions allowing customers to move freely in the bowler area while enjoying their food and drinks. Each freestanding table is available in several sizes, shapes and finishes.

- Go to [www.brunswickbowling.com](http://www.brunswickbowling.com) to view center installations.



Kidney modwall with ball storage (18 balls)  
Finish is oiled cherry



Bar height table with witchcraft finish



Coffee table with oiled cherry finish





Round end with ball storage (9 balls)  
Finish is sugar maple



Trapezoid modwall with ball storage (12 balls)  
Finish is honey maple



Three tier ball storage rack (36 balls)  
Finish is gunstock savvy walnut



CENTER  
STAGE  
FURNITURE

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

### Durability and Comfort

Brunswick offers the industry leading 5-year limited warranty on our Center Stage modular furniture. The robust construction delivers maximum durability to perform for years in even 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.



Go to [brunswickbowling.com](http://brunswickbowling.com) to view center installations.

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

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

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





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



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



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



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



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



**CENTER  
STAGE  
FURNITURE**

## Still the **Center of Attention**

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

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

Check out our website for more products  
[brunswickbowling.com/products/furniture/center-stage/](http://brunswickbowling.com/products/furniture/center-stage/)



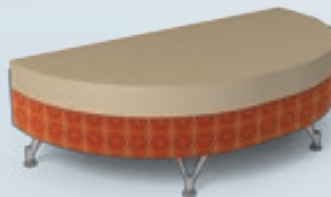
Chair with Cite Terrain fabric and Camel vinyl



Double Seat with Cite Sable fabric and Mocha vinyl



Triple Seat with Cover Cloth Vesper fabric and Mocha vinyl



Half Moon Seat with Centric Annatto fabric and Sand vinyl



Quarter Moon Seat with Scape Polaris fabric and Espresso vinyl



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



27" x 48" Coffee Table with Oiled Cherry laminate



Attached, Single Modwall with Gunstock Savoy Walnut laminate





Loveseat with Bloc Carbon fabric and American Beauty vinyl



Sofa with Centric Annatto fabric and Sand vinyl



Single Seat with Centric Caffeinated fabric and Espresso vinyl



Corner Unit with Bloc Slate fabric and Sand vinyl featuring Incorporated Thermofoil™ table with Witchcraft laminate



Corner Unit with Centric Jonquil fabric and Gunmetal vinyl. Now available in high back.



Ottoman with Scape Pitch fabric



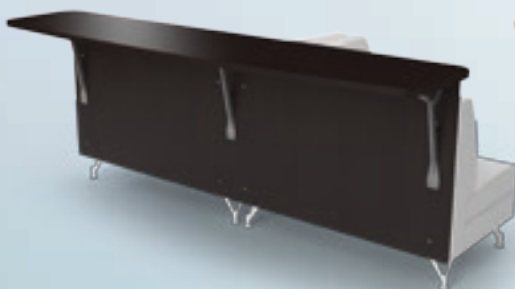
Half Moon Table with Bloc Bluegrass fabric and Sugar Maple laminate



Quarter Moon Table with Estrella Habitat fabric and Witchcraft laminate



Modular Table with Catalogue Tidal fabric and Honey Maple laminate



Attached, Double Modwall with Witchcraft laminate



Attached, Single Modwall with spill retainer in Honey Maple laminate



Attached, Double Modwall with spill retainer in Oiled Cherry laminate



CENTER  
STAGE  
FURNITURE

## Center Stage™ Spotlight on House of Pinz

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









**FRAMEWORX**  
FURNITURE

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

## Frameworkx®

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

### Tabletop Seating

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

### Modular Wall Units

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

### Twin-Bench Seating

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

### Cocktail Tables

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

### Freestanding Seating

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

### House Ball Racks

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



Call your Brunswick representative to order fabric samples. See pg. 70 for laminate color options.



Modular Wall Units in Rosewood



Freestanding Seating in Dark Cherry



Twin-Bench Seating in Blaze Orange



House Ball Rack in Rosewood





Don't Forget!

