



BOWLING CENTER PRODUCTS
VECTOR



Brunswick 
Bowling with a capital B.



5-38	VECTOR®
39-52	LANE SYSTEMS
53-56	MASKING UNITS
57-62	FURNITURE
63-66	PINSETTERS
67-68	LANE MACHINES
69-70	LANE MAINTENANCE SUPPLIES
71-72	CENTER OPERATIONS PRODUCTS
73-74	SERVICE & SUPPORT

THE BENEFITS OF BRUNSWICK

INDUSTRY-LEADING INNOVATION

For more than 160 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 Vector Center Network System—the smartest center management system in the game—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 160 years of experience and products installed in more than 70 percent 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.

VECTOR

AN INTEGRATED MANAGEMENT AND SCORING SYSTEM THAT GIVES YOU THE ULTIMATE CONTROL OF YOUR CENTER WHILE PROVIDING THE OPTIMAL EXPERIENCE FOR YOUR CUSTOMERS.

GLOBAL FEATURES

The global features of Vector® Center Network System are designed to provide you with the ultimate in control and flexibility. With world-class technology at its core, you can count on a full-featured, high-powered and ultra-reliable system that will grow with you and take your center to new levels of performance and profitability.



**CONTINUAL
RELEASE OF
NEW FEATURES
AND UPGRADES**

A Truly “Open Architecture” for Greater Upgradability

Vector was designed with an “open architecture,” providing greater future upgradability compared to products that are locked into proprietary designs. You will be supported with a continual release of new features and upgrades that will keep adding more capabilities and higher performance to the system.

World-class Hardware and Software

That Delivers Great Performance

Vector integrates the leading energy-efficient technology, including Intel®-powered hardware, Microsoft® software and Samsung® monitors.

- Windows® operating system
- Commercial-grade Dell® computers, keyboard and mouse
- Laser printer, receipt printer and remote order printers (optional)
- Pole display, cash drawer and bar code reader (optional)
- 17" Dell monitors
- 17" and 19" ELO flat-panel touchscreen monitors

User-friendly Interface for Ease of Use and Training

Vector has an intuitive, user-friendly interface that makes training on and using the system quick and easy. Brunswick offers numerous training opportunities both on-site and through the Web.

Removable Flash Drive

Makes Maintenance

Fast and Simple

Vector has a removable solid-state flash drive with no moving parts, making maintenance a breeze. In fact, all scoring system components are industrial-grade and are removable and replaceable in the field.





One-Computer-per-Eight-Lane Architecture Delivers the Utmost in Reliability

Brunswick's exclusive one-computer-per-eight-lane scoring system architecture has four times fewer failure points than traditional configurations, so there is less potential downtime and more potential for generating revenue.

Flexible and Comprehensive Reporting to Monitor Every Aspect of Your Center

Generate more than 150 different reports, including detailed management and Brunswick League Record Service (LRS) reports—at regularly scheduled intervals or on the fly—to monitor your center's performance, pinpoint lagging operations, and identify opportunities for growth and improvement.

Track everything from sales by individual area in your center to employee activity to memberships and frequency program participation.

Remote Management Gives You Total Control from Any Place at Any Time

Connect to your center from any location via the Internet, and never feel out of touch. With Vector's exclusive open architecture, you have the flexibility to use any industry-standard remote management software and control your center from your laptop, PC, iPad® and mobile digital device or other handheld device.



New uChoose™ Features Take Interactivity to a Whole New Level

Beyond the wide range of standard and optional modules that allow you to tailor Vector to meet your individual needs, Brunswick is introducing new uChoose features to the system. uChoose Theme Selection and uChoose Media Manager will make bowling more fun for your customers and will give you the power to professionally market your center and generate more revenue.



Interfaces with CDE Tournament and CDE League Software

Data can be imported and exported at any time.

Numerous Upgrades and Support Available for Legacy Systems

For center owners with Framework®, AS 80/90 and Classic scoring who would like to take advantage of new technologies without changing their current scoring setup, Brunswick offers legacy system support. Call your Brunswick representative to find out about all the features that integrate with legacy systems.



VECTOR



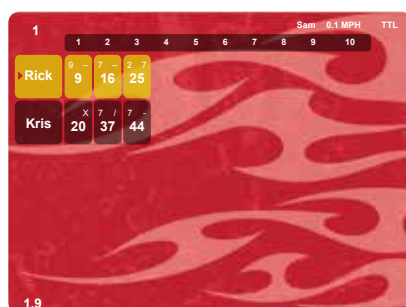
Extreme Sports

DELIVER A CONSTANT STREAM OF FUN WITH THIS HUGE COLLECTION OF FAST-PACED, HUMOROUS, PERFECTLY TIMED GRAPHICS DESIGNED FOR EVERY AGE.

UCHOOSE THEME SELECTION

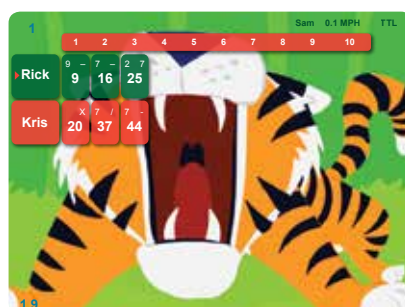
Now bowlers can choose their own themed environments right at the lane, and themes are applied instantly so bowlers don't have to wait. Choose from an array of creative new themes designed for every age and skill level—from kids to adults and from casual to competitive bowlers.

- Bowlers can instantly change the theme to get the look, feel and fun they're after
- Appeals to every group—kids, juniors, adults, leagues
- Corresponds to specific occasions, such as birthday parties, holidays and open play
- Cued to every bowling frame and situation—open, foul, split, spare, strike, strikes in a row, turkey
- Includes animations that welcome customers to the lane and encourage them to stay and bowl
- Hundreds of standard animations and graphics included
- Themes can also be set automatically to be used for specific leagues and events



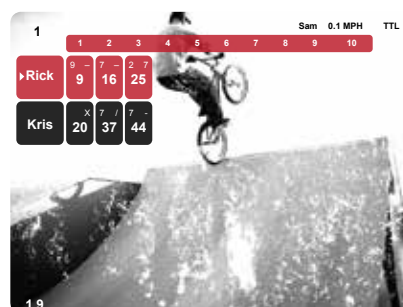
Attitude Cafe

Attitude Cafe is a collection of high-tech, digital designs with a raw edge and cool sound effects that will be the favorite of teens and adults alike.



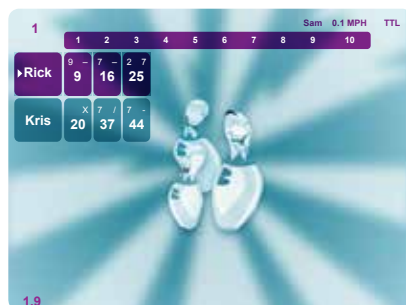
Jungle Jive

Kids will dig watching these mischievous monkeys, tantalizing tigers and grumpy gorillas romp through the jungle, bowling with boulders and crashing through pins.



Extreme Sports

Extreme sports fans will enjoy watching these fast-paced, exciting and sometimes spine-tingling film clips featuring everything from rock climbing to skiing to BMX bike racing.



The Keglers

The Keglers are all about having good, old-fashioned family fun, and they do it with pin-smashing success. You might even see a resemblance to your own family.



Jingle Balls

The holiday season is a great time to tune in to Jingle Balls—a collection of Christmas-themed graphics and animations that will get you in the holiday spirit.



Cosmic Crush

Designed to complement the cosmic experience, Cosmic Crush features glowing graphics, meteors and animations from outer space that will appeal to the alien in everyone.

VECTOR



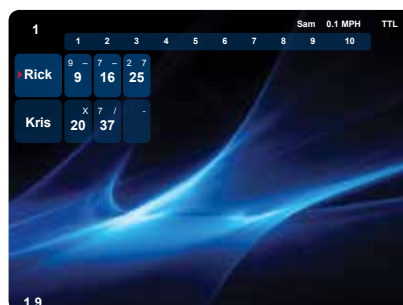
WELCOME

DV8 Scoring Exciters



Club 300

Your competitive bowlers will get a kick out of this collection of animations featuring muscular dudes and alley cats having a little grown-up fun on the lanes.



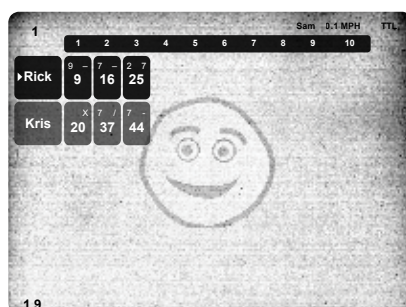
Bowling Soup

An eclectic collection of animations, graphics and effects designed to mix things up and enhance the fun for teens and adults during open play.



Monster Mischief – OPTIONAL

Kids will love watching these two monsters wreak havoc throughout the bowling center. Great for families with children and open-play customers of all kinds.



Schtick Man – OPTIONAL

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



DV8 – OPTIONAL

This collection of black-and-white edgy images of today's young adults determined to live by their own rules will appeal to all who prefer to DV8 from the norm.



Love the Game – OPTIONAL

Love the Game captures all the raw emotions of the great game of bowling. From the thrill of a 300 game to the agony of rolling a gutter and everything in between, we've captured it all.



Bowlopolis* – OPTIONAL

A great way to enhance your Bowlopolis program, this theme features more than 65 animations designed to draw young bowlers into your center and keep them coming back.

* For BPAA Bowlopolis members.



VECTOR





EASILY CREATE AN INFINITE NUMBER OF CUSTOM THEMES WITH UCHOOSE™ MEDIA MANAGER USING PHOTOS, VIDEOS OR GRAPHICS TO GIVE YOUR CENTER ITS OWN DISTINCTIVE BRAND PERSONALITY.

CUSTOM THEMES

In addition to all the options bowlers can select through uChoose Theme Selection, only Vector® offers you the ability to easily create custom themes to give your center a distinctive look and feel using uChoose Media Manager.

- Create an infinite number of designs with uChoose Media Manager's easy-to-use, built-in layout tools and templates
- Use in conjunction with the Event Host Manager to create the ultimate birthday party experience
- Create an additional revenue stream by offering score sheet advertising to complementary businesses
- Mix and match preloaded animation themes and score sheets or create your own
- Customize with photos, videos or graphics for limitless combinations
- Personalize the bowler experience by using bowler-provided photos, company logos or videos for special events like birthdays and company parties
- For kids' birthdays, choose from preloaded Happy Birthday templates with colorful balloons and clown faces designed for boys and girls



[illegible]

	Joe	1	2	3	4	5	FTL
Joe	7 / 9						0
Bob	0 /						0
Tom	8 /						

Score: 9-0
Game Time: 0.3
Shot Clock: 19
Shooter: Joe
Score: 28-0
Game Speed: 6.9 MPH

Figure 1 shows two examples of a 10x10 grid world environment. The left grid (1) shows a robot at (1,1) with a goal at (10,10). The right grid (2) shows a robot at (1,1) with a goal at (10,10). Both grids have a 10x10 grid of cells. The left grid has a red robot at (1,1) and a green goal at (10,10). The right grid has a red robot at (1,1) and a green goal at (10,10). The grids are labeled 1 and 2 respectively.

13 | www.brunswickbowling.com



PUT BOWLERS IN THE DRIVER'S SEAT AND KEEP THEM FULLY INFORMED WITH NUMEROUS FEATURES THAT ALLOW THEM TO VIEW EVERYTHING FROM BOWLER STATISTICS TO BOWLERS ON ANOTHER LANE.

ON-LANE DISPLAY

In addition to uChoose™ Theme Selection and custom themes, Vector® also comes preloaded with more than 100 easy-to-read score sheet designs; a bold, new interface; and numerous bowler features.

Standard Score Sheets

- Four visually engaging styles
- More than 100 score sheet display options
- Configuration options include open-play, cross-lane and league modes

Frame Displays

- Choice of five- and ten-frame views
- View up to eight bowlers on-screen at once
- Multiple colors to track league game status
- "Bowler Up" indicated by color change or arrow
- Select skip/move/current bowler
- Easy access to bowler game scores, score statistics and league results

Pin Indicator

- Display the standing pins in full screen (with customer-defined advertisements) or partial quarter-screen modes

Split Score Sheets

- Option to view two score sheets at a time on a single monitor
- Allow both lanes to share the same monitor
- Free up a monitor for displaying other entertainment

Ball-Speed Reporting

- Displayed on score sheet by pinsetters with pin-fall cameras
- Choice of miles or kilometers per hour
- Allow skilled bowlers to fine-tune their game

Score Correction

- Score corrections can be handled quickly and easily at the lane or from the front desk

Language Selection

- Bowlers can select the language at the console
- Input/display in any of 23 languages

View Another Lane

- Allow bowlers to view scoring on another lane from the console

Automated Bumper Control

- Maximize the use of your lanes and revenues by allowing bowlers to assign bumpers to individuals
- No more having to place kids on one lane and adults on another, especially with limited lane availability

On-Lane Advertising

- When lanes are not in use, put Vector to work cross-selling your products and services
- Easily create your own ads using uChoose Media Manager
- Advertise to bowlers on the lanes with scrolling banner ads or messages





MULTIPLY THE FUN BY OFFERING BOWLERS ENTERTAINING GAMES WITHIN THE GAME, DISPLAYED ON SCREENS THROUGHOUT YOUR CENTER OR ONLY ON SELECTED LANES.

CLASSIC GAMES

Add variety and excitement to the game of bowling by allowing bowlers of widely varying skill levels to compete evenly while playing on the same lane.

3-6-9 Free Strike

- Level the playing field by giving bowlers automatic strikes in the third, sixth and ninth frames
- Perfect for Pro-Am tournaments or for groups with bowlers of different skill levels

Red Head Pin

- A red pin in the head pin position gives the bowler a chance to win
- If bowler rolls a strike, a winning animation is displayed
- Prizes such as free games or sodas can be awarded

No Tap

- Credits bowlers for strikes, even with lower pin counts
- Great for tournaments and special events
- Available in all open-bowling modes
- Can be combined with 3-6-9 Free Strike
- Six-, seven-, eight- and nine-pin No Tap settings

Best Frame - OPTIONAL

- An exciting, fast-paced, doubles-only tournament-style game
- The best score for each frame carries down to create the team score

Odd/Even (with GS® Series Pinsetters only) - OPTIONAL

- Fast-paced, one-ball-per-frame game
- Credits bowlers with a spare for bowling over an odd number of pins and a strike for bowling over an even number of pins
- Ideal for tournaments and special events

INTERACTIVE GAMES - OPTIONAL

Dramatically enhance open-play fun and league competition by allowing bowlers to compete against each other from lane to lane. In-center marketing materials included.

Championship Racing

- Race your car to the finish line by achieving center-defined goals (strike, spare, frame count, etc.)
- Cross the foul line and the car moves backward
- First car to cross the finish line wins

Fast Lane

- Computer randomly selects goals (strike, spare, etc.)
- Points are only awarded for goals when they are displayed
- The lane with the most points at the end of the time period wins

Perfection

- Set a list of goals (strike, spare, etc.)
- Display a list of goals still needed to win
- The first lane to complete all goals wins

Pick-A-Prize Event

- The team simply selects one of three doors to reveal prize

Speed Strike

- The lane that bowls a strike the fastest after being cued wins
- Participating lanes and times of strikes are displayed

Tug-O-War

- The required number or a center-defined number of strikes is set at the start
- Each strike moves the rope in the team's direction
- First team to reach required number of strikes wins

Walking Pin

- As bowlers achieve center-defined goals, pin walks from lane to lane
- Three different ways to play and a variety of ways to win



VECTOR





ENERGIZE YOUR OPEN PLAY AND TAKE YOUR BIRTHDAY PARTIES TO A NEW LEVEL WITH TICKET DEPOT.

TICKET DEPOT

Whether you already have redemption games or are looking to cash in on the popularity and growth of redemption games, Ticket Depot is right for you.

Bowlers are rewarded with tickets based on their score, spares and strikes. You'll be rewarded with the ability to grow your party, event and open-play business.

Entertaining

Encourage bowlers to visit your center by making the game more entertaining for young children and the young at heart. Grow revenue by increasing foot traffic to the game room, or obtain the benefits of redemption without a game room investment.

Reliable

Exclusively uses Benchmark Games' patented Intelli-Triple dispensers for extreme reliability and redundant ticket dispensing. Intelli-Triple dispensers hold three times the amount of tickets as normal dispensers and include mechanisms to increase reliability.

Portable

Ticket Depot can be easily moved—perfect for centers that want to remove the devices from the lanes for certain occasions, such as leagues or tournaments. One Ticket Depot device supports up to two lanes at a time and sits securely and unobtrusively under the ball return.

Integrated

Integrated with Vector Scoring with Vector,[®] Ticket Depot is available as a game type where it can be configured to activate/deactivate based on whether the bowler purchases the game.

Ticket Depot is compatible with Vector Scoring and requires Vector 5 service pack or later.



Patented Intelli-Triple dispensers increase ticket output reliability



Ticket Depot is easily moved from lane to lane or removed when not in use.



Ticket Depot integrates seamlessly with Vector Scoring, making for easy set-up at the time of game purchase

VECTOR





RAISE YOUR CENTER'S IMAGE WITH STYLISH SCORING CONSOLES, AND GET EASY OPERATION, NONSTOP PERFORMANCE AND LONG-LASTING DURABILITY, TOO.

SCORING CONSOLES

These scoring consoles deliver outstanding performance, quality and incredible style. Choose between easy-to-use keypad or high-tech touchscreen consoles. The sleek design will look great in any environment, and the small footprint gives you the ultimate in flexibility during installation.

- The high-tech, stylish look and feel fit perfectly in any environment and will make your center look great
- Our single pedestal, wishbone pedestal or tabletop mounts offer you endless installation flexibility
- Choose from high-tech touchscreens or keypads
- The glow-in-the-dark effect will enhance your cosmic experience
- The two-way intercom allows bowlers and the front desk to communicate freely
- Highly durable construction will withstand high-traffic use
- The friendly, simple user interface will delight bowlers and keep them coming back for more

Go to www.brunswickbowling.com, visit the Scoring and Management section and click on Gallery to see photos of scoring installations.



Circular Ball Rack with Vector Keypads



Triangle Table with Vector LCD



Coffee Table with Vector LCD



Wishbone with Vector LCD

VECTOR





KEEP CUSTOMERS MORE ENGAGED AND ENTERTAINED WITH THESE SPECTACULAR MONITORS DISPLAYING EVERYTHING FROM SCORING AND ANIMATIONS TO SPORTING EVENTS AND MUSIC VIDEOS.

SCORING MONITORS

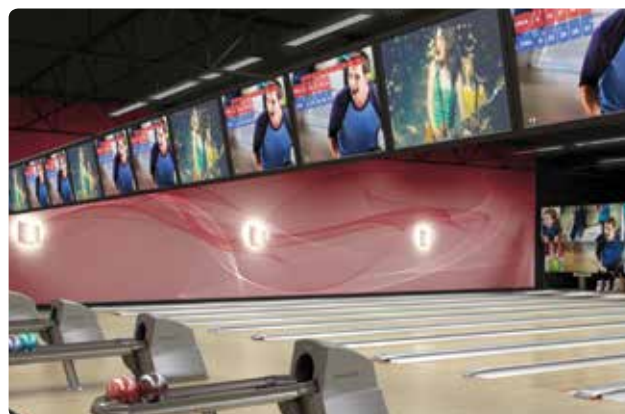
Our commercial-grade, best-in-class Samsung® LCD overhead scoring monitors will delight and entertain your bowlers and provide you with long-lasting quality and peace of mind.

- Ideal monitors to display Vector® scoring, TV programming, advertising and Digital Signage content
- 32", 40" and 46" commercial-grade monitors
- High-definition capable
- Control monitors remotely from the front desk
- Display automated marketing messages
- Ability to deliver scrolling banners or text messages during play
- Single, double or triple monitor configurations
- Continuous or standard support structure

Go to www.brunswickbowling.com to see photos of centers with LCD widescreen overheads.

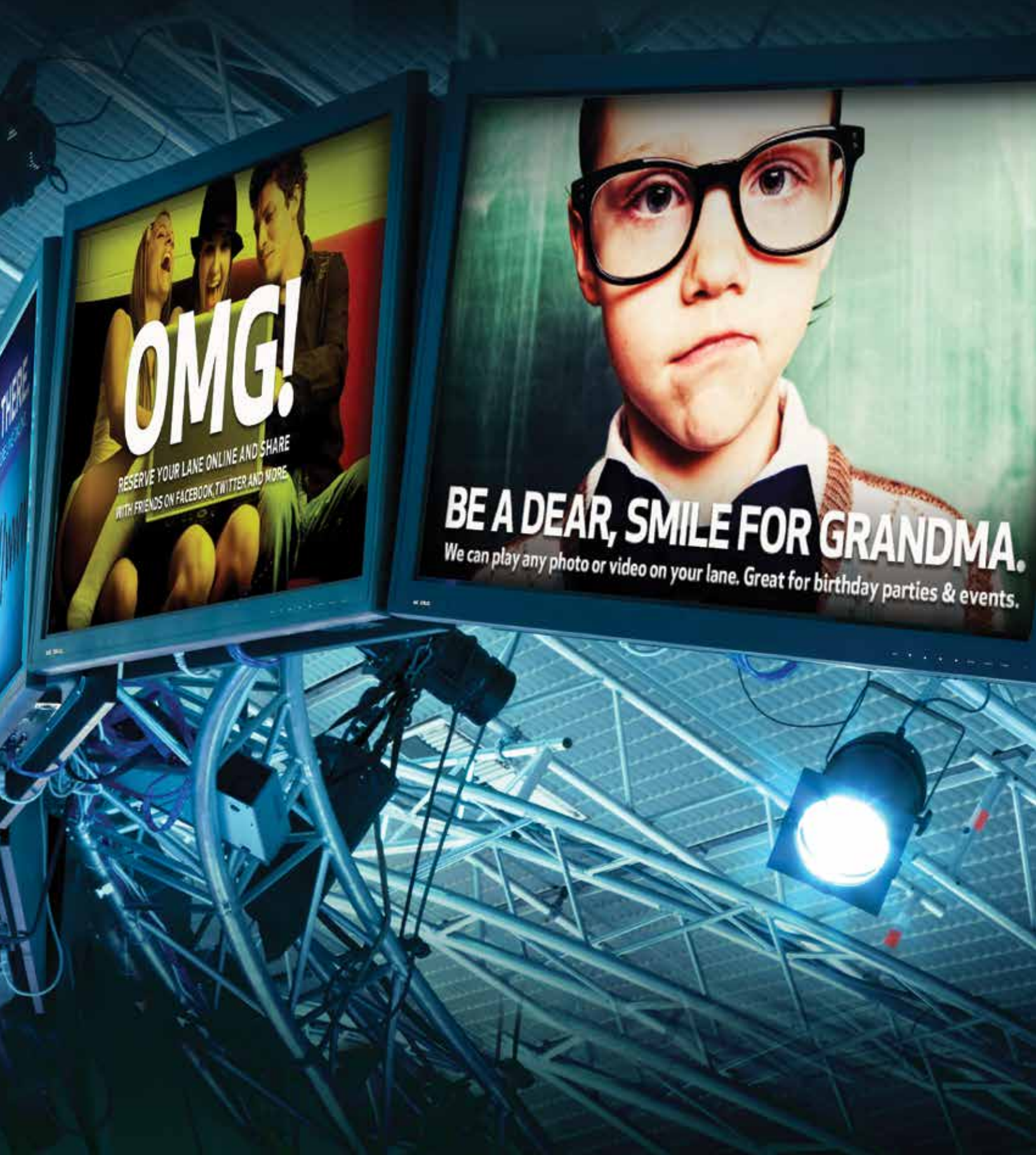


Standard Support Structure



Continuous Support Structure

VECTOR





MARKET YOUR CENTER, CUSTOMIZE YOUR SYSTEM AND DRIVE INCREMENTAL REVENUE LIKE NEVER BEFORE WITH NEW UCHOOSE MEDIA MANAGER.