Visit [www.brunswickbowling.com](http://www.brunswickbowling.com) to view our full Center Stage™ product line and coordinated Lanescape® lanes and masking units.



## FURNITURE FINISHES

### Frameworkx® Celebration Tabletop Laminate and Accent Colors



Daffodil and  
T-Molding

Blaze Orange and  
T-Molding

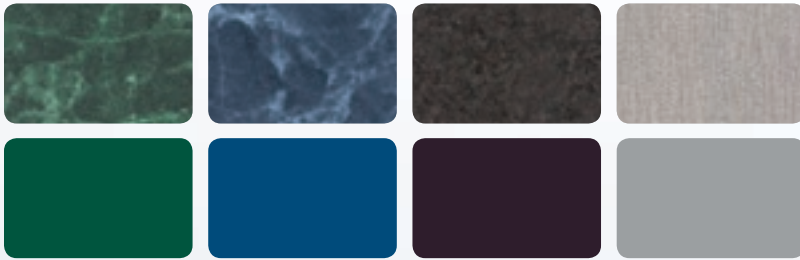
Malachite and  
T-Molding

Violet and  
T-Molding

Slate and  
T-Molding

Glow-in-the-Dark Design

### Frameworkx Manhattan Tabletop Laminate and Accent Colors



Jade and  
T-Molding

Navy and  
T-Molding

Eggplant and  
T-Molding

Silver II and  
T-Molding

# FYI

#### Samples

Call your Brunswick representative  
to order fabric samples.

#### Chair Finishes

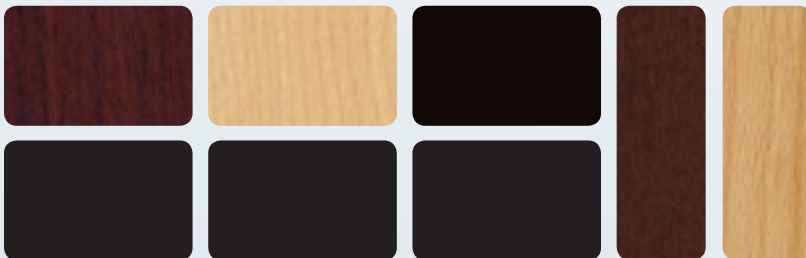
Frameworkx Premium chair finishes are an exact match.

#### Laminate and Accent Colors

Frameworkx Premium laminates are  
complementary but not an exact match.

### Frameworkx Premium Tabletop Laminate and Accent Colors

### Chair finishes



Rosewood and T-Molding

Maple and T-Molding

Black and T-Molding

Dark Cherry Natural

### Center Stage™ Tabletop Laminate Colors



Sugar Maple

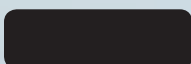
Honey Maple

Oiled Cherry

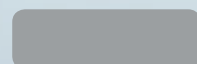
Formal Mahogany

Gunstock Savoy Walnut

Witchcraft



Weldment - Black



Weldment - Grey

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





Don't Forget!

Visit [www.brunswickbowling.com](http://www.brunswickbowling.com) to view our full Center Stage™ product line and coordinated Lanescape® lanes and masking units.



GS  
PINSETTER

## 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

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

#### Less Labor and Lower Maintenance

- GS-X pinsetters are mechanically simple, making them easier to train on and operate
- Fewer moving parts susceptible to wearing out or failing, compared to competitors' models
- Troubleshooting is simplified with integrated self-diagnostics and easy-to-read LCD displays
- Mechanic's handheld unit (sold separately) and spare parts software save time and money
- 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](http://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](http://www.brunswickbowling.com/parts). There, you can download the Genuine Brunswick Parts catalog and Quality Bowling Products catalog under the Related Info dropdown.





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

Ray Baudoin and Leland Adcock, Proprietor and Mechanic - Smyrna Bowling Center, Smyrna, Tennessee —



**GS**  
PINSETTER

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.