UCHOOSE™ MEDIA MANAGER

Until now, centers had to be experts in digital media to create their own ads and custom scoring graphics. With uChoose Media Manager, you can easily create your own graphics or choose from an array of preloaded and creative new ads to promote fun bowler features like Internet Reservations, Online Scoring, uChoose Theme Selection and custom scoring graphics.

Ads can be displayed easily throughout your center on scoring consoles, overhead monitors and Digital Signage. For centers with Internet Reservations, bowlers can even make their selections before arriving at the center. The options are practically endless.

- Create custom excitors, score sheets, commercials and Pin Indicator replay ads
- Uses any type of media (.jpg, .bmp, .mov, .mpeg, .mp4, etc.)
- Easily edit images without an external graphics program
- Once media is loaded, you can easily add or reorder
- User-friendly search function and easy preview feature
- Automatic file formatting, resolution and naming
- Numerous, creative preloaded templates to choose from



Custom Score Sheet



Custom Digital Ad



Preloaded Digital Ad

VECTOR

Dynamically displays Vector® Data with complete flexibility

Advanced scheduling capabilities allow you to simplify management and target bowlers with relevant messages

WELCOME TO THE ZONE

Party Package	\$24.99
Bowling Per Hour	\$18.00
Bowling Per Game	\$4.00
Shoe Rental	\$3.00
Socks	\$2.00

BOWLING WAITING LIST

Jody Smith
Mark Doe
Chuck Smith
Fred Doe
Dan Smith

OPEN BOWL
EVERY FRIDAY 5—12PM

ndlanes.com to reserve your lane today. Follow us on Facebook for the latest events and specials. Go to www.dreamlandlanes.com to reserve your lane today. Follow us on Facebook for the latest

Sample Price Menu with Waiting List

Scrolling text

Show multiple panels of information at once to cross-market to bowlers

"CUSTOMERS LOVE SEEING THEIR WAIT LIST STATUS ON DIGITAL SIGNAGE."

— JEFF BOJE, PROPRIETOR OF MULTIPLE CENTERS IN FLORIDA AND MISSOURI —

VIVIDLY DISPLAY SALES-BUILDING ADS FOR ANY PRODUCT OR EVENT WITHIN YOUR CENTER, PLUS GENERATE ADDED REVENUE BY OFFERING IN-CENTER ADVERTISING TO OUTSIDE BUSINESSES.

EXCLUSIVE

DIGITAL SIGNAGE - OPTIONAL

The Brunswick Digital Signage system can help you drive incremental revenue and improve customer service by allowing you to better communicate with your customers and cross-sell products and services. With Digital Signage, you can display everything from your wait list to your latest promotion.

- Intuitive user interface makes it easy to input/update display content and establish/modify display schedules
- Display wait lists and price menus in real time
- Display lane assignments, show live scoring, and advertise products and services with continuous scrolling text messaging
- Comes with an extensive library of customizable ad templates, marketing and promotional videos, and promotional material for open bowling, league bowling, Cosmic Bowling®, snack bar, parties, pro shop and more
- Display live scoring to create added excitement during competitive play, rewarding competitive bowlers by showing high scores after each game or over the entire season
- Generate additional income streams through sales of advertising to other local businesses. Ads are automatically tracked and verified on the system with "proof of play" reports
- Manage your marketing from anywhere with full accessibility to your system via the Internet

Go to www.brunswickbowling.com to see more examples of Digital Signage.



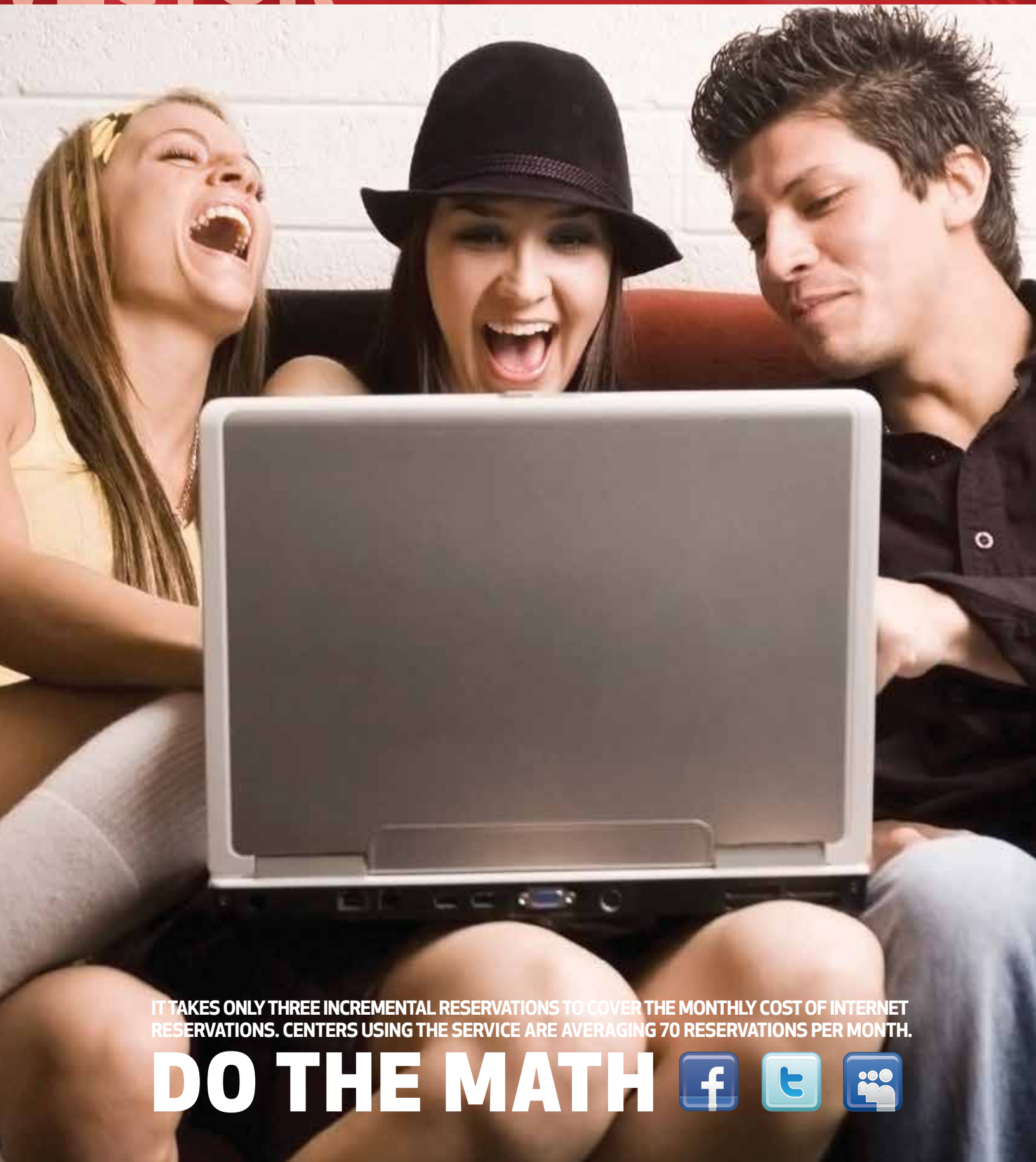
A digital display showing league bowling information. The left side has a green background with a list of lane assignments. The right side has a dark blue background with a list of top 10 bowlers and their scores.

LEAGUE LANE ASSIGNMENT	
1	Amendex Inc.
2	Gary's Bait and Tackle
3	Skrumptous Bakeries
4	Computer Repair Center
5	Rosies Orthopedic Service
6	Split Laboratories
7	Kroder Chiropractic Center
8	Prof. Green's Lawn Service

LIVE SCORES: TOP 10	
Individual High Scratch Average	
Lanes 1-8	Results through game 1
1 Frank	279
2 Susy	211
3 Derek	210
4 Donovan	208
5 Arthur	201
6 Alex	190
7 Terry	172
8 Miley	156

Sample League Status Board

VECTOR



IT TAKES ONLY THREE INCREMENTAL RESERVATIONS TO COVER THE MONTHLY COST OF INTERNET RESERVATIONS. CENTERS USING THE SERVICE ARE AVERAGING 70 RESERVATIONS PER MONTH.

DO THE MATH





SELL MORE OF EVERYTHING AT YOUR CENTER WITH MARKETING THAT'S BETTER TARGETED AND TAKES ADVANTAGE OF TODAY'S HOTTEST PROMOTIONAL CHANNELS.

EXCLUSIVE INTERNET RESERVATIONS – OPTIONAL

Internet Reservations can help you increase revenue by extending your marketing reach to potential customers of all ages on the Internet. Not only will customers be able to reserve lanes online, but they can then easily share their reservations with family and friends through popular social networking sites like Facebook® and Twitter®, exposing you to more and more potential customers.

- Designed and formatted for smartphones—a Brunswick exclusive
- Enable customers to view lane availability and make reservations online—live, in real time
- Control and/or restrict availability by selected days, time periods and lanes
- Player data can be sent to the lane automatically when the reservation is issued
- Bowlers can add food and beverage or a party package at the time of reservation
- Bowlers can add themselves to the wait list and track their status from any venue in the center
- Users can make a deposit or pay in full
- Reservations can be shared through more than 40 social networking, email and blogging websites to create a viral effect
- Bowler data is kept in a customer database for future marketing



EXCLUSIVE ONLINE SCORING – OPTIONAL

Online scoring allows visitors to your website to view live scoring action for any pair of lanes in your center. Your bowlers will love the high-tech convenience of allowing family and friends to follow their progress online during a tournament or league final. It's also a great way to bring your center to potential customers at home, and share the fun and excitement of bowling with the whole family.

- Great for monitoring league, tournament or children's group play when you can't be there to watch in person
- Post live scoring action on your Digital Signage for anyone throughout your business to see—generating more excitement during league or tournament finals



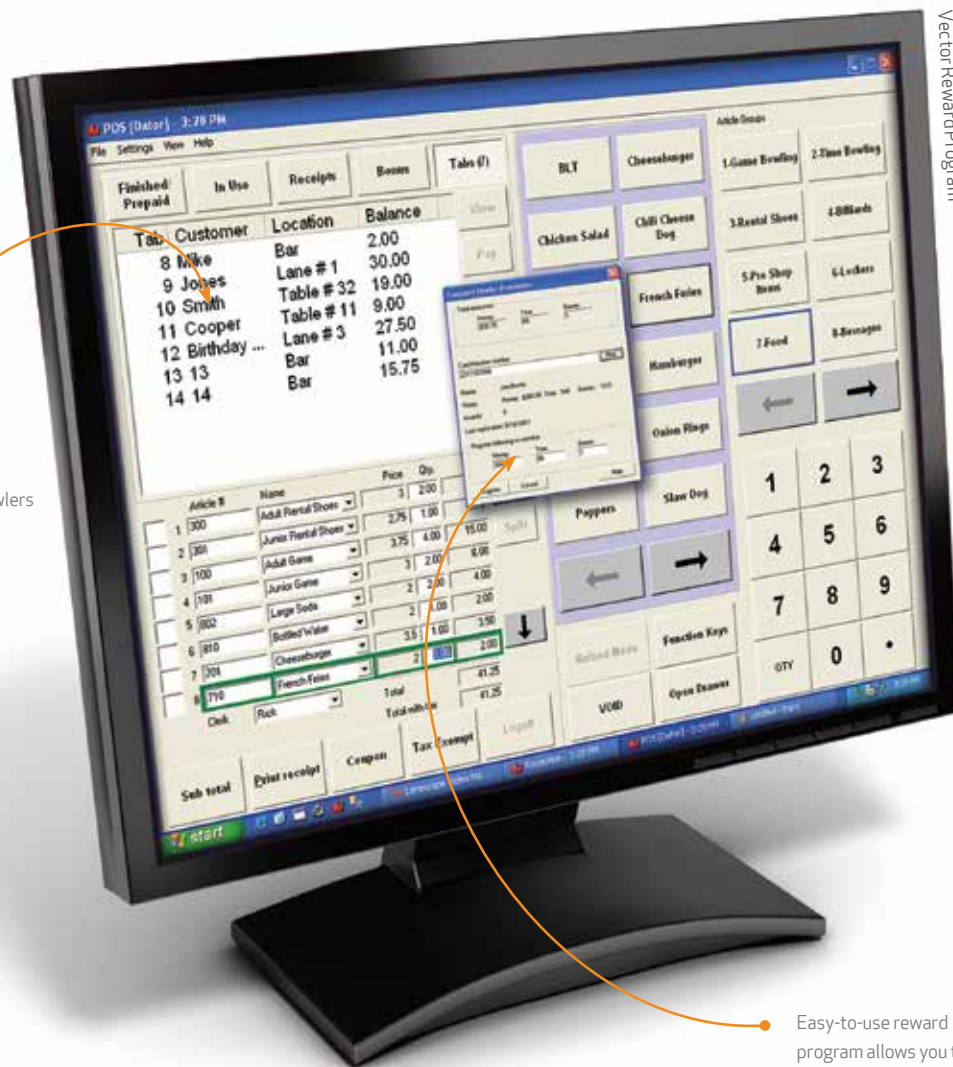
CHECK OUT THESE AMAZING ONLINE SCORING STATISTICS FROM THE 2010 BRUNSWICK EURO CHALLENGE IN PARIS

- MORE THAN 21,000 VISITORS VIEWED THE TOURNAMENT LIVE
- ALMOST 5,000 VISITORS VIEWED ONLINE SCORING DURING FINALS
- VISITORS ORIGINATED FROM MORE THAN 60 COUNTRIES
- THE AVERAGE VISIT LENGTH WAS MORE THAN 30 MINUTES
- EVERY THIRD VISITOR STAYED FOR MORE THAN ONE HOUR

FAST STAT

VECTOR

Print coupons with receipts to reward bowlers and drive return visits



Vector Reward Program

Easy-to-use reward program allows you to customize rewards and reward levels

"VECTOR SCORING PROVIDES SEEMINGLY ENDLESS OPTIONS FOR CENTER OPERATIONS.

THE LARGE VARIETY OF MARKETING AND DATA MANAGEMENT ABILITIES MAKES IT THE

MOST FUNCTIONAL SYSTEM ON THE MARKET."

Sergey Popenko

FAMILY ENTERTAINMENT CENTER "SEVEN STARS" · RUSSIA

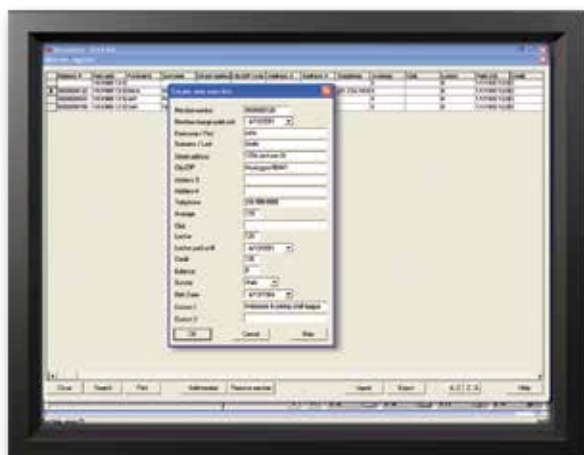


CREATE TARGETED PROMOTIONS THAT INCREASE HOW OFTEN CUSTOMERS VISIT YOUR CENTER AND HOW MUCH THEY SPEND EACH TIME THEY COME.

CUSTOMER DATABASE

There's no quicker way to increase your revenue than to effectively market to existing customers. A comprehensive customer database will allow you to increase customer visits, increase the time customers spend at your center and increase the amount of money they spend every time they come.

- Track and powerfully manage valuable and actionable customer data
- Draw from database to implement targeted direct marketing programs
- Target campaigns based on gender, age, zip code/home address
- Create custom fields to track data such as marital, league and tournament status
- Generate detailed reports to examine data
- Import and export customer data



Customer Database

FREQUENT CUSTOMER PROGRAM

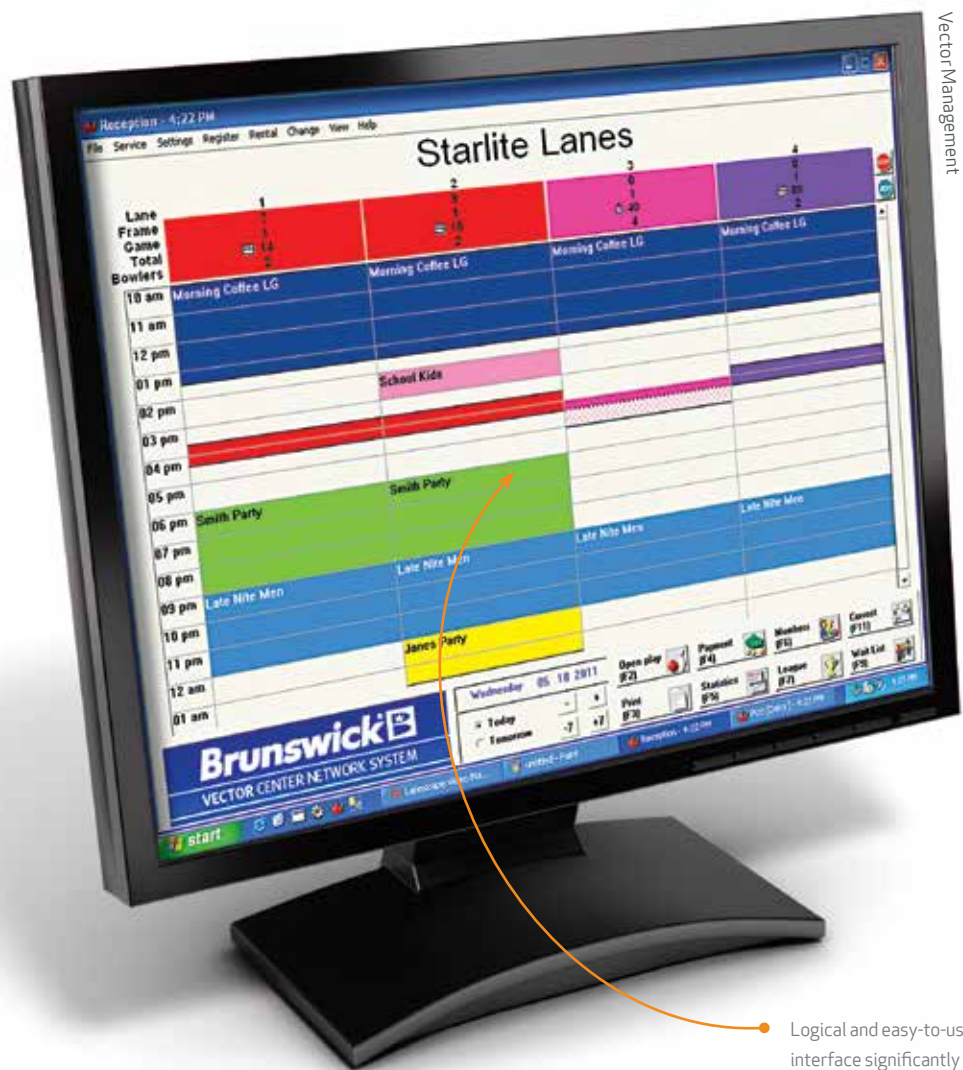
Frequency programs are a great way to turn new or occasional customers into repeat business. Reward customers every time they come to your center with points they can redeem for various rewards.

- Reward customers for purchases throughout your center
- Establish point levels and corresponding rewards
- Create valuable reports to track and analyze member spending
- Membership cards with bar codes speed up transactions
- Bowlers can enter their member number at the lane



Front and back of membership card with bar code and optional photo

VECTOR



**"THE VECTOR SYSTEM IS VERY EASY TO USE. IT ALLOWS OUR EMPLOYEES TO
SERVE CUSTOMERS EFFICIENTLY, ESPECIALLY DURING BUSY TIMES."**

Yaron Cohen

FANTASY PARK BOWLING AND ENTERTAINMENT CENTERS · POLAND



ACCURATELY CALCULATE, COLLECT AND TRACK SPENDING ANYWHERE IN YOUR CENTER—ALL VIA ONE CENTRALIZED AND EASY-TO-OPERATE SYSTEM.

POINT OF SALE

With Vector®, Point of Sale (POS) stations can be dedicated to operate specific areas, such as bowling, bar and snack bar, or assigned to control multiple areas—great for lighter staffing hours or small centers where products are sold from one location.

Products & Product Groups

- Create an unlimited number of products and product groups

Tabs

- Create a customer tab and add to it from any POS station
- Split tabs and take individual payments
- Create one bill that combines bowling, food and beverage, billiards, for post-pay bowling modes

Payments

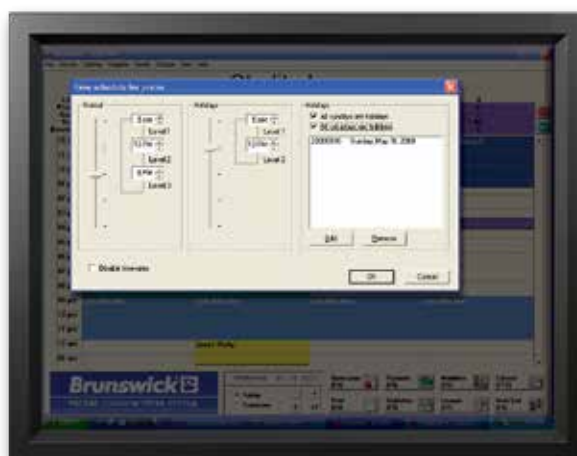
- Cash amount discounts can be applied to individual products or transaction total
- Gratuity can be added on a bill or adjusted later with tip included
- Easily interfaces to POS system

Rates & Periods

- Establish rate periods so you can offer tiered pricing and day-part-specific products



Product and Product Group Definitions



Regular and Holiday Time Period Setup

VECTOR



**"THE VECTOR SYSTEM HAS INCREASED THE PRODUCTIVITY OF OUR EMPLOYEES
AND SIGNIFICANTLY REDUCED THE ERROR RATE AT OUR FACILITY. WE LOVE IT!"**

Dmitry Ogurtsov

PLANET OF AMUSEMENT · RUSSIA



INCREASE REVENUE IN THE MOST DIRECT POSSIBLE WAY—BY KEEPING MORE OF YOUR LANES IN ACTION AND MAXIMIZING LINEAGE IN YOUR CENTER.