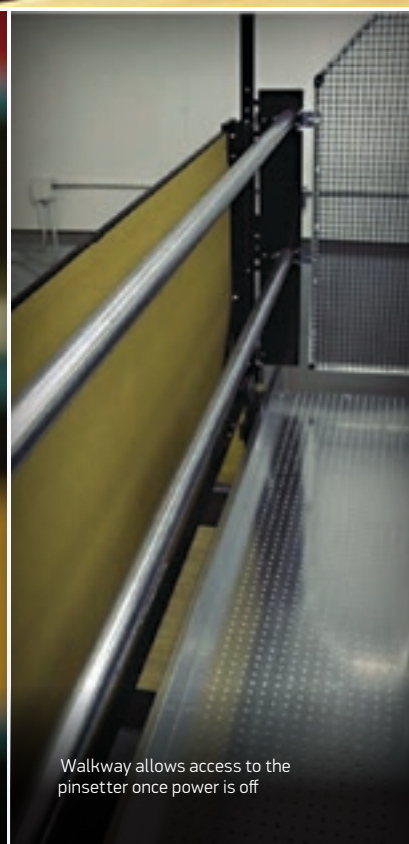


System operations and diagnostics are accessible with convenient external rear controller





Photo-Sensor Light Beams



Walkway allows access to the pinsetter once power is off



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. Most 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 each installation meets the industry-leading standards of Brunswick. To maintain product installation expertise, Brunswick conducts continuous installation training for all authorized installers.

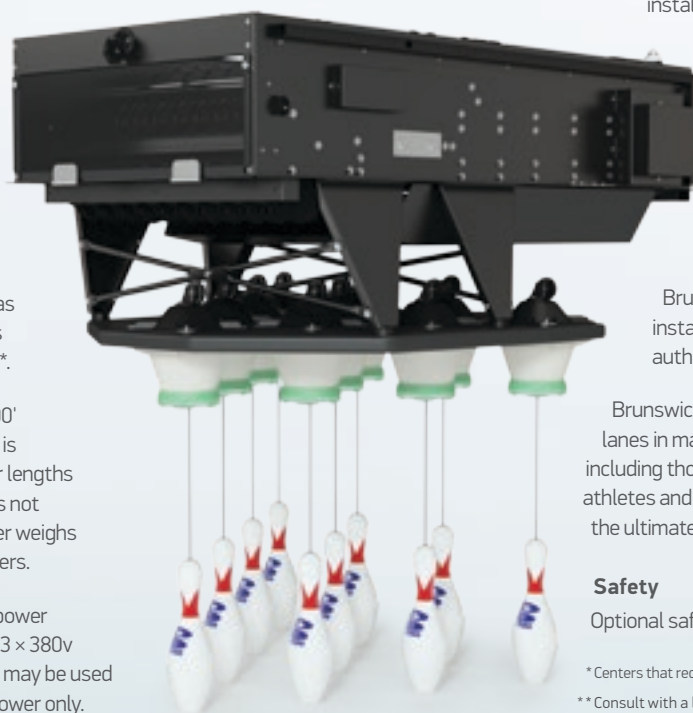
Brunswick has installed bowling lanes in many homes around the world, including those of celebrities, professional athletes and those who simply desire the ultimate home "recreation" room.