LANE CONTROLS

Lane On And Status Display

- Turn lanes on/off quickly and efficiently
- Easy-view lane graphics show center activity at a glance
- Automatically display scheduled reservations
- Integrates with Internet Reservations and Event Manager
- Global settings support standard lane preparation for leagues and other scoring arrangements

Advanced Reservations

- Take reservations and deposits from customers at the counter or over the phone using an easy-to-operate layout
- Locate and modify previously made reservations with a handy search tool
- User-friendly drag-and-drop interface features color-coded reservation types
- Automatically apply rates for designated days and times
- Quickly add bowler names and products to any reservation

Wait List

- Allow customers to prepay for their bowling, then go spend freely on other activities while they are waiting for an available lane
- Download bowler names when lanes open to speed service
- Wait list status updates can be displayed in real time on the optional Digital Signage system
- Create and easily manage wait lists for various operations—bowling, billiards, lounge, etc.

Score Correction

- Score corrections can be handled quickly and easily at the lane or from the front desk



Powerful capabilities allow you to customize the reservation the way you want it

Advanced Reservations

VECTOR



Mechanics Wireless Handheld

Instantly communicate with the front desk, managers or mechanics using the wireless device

Control any pinsetter using the wireless device



REDUCE LANE DOWNTIME, INCREASE EQUIPMENT RELIABILITY AND TRIM MAINTENANCE COSTS—WHILE SAVING YOUR STAFF COUNTLESS STEPS AND VALUABLE TIME.

EXCLUSIVE PINSETTER CONTROLS

Mechanic's System

- Runs on handheld, wireless devices
- Interfaces with any manufacturer's pinsetter
- Start, stop, reset, hold and bumper control
- Instant text messaging between the front desk and mechanic
- Tracks error information and generates error history reports
- Includes special features for Brunswick GS® Series pinsetters
 - Real-time mechanic error notification alerts
 - Set any pin combination from the handheld device
 - Stops Summary Report, including frames per stop
 - Stops by Error Code and Stops by Lane Report

EXCLUSIVE Spare Parts Inventory Software

- Manage inventory levels and reorder points
- Easily search inventory for specific part numbers, suppliers or categories
- Track pinsetter preventive maintenance to keep pinsetters operating at peak performance
- Manage supplier information
- Assign specific parts and orders to preferred suppliers
- Easily create and manage parts orders
- Automatically generate orders based on predefined inventory reorder points

Automatic Pinsetter Shutdown

- System automatically turns off power to pinsetters when lane is not in use
- Save energy costs and add more money to the bottom line

EXCLUSIVE GS-X On-Demand Pinsetting

- Set any pin combination on demand from the scorer during open play or from the front desk at any time
- Excellent capability to offer serious bowlers split/spare practice, as well as to reestablish pin positions after inadvertent resets
- Integrates with the Mechanic's Wireless handheld



GS-X On-Demand Pinsetting



League Setup



WITH LEAGUE AND TOURNAMENT MANAGEMENT, LOCKER MANAGEMENT, AND RENTAL CONTROL, YOUR CENTER WILL BE A MODEL OF EFFICIENCY.

LEAGUE AND TOURNAMENT MANAGEMENT – OPTIONAL

- Includes Brunswick Tournament functionality and interfaces to CDE BTM Tournament and BLS League Software application
- Ability to create “stand alone leagues” for leagues that don’t use your administrative services or for regular nonleague clubs and groups

LOCKER MANAGEMENT

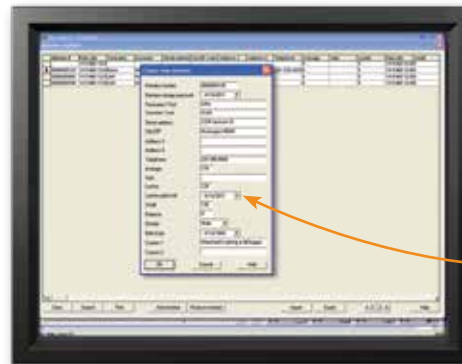
- Turn lockers into a nonstop revenue stream and easily manage rentals with the included customer database

RENTAL CONTROL – OPTIONAL

- Supports multiple rental products—everything from billiards to darts
- Control which products work with which resources, reducing potential for employee theft
- Six standard images available
- Centers can also create and use their own images
- Software integrates with POS system for pre-paid & post-paid time games
- Create usage reports and integrate with wait list



Tournament Setup



Locker number and expiration date tracking

Locker Management



Easily view status of billiard tables

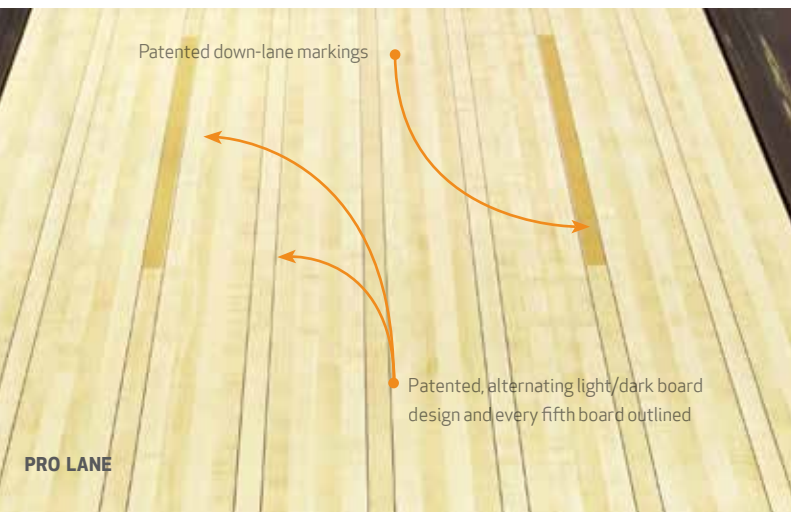
One click table assignment for fast operations

Billiards Light & Time Control

LANE SYSTEMS



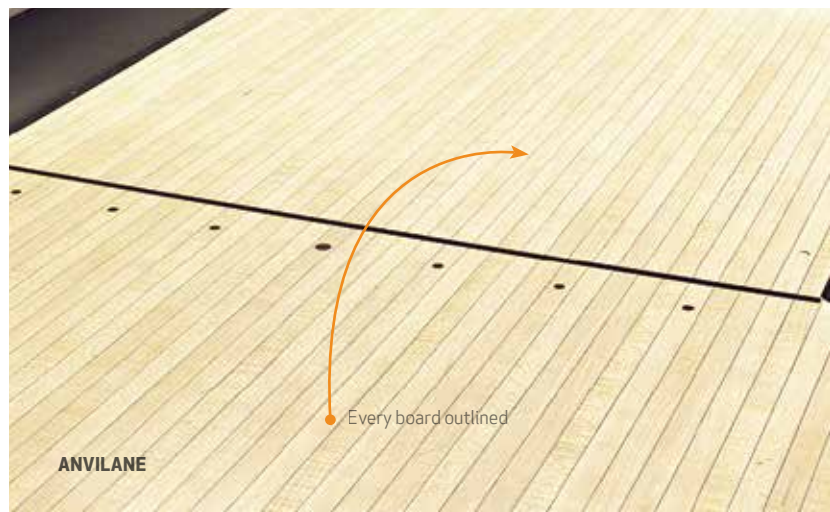
EXCLUSIVE I-JOIST SUPPORTED FOUNDATION AND LSL UNDERLAYMENT



Patented down-lane markings

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

PRO LANE



Every board outlined

ANVILANE



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 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 - THE ULTIMATE LANE

- Features extra-thick, 7/16" (1.11 cm) panels
- Covered by 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

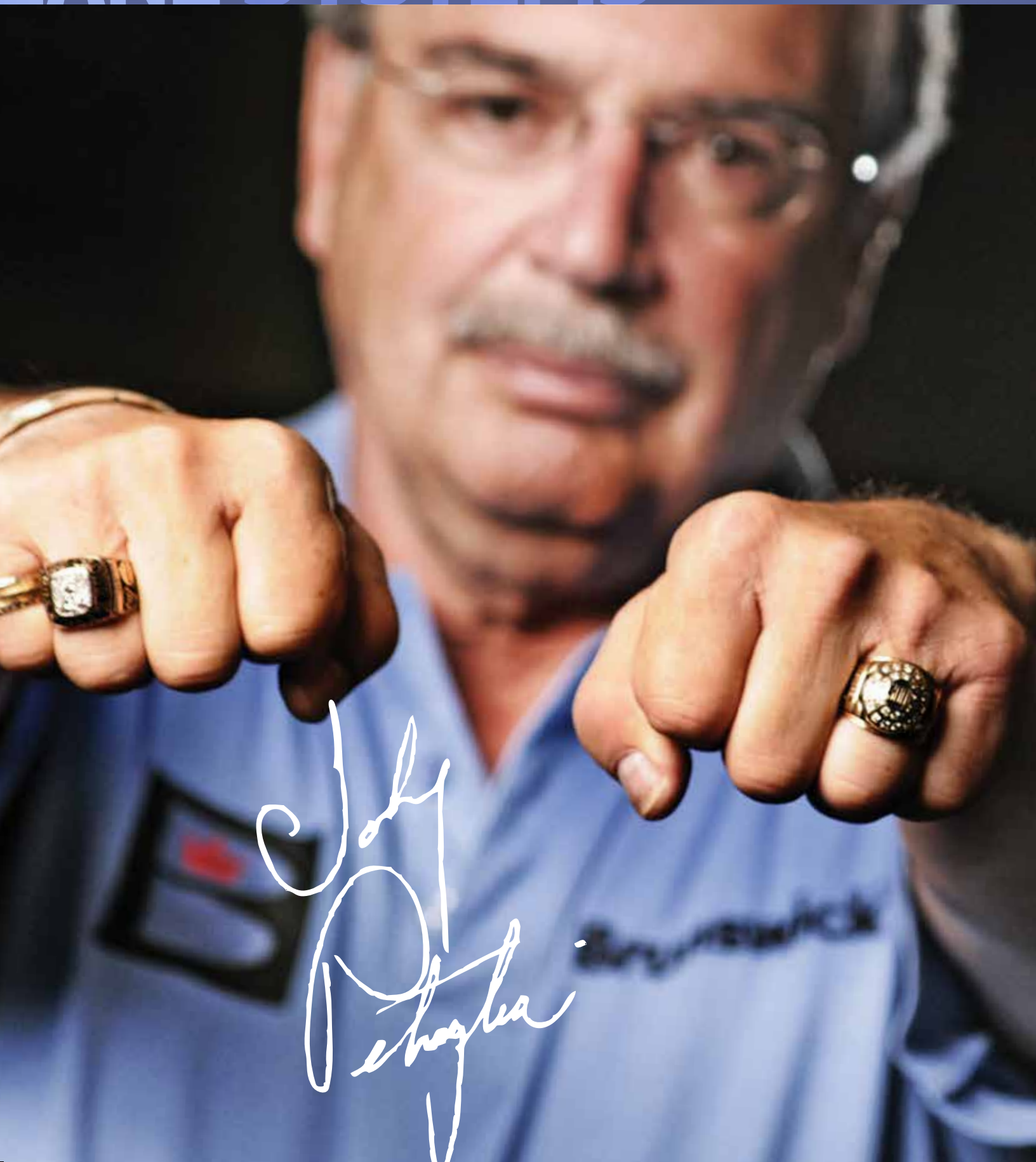
ANVILANE - THE SOLID VALUE CHOICE

- Features 3/8" (0.95 cm) thick panels
- Covered by 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.