### 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.

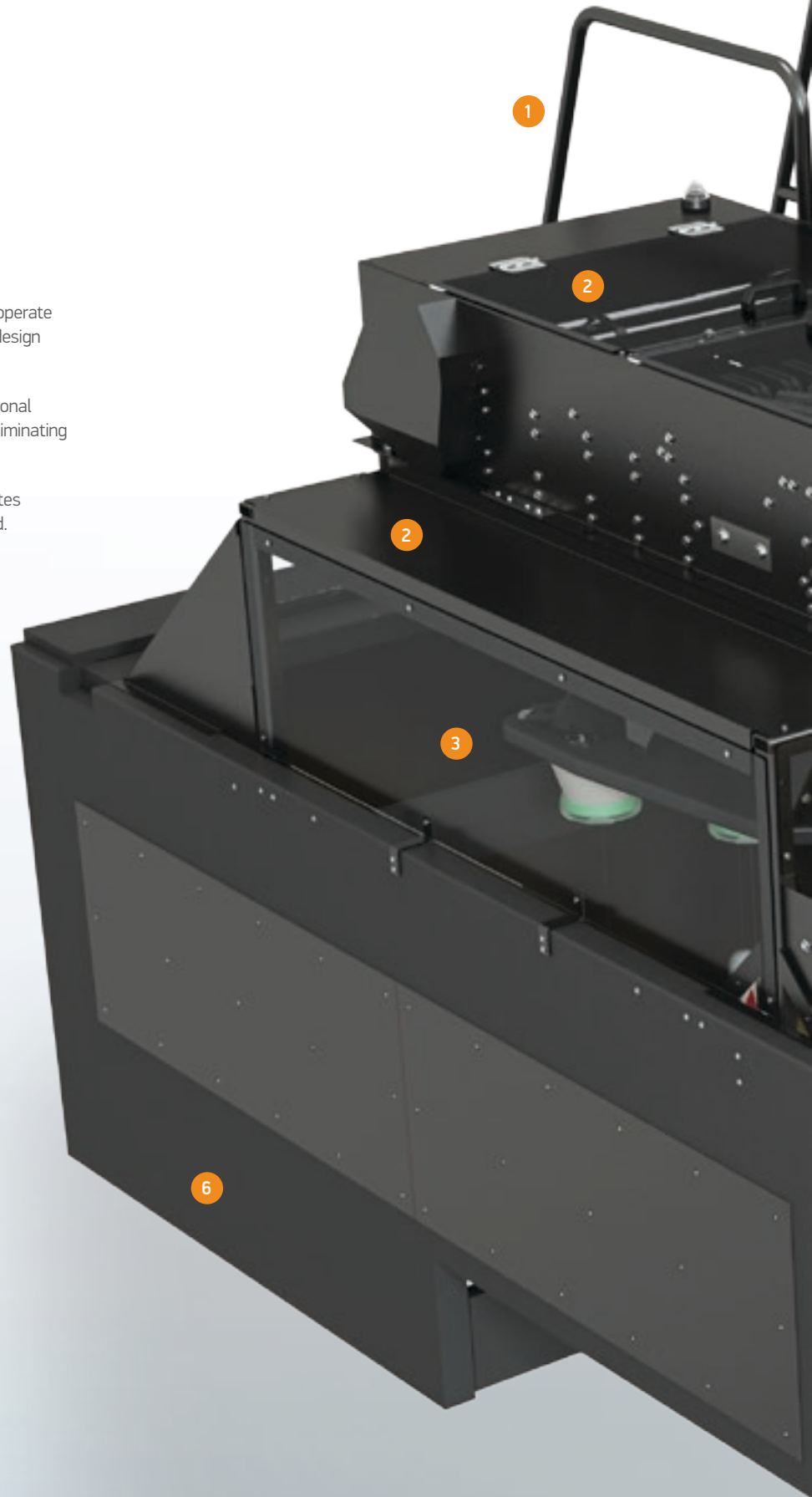
The efficiency of the StringPin pinsetter can't be beat. It operates on one 3-phase motor per machine, which runs only as needed.

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.

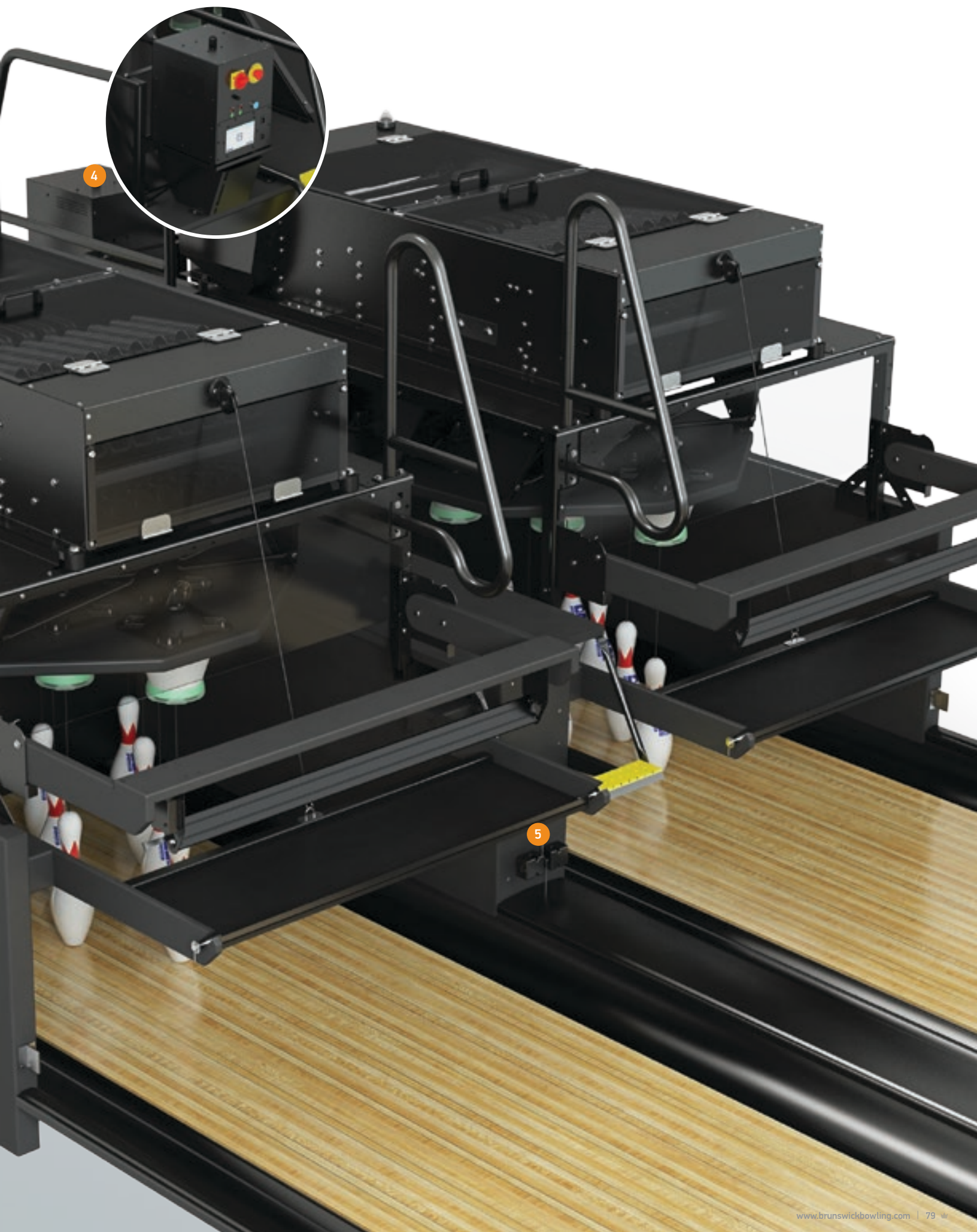
Brunswick has the only StringPin pinsetter in the industry that comes standard with an LED pin deck light. No fluorescent tubes to change or dispose of. LEDs provide lower energy consumption, superior light quality, and last longer. Old pins even appear newer under the LED lights.

### 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 is available for markets with stringent safety regulations
4. Pulse Controller
  - 7" LCD touch screen
  - Multiple modes of operation
    - Scorer
    - Ten Pin
    - Practice/On demand pin setting
    - Cleaning
    - Diagnostics
  - Error code, machine state and diagnostic display
  - Vector and Sync scoring compatible
  - Pulse Controller is shown in the standard position affixed to the back of the pinsetter. Optional front mounting is available. Hand rails and step is removed
5. Single ball detect
6. Black pit hides strings







4

5



LANE  
MACHINES

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

### Lane Machines

For over 50 years, since the introduction of the B90 oiling machine in 1962, Brunswick has been a leader and an innovator in automatic lane maintenance systems. And we've learned a lot along the way.