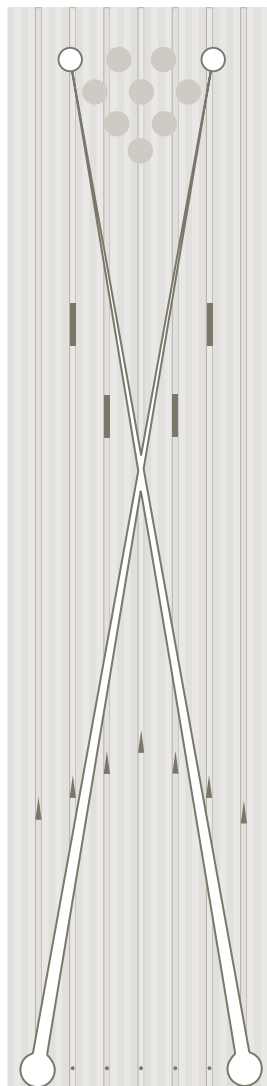
Determining Hook Power

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

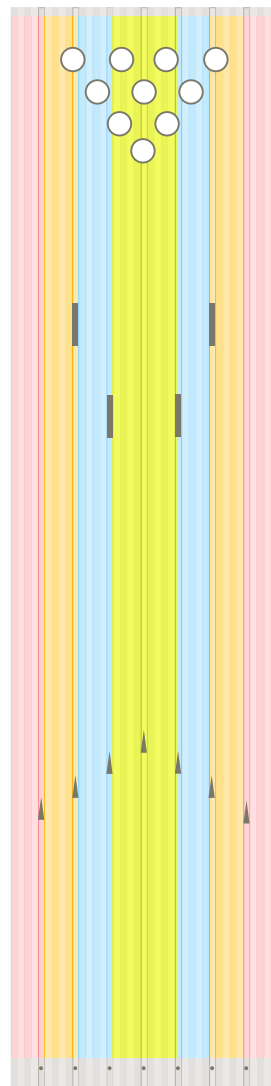
Our down-lane markings allow bowlers to identify their break points (the break point is where the ball leaves the conditioned portion of the lane and enters the dry portion, making a noticeable change in direction) and make the adjustments necessary to maximize pin carry.

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



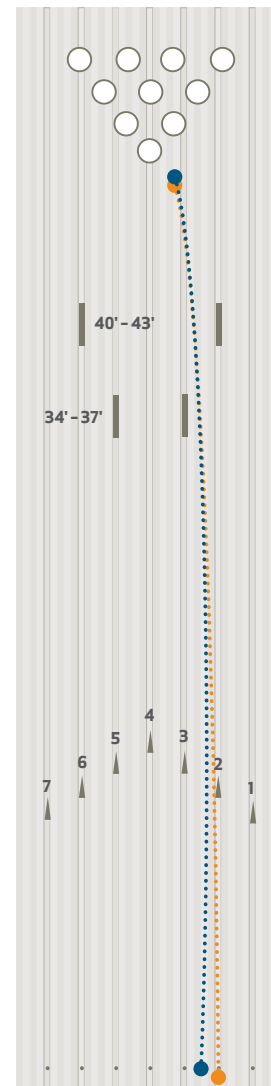
Making Spares

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.

LANESCAPE LANES – ULT



**ULTIMATE THEMED ENVIRONMENTS ATTRACT EVERYONE
FROM CASUAL BOWLERS TO FAMILIES LOOKING
FOR A UNIQUE ENTERTAINMENT EXPERIENCE.**

UNCLE BUCK'S® FISH BOWL AND GRILL AT BASS PRO SHOPS®, PEORIA, IOWA.
ULTIMATE LANE AS IT APPEARS UNDER NORMAL LIGHTING CONDITIONS.



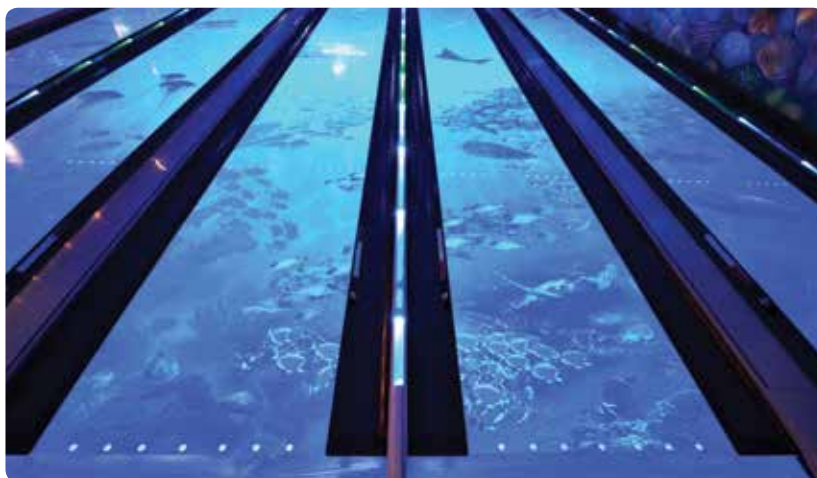
ULTIMATE

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.

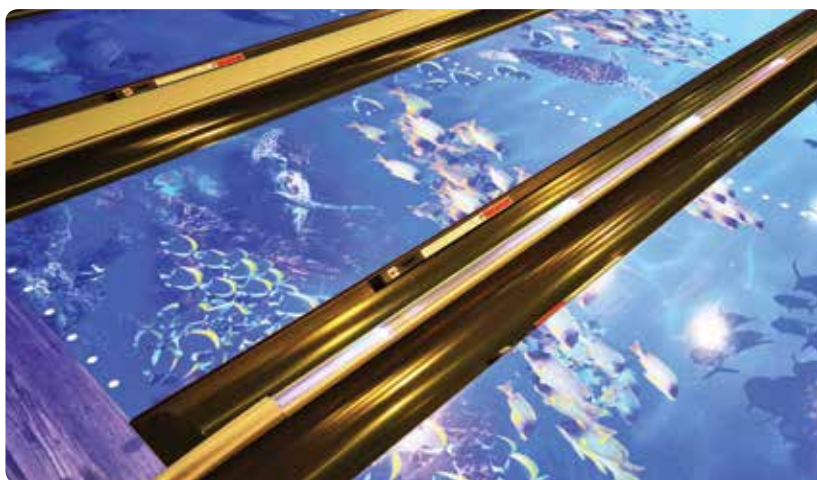
Features and Advantages

- Offers the same durable performance, beautiful appearance and easy maintenance as Brunswick's premium synthetic lanes
- Ability to create unique and extraordinary themed environment
- Differentiate your center from the competitor's
- 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

**CALL YOUR BRUNSWICK
REPRESENTATIVE TO DISCUSS
USBC-APPROVED OPTIONS.**



Ultimate lane as it appears under black light.



Ultimate lane as it appears under normal light.

LANESCAPE LANES - TRA



TRANSFORM



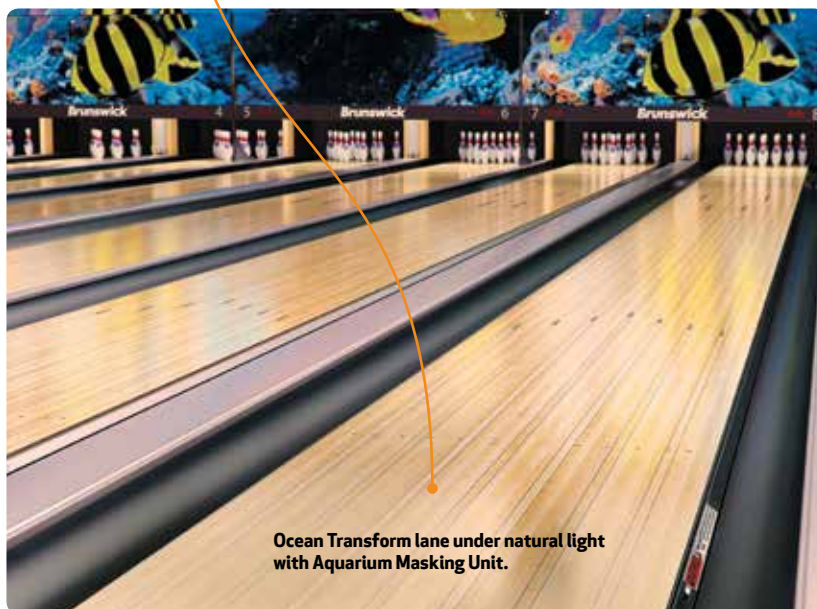
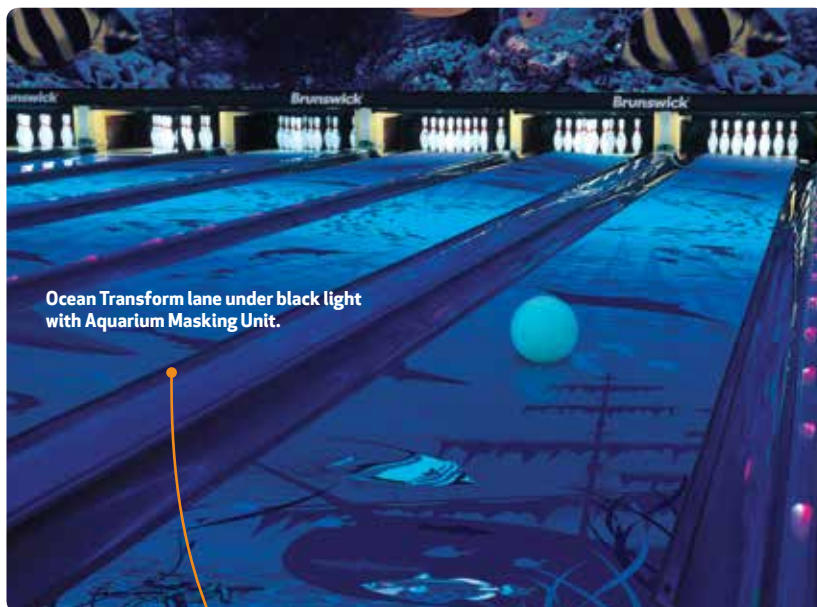
TRANSFORM

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 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

**CALL YOUR BRUNSWICK
REPRESENTATIVE TO DISCUSS
USBC-APPROVED OPTIONS.**



LANESCAPE LANES – COL



1



2



3



4



5



6



7



8



9



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. Both wood grain and colored lanes also produce our exclusive “full-lane 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 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

**CALL YOUR BRUNSWICK
REPRESENTATIVE TO DISCUSS
OTHER COLOR OPTIONS.**

COLORFULL™ COLOR AND WOOD GRAIN COLOR OPTIONS



1 GREYSTONE
BLACK MARKINGS



2 VANA
DARK BROWN MARKINGS



3 SILVER ALUMETALX
BLACK MARKINGS



**4 ROCK AROUND
THE CLOCK**
DARK GRAY MARKINGS



5 OILED CHERRY
BLACK MARKINGS



6 FORMAL MAHOGANY
SQUASH MARKINGS



**7 SINGING THE CHICAGO
BLUES** WHITE MARKINGS



**8 GUNSTOCK
SAVOY WALNUT**
WHEAT MARKINGS



9 WITCHCRAFT
SQUASH MARKINGS

Don't Forget

VISIT WWW.BRUNSWICKBOWLING.COM
TO VIEW OUR COORDINATED LANESCAPE
OFFERINGS WITH MATCHING FURNITURE,
LANES AND MASKING UNITS.