#### **Direct+ Conditioning Sets the Standard**

When you talk about lane maintenance you're only as good as your conditioning system. With over 1,000 lane machines in use featuring Direct+ Conditioning, Brunswick delivers the industry leading performance bowlers have come to expect.

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

#### **Envoy®**

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

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

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

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

#### **Authority22®**

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

#### **Phoenix® LT4**

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



Envoy



Phoenix LT4



Authority22



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

Norm Beverstock, Lava Lanes, Bend, Oregon





**LANE**  
MAINTENANCE  
SUPPLIES

**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 assure 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 Brunswick products represent the leading edge in quality, technology, and performance. Backed by the 24/7/364 support of Brunswick's Technical Services team, Aftermarket Product Specialists in North America, and dedicated distributors servicing centers in over 60 countries across the world, you will always get the very best performance and the very best value when you choose Brunswick products.

### Lane Conditioners

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

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

### Lane Cleaners

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

### Lane Cloth and Dusting Supplies

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

### Approach Supplies

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

### Maintenance Supplies

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

### Computer Lane Monitor System

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



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

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



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





CENTER  
OPERATIONS  
PRODUCTS

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

### Score King® and Max™ Pins

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

### Specialty Pins

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

### Trophy Pins

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

## Ordering 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 30 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](http://www.brunswickbowling.com) to find a distributor servicing your center.



Max Pins

Score King Pins



Max Color Pins, Happy Birthday Pin and Trophy Pins



Premium Rental Shoes



NEW Hybrid Rental Shoes



Value Sport Rental Shoes



Youth Rental Shoes



## MyBall™ System

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

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

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



## 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 2-year warranty; 1-year for 6-pound balls. Both MyBall and Billiards styles are available from 6 to 15 pounds.

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



Lime Green Pearl



Fuchsia Pearl



Sky Blue Pearl



Violet Pearl



Orange Pearl



Purple Pearl



Red Pearl



Yellow Pearl



Kelly Green Pearl



Dark Blue Pearl



Striped Billiard



Solid Billiard

## Ball Carts and Ball Ramp

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



Ball Cart - Two tier



Ball Cart - Three tier



Ball Ramp



## SERVICE AND SUPPORT

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 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 your bowling center staff can proficiently operate, maintain and troubleshoot Brunswick equipment. Training is available in local languages throughout our worldwide network of distributors.

### On-Site **Training**

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

### Off-Site **Training**

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

### Web-Based **Training**

Web-based training is also available for Vector+HD Brunswick and CDE League Software, CDE Tournament, Rental Control Software, Payment Card and Game Card, Bowler's Rewards Frequency Program, 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/](http://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 Frameworkx® and Vector. We also repair electronic products related to Electronic Triggering, Telefouls, Pinball Wizard, GS® Pinsetters, Authority22® and Envoy® lane machines. We offer three convenient shipping options: pre-ship, exchange and repair/return. All repair work is backed by a 90-day warranty on rebuilt assembly materials and workmanship.