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® scoring consoles with optional integrated lighting



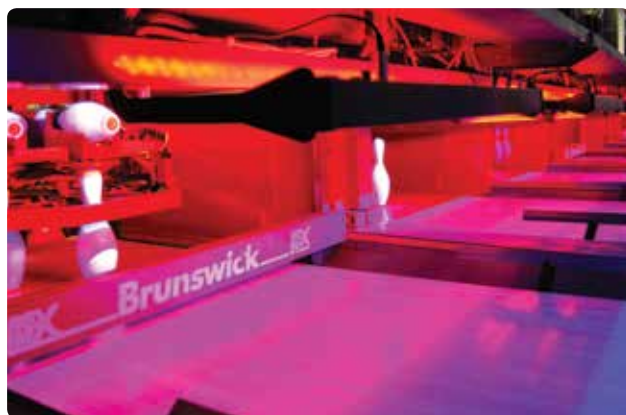
Lightworx Division Lighting System

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
- Patented 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 Frameworx® scoring
- Fixtures can be mounted to A-2 or GS Pinsetters in centers with Vector scoring
- Can be self-installed in only 15–30 minutes per lane



Lightworx Pin Deck Lighting



Lightworx Pin Deck Lighting Fixture

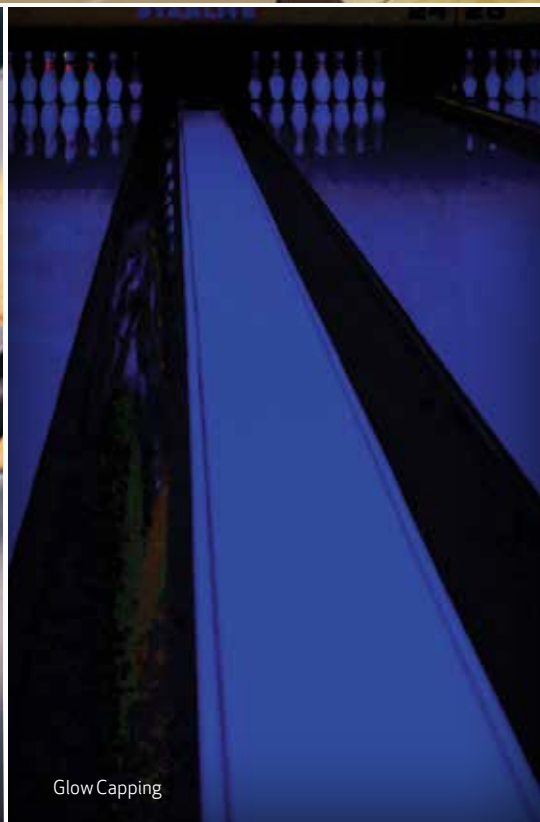
LANE ACCESSORIES



Ball Return



Capping



Glow Capping



Pinball Wizard Automatic Bumper Rails



CAPPING

- Constructed of high-strength PVC
- Provide easy access to ball return tracks without tools
- Now available in 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 with graphite inserts
- Ready for installing Lightworx® division lighting system

BALL RETURNS

- Feature permanent lubricated positive-lift elevators to keep the game moving
- 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

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 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

LANESCAPE MASKING UI



**HIGH-DEFINITION RESOLUTION IS PERFECT FOR INCORPORATING
PHOTOGRAPHIC IMAGERY INTO CUSTOM DESIGNS**



COLORFULLY AND UNMISTAKABLY DECORATE YOUR CENTER WITH THESE MASKING UNITS SURE TO CAPTURE BOWLERS' ATTENTION AND HEIGHTEN THE ALL-AROUND EXPERIENCE.

LANESCAPE® MASKING UNITS

- Units span every two lanes, covering adjacent pinsetters
- Long-lasting accurate color that will stay that way for years
- Superior glow effect provides for a more intense Cosmic Bowling® experience
- Improved print quality with higher resolution ensures 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
- Choose to custom design your own artwork with graphics, photos and type
- 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

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



Dawn to Night



I Love This Game



Aquarium



Flourish

Don't Forget

VISIT WWW.BRUNSWICKBOWLING.COM TO VIEW OUR COORDINATED LANESCAPE OFFERINGS WITH MATCHING FURNITURE, LANES AND MASKING UNITS.



LANESCAPE VIDEO MASS



KING UNITS

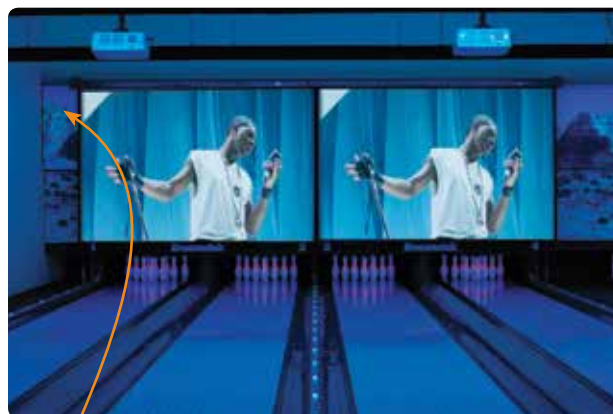


KEEP YOUR CENTER PULSATING WITH THESE CAN'T-MISS PANORAMIC VIDEO SCREENS PROJECTING YOUR CHOICE OF EVER-CHANGING AND ALWAYS-COMPELLING ENTERTAINMENT.

LANESCAPE® VIDEO MASKING UNITS

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



Installs over existing masking units
for maximum flexibility

STRIKING LINE FURNITURE



Narrow Coffee Table With Maple Laminate



Modular Wall Unit With Rosewood Laminate



Triangular Sofa Table With Black Laminate

RE



ENHANCE THE IMAGE AND COMFORT OF YOUR ENTIRE CENTER WITH THIS FREESTANDING, LIVING ROOM-INSPIRED FURNITURE—OR USE IT TO SET APART A SPECIAL BOUTIQUE AREA WITHIN YOUR CENTER THAT'S STRIKINGLY UPSCALE.

STRIKING LINE™

Striking Line furniture can help you increase satisfaction for existing customers, attract new customers and increase revenues. Whether you are furnishing your entire center or transforming a portion of your center into an ultra-modern "VIP" area, Striking Line is an affordable way to take your center to new heights of style and profitability.

- Customize layouts to accommodate your center's design and customer base
- Create special settings for parties, tournaments, corporate outings, leagues and casual bowlers
- Quickly reconfigure to serve league bowlers one day and casual bowlers the next
- Set configurations to promote lane-pair interaction or single-lane privacy
- Components are designed with plenty of storage space for bags, shoes and coats
- Available in a wide variety of attractive fabrics to match any décor
- Can be coordinated with Lanescape® lanes and masking units
- To ensure safety, all components have passed BIFMA* Plus testing

* Business and Institutional Furniture Manufacturer's Association

Sofas and Matching Ottomans

- Upholstered pieces are more plush and comfortable than traditional plastic seating, as well as more aesthetically luxurious
- Freestanding pieces can be moved and rearranged to support changing events, traffic levels or for floor cleaning
- Super-durable construction uses steel frames
- Upholstered in heavy-duty yet attractive and contemporary Crypton® fabrics that are water- and stain-resistant or flame-resistant and meet the BS5852 and EN1021/1-2 cigarette-match test fire codes
- Built-in storage area under sofa seat is ideal for shoes, purses and other personal items
- Call your Brunswick representative to order fabric samples

Coffee Tables and Triangular Sofa Tables

- Attractive, ideally sized and shaped tables add to customers' comfort and convenience while dependably supporting your food and beverage sales
- Triangular sofa tables are designed to nest between two back-to-back Striking Line sofas, providing more surface area while neatly conserving floor space
- Oval coffee tables are available with optional dual top-mounted LCD or keypad scoring device
- Narrow coffee tables provide added space for food and beverage and personal items while maximizing walkways
- Available in rosewood, maple or black laminate surfaces

Modular Wall Units

- Freestanding bar-height units combine large table surfaces, optional seating and ample storage for everything from house balls to customers' coats
- Seating options include attached swing and swivel seat or freestanding pull-up bar stools in a variety of styles
- Built-in standard house ball racks hold up to 18 balls
- Additional storage features include coat hooks and a lower shelf that is ideal for stowing large bowling bags
- Available in rosewood, maple or black laminate surfaces

Bar Stools

- Five distinctive styles
- Available in dark cherry oak or natural maple
- Made with the strength of steel hardware

CALL YOUR BRUNSWICK REPRESENTATIVE TO ORDER FABRIC SAMPLES. SEE PG. 62 FOR LAMINATE COLOR OPTIONS.

Don't Forget

VISIT WWW.BRUNSWICKBOWLING.COM TO VIEW OUR COORDINATED LANESCAPE OFFERINGS WITH MATCHING FURNITURE, LANES AND MASKING UNITS.

FRAMEWORX FURNITURE



Tabletop Seating in Maple



Modular Wall Units in Rosewood



Freestanding Seating in Dark Cherry



Twin-Bench Seating in Blaze Orange



House Ball Rack in Rosewood



CHOOSE THIS CLASSIC AND CONTINUOUSLY UPDATED FURNITURE LINE TO DELIVER CUSTOMER COMFORT, PLEASING STYLE, STRENGTH AND DURABILITY WHILE ALSO MAXIMIZING THE FLOW AND FUNCTIONALITY OF YOUR CENTER.

FRAMEWORX®

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, circular rack models: two-rail model holds 12 balls; three-rail model holds 18 balls
- Optional table-mounted scoring console available for circular ball racks

CALL YOUR BRUNSWICK REPRESENTATIVE TO ORDER FABRIC SAMPLES. SEE PG. 62 FOR LAMINATE COLOR OPTIONS.

Don't Forget

VISIT WWW.BRUNSWICKBOWLING.COM TO VIEW OUR COORDINATED LANESCAPE® OFFERINGS WITH MATCHING FURNITURE, LANES AND MASKING UNITS.

FURNITURE FINISHES



Don't Forget

VISIT WWW.BRUNSWICKBOWLING.COM TO VIEW OUR COORDINATED LANESCAPE® OFFERINGS WITH MATCHING FURNITURE, LANES AND MASKING UNITS.



FRAMEWORX® CELEBRATION Tabletop Laminate and Accent Colors



Daffodil and
T-Molding

Blaze Orange and
T-Molding

Malachite and
T-Molding

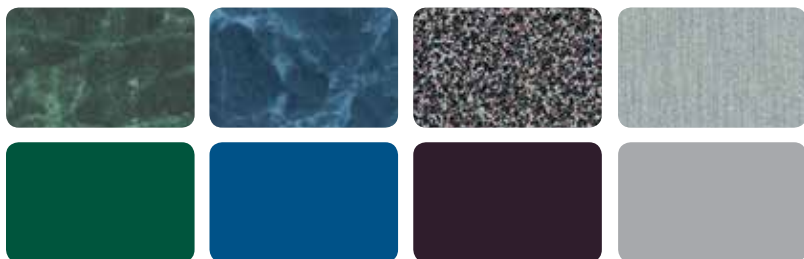
Violet and
T-Molding

Slate and T-Molding
Option 1

Slate and T-Molding
Option 2

Glow-in-the-Dark Design

FRAMEWORX 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.

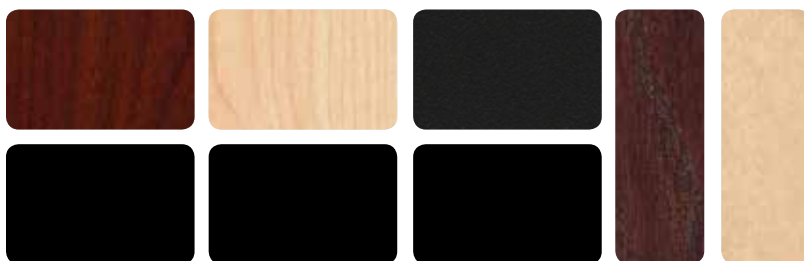
CHAIR FINISHES

Frameworkx Premium and Striking Line chair finishes are an exact match.