### Warranty **Resolution**

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

### Contact **Us**

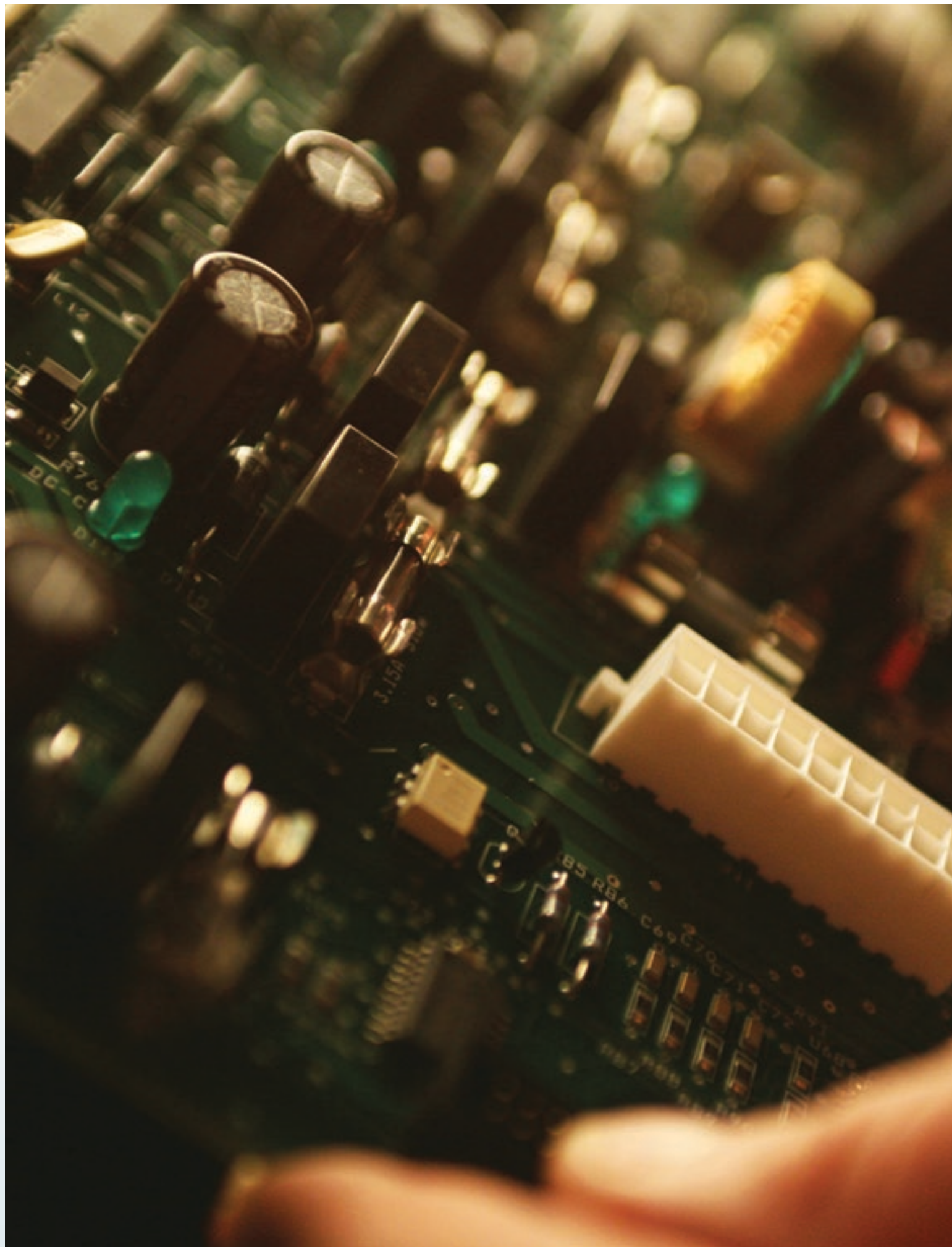
For Technical Support, Electronic Repair, Product Training and Warranty Resolution, call 1-800-937-2695.

**Technical Support Email:** [techsupport@brunbowl.com](mailto:techsupport@brunbowl.com).

**Electronic Repair Email:** [erc@brunbowl.com](mailto:erc@brunbowl.com).

**Warranty Resolution Email:** [bbwarranty@brunbowl.com](mailto:bbwarranty@brunbowl.com)





# BRUNSWICK

## BOWLING CENTER PRODUCTS

# @YOU

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

Whatever bowling center products you need—whether you are modernizing an existing center or planning to build a brand-new one—Brunswick simply cannot be beat. Get started by talking to your Brunswick representative today.







# **Brunswick®**

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