LAMINATE AND ACCENT COLORS

Frameworkx Premium and Striking Line laminates are complementary but not an exact match.

FRAMEWORX PREMIUM Tabletop Laminate and Accent Colors CHAIR FINISHES



Rosewood and T-Molding

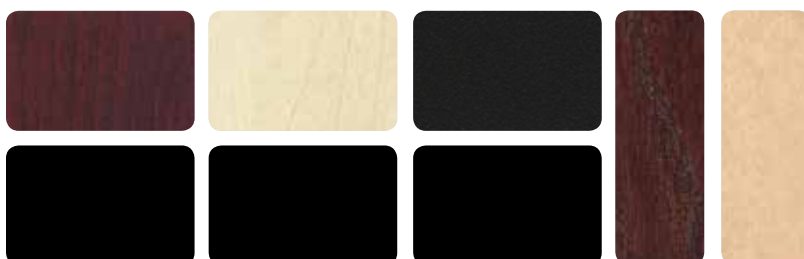
Maple and T-Molding

Black and T-Molding

Dark Cherry Natural

STRIKING LINE® Tabletop Laminate and Accent Colors

CHAIR FINISHES



Rosewood and T-Molding

Maple and T-Molding

Black and T-Molding

Dark Cherry Natural

PINSETTERS



"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 & LELAND ADCOCK, PROPRIETOR AND MECHANIC · SMYRNA BOWLING CENTER, SMYRNA, TENNESSEE —



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 7,450 FPS, with the average during a three-week period of more than 10,000 FPS
- 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
- Motor runs only when needed
- Can reduce power usage by up to 10 percent

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
- Serviceable by staff who aren't career-long bowling mechanics
- Troubleshooting is simplified with integrated self-diagnostics and easy-to-read LCD displays
- Mechanic's System handheld units (sold separately) and spare parts software save time and money
- Potential parts savings of up to 40 percent per year, resulting in tens of thousands of dollars saved
- Centers report savings from 30 to 40 percent 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, and less other damage

Genuine Brunswick Parts

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

To find a distributor near you, go to www.brunswickbowling.com/contact/sales-rep or call our toll-free, 24-hour hotline at 1-800-937-2696. For a comprehensive listing of all Brunswick parts and other helpful information, go to www.brunswickbowling.com/parts. There, you can also download the Genuine Brunswick Parts catalog, Quality Bowling Products catalog, or tech tips and view our pinsetter training schedule.

PINSETTER GUARDING



Photo-Sensor Light Beams



Walkway allows access to the pinsetter once power is off



Interlock Switch



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)



External Rear Controller

System operations and diagnostics are accessible with convenient external rear controller

LANE MACHINES



Envoy

"FOR THE WORLD'S BEST AND MOST COMPETITIVE BOWLERS, ONLY THE BEST-PERFORMING EQUIPMENT AND LANE OILS WILL DO. SO THE PROFESSIONAL BOWLERS ASSOCIATION IS PROUD TO HAVE CHOSEN BRUNSWICK TO BE THE EXCLUSIVE LANE MAINTENANCE SUPPLIER TO THE PBA TOUR. IT'S A LONG-STANDING AGREEMENT THAT WE'VE RECENTLY EXTENDED THROUGH 2013. WE COULDN'T BE HAPPIER, AND I'M SURE THAT A LOT OF PBA PROFESSIONALS OUT THERE FEEL THE SAME WAY."

—FRED SCHREYER · FORMER PBA COMMISSIONER AND CEO—





KEEP YOUR LANE CONDITIONS CONSISTENT AND YOUR BOWLERS HAPPY WITH THE DIRECT+ — THE NEW STANDARD IN LANE MAINTENANCE.

LANE MACHINES

For 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—and Brunswick delivers industry-leading performance. With the accuracy competitive bowlers have come to expect, Brunswick's Direct+ system provides individual board-by-board application for superior pattern consistency. That's why it's been used for every PBA Pro Tour tournament since 2006.

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

Envoy™

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

- Direct+ conditioning, with its direct-to-lane conditioner application, takes away the variation that comes with transfer system machines.
- Despite its sophistication, the six-button Graphical User Interface makes the Envoy simple to program and easy to operate.



Authority22

- 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 15 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 nearly 1,000 centers worldwide since its introduction in 2005, the year 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® Lite

Reliable and easy to operate, this affordable lane machine was designed specifically for centers with 12 lanes or less and where lane conditions are less critical.



Phoenix Lite

LANE MAINTENANCE SU

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

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

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



Heavy-duty cloth ensures durability and long life.



CUTTING-EDGE SCIENCE AND TECHNOLOGY ENSURE HIGH SCORES AND SIMPLE MAINTENANCE WITH OUR COMPLETE LINE OF CONDITIONERS, CLEANERS AND CLOTHS.

LANE MAINTENANCE SUPPLIES

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 3Cs development team, Brunswick continually invests in advanced scientific research to measure and enhance performance bowling products.

Brunswick's status as the Exclusive Lane Maintenance Provider of the Professional Bowlers Association reflects our leadership position in lane maintenance. Beyond the PBA, our 3Cs products, lane machines with Direct+ technology and dedicated personnel have been trusted to perform lane maintenance at hundreds of tournaments in the United States and across the world—events where the expectations and stakes are at their highest.

Whether you are hosting tournaments or focused on open play, Brunswick values your business. That's why we have our engineers calculate, formulate, and run test after test to ensure Brunswick lane maintenance products represent the leading edge in quality, technology and performance. Backed by the 24/7/365 support of Brunswick's Technical Services team, Aftermarket Product Specialists in North America and dedicated distributors servicing centers in more than 60 countries across the world, you will always get the very best performance and the very best value when you choose Brunswick lane maintenance 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 percent 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 A22/Envoy™, 8460QC, 8460XL, Red Edge® and more.

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 conditioners 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.

CENTER OPERATIONS PR

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 Cosmic Premium Urethane House Balls.



HOUSE BALLS

Live up your center with Brunswick house balls. These bright, glow-in-the-dark bowling balls add color and excitement to any bowling environment. They are a great value and carry a two-year warranty; one year for 6-pound balls.

- New-formulation Brunswick house balls radiate with light for the ultimate Cosmic Bowling® experience!
- Urethane balls available in 6 through 15 lbs.
- Strong enough to withstand young or unskilled bowlers
- Available in seven drilling sizes as part of the MyBall System
- Specialty house balls available for FECs and boutique centers





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

- Great scoring, durability and a full one-year warranty
- Compression molded Surlyn® coating and three-layer topcoat system ensure a long life
- Molded-in base minimizes out-of-range pins
- Enhanced UV additive for great glow effects
- Available in traditional red or graphic glow crowns and stripes
- Max Pins also available in four vibrant solid colors

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 with Happy Birthday design
- 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 coverstock so it can be used as a signature pin
- Available in sets or individually



Max Pins

Score King Pins



Max Color Pins, Happy Birthday Pin and Trophy Pins

Rental Shoes

- Multiple lines available—with laces or hook-n-loop closures—to meet your needs
- Leather uppers for comfort
- Leather soles with channel stitching ensure exceptional durability
- Long-lasting rubber heels
- Classic two-tone styling looks great and minimizes theft
- 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 to find a distributor servicing your center.



Adult Rental Shoes

Premium Rental Shoes

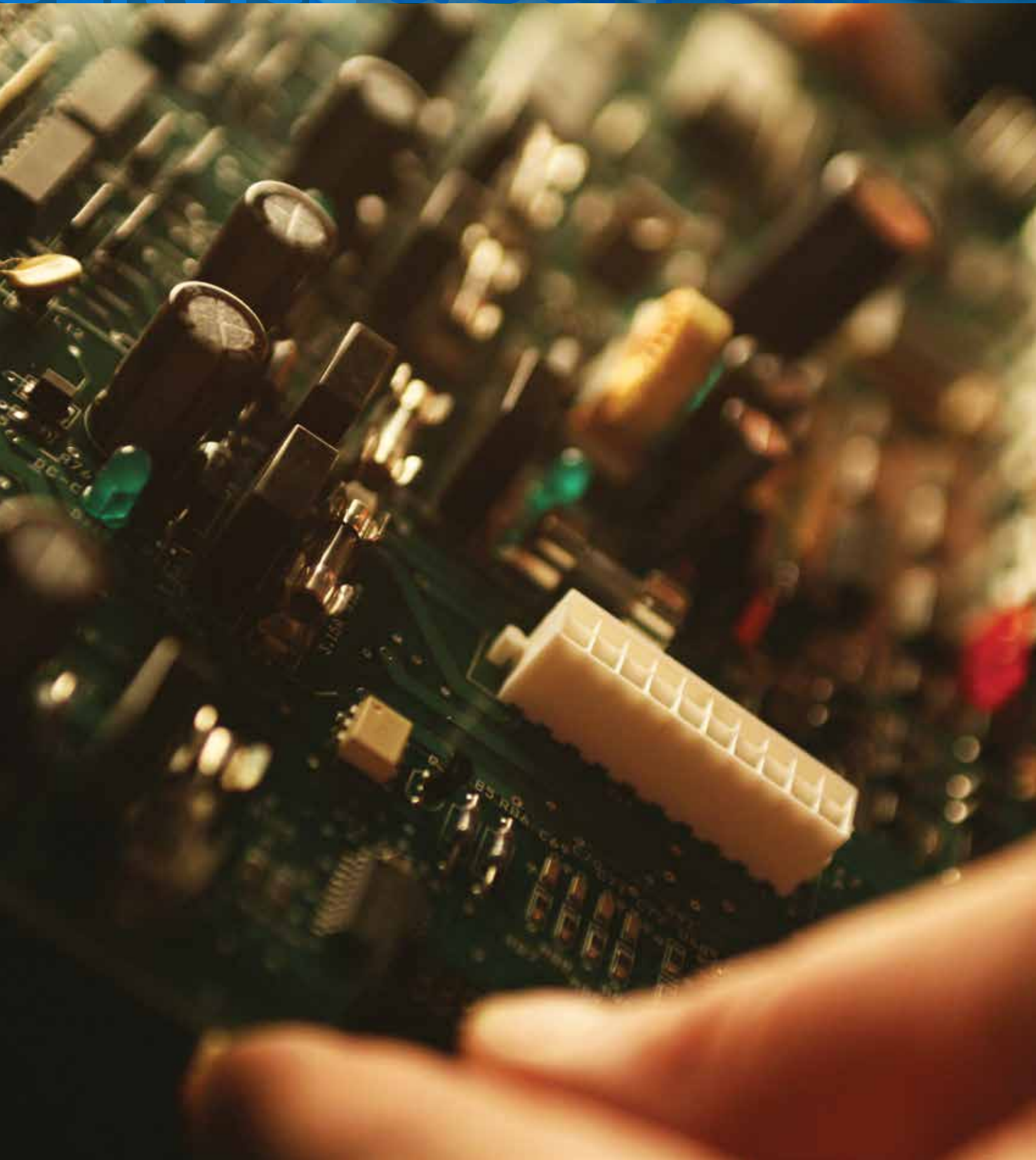


Youth Rental Shoes



Value Sport Rental Shoes

SERVICE & SUPPORT





GET 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, 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.

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

The Brunswick Seminar Series provides extensive instruction and hands-on practice that produces mastery of these systems. Training is offered at the Brunswick Training Center in Muskegon, Michigan, and is available for Vector Scoring and GS-X Pinsetters.

WEB-BASED TRAINING

Web-based training is also available for Brunswick and CDE League Software, CDE Tournament, Billiards Light and Time Control, Frequent Customer Program, Digital Signage and Interactive Games.

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.

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 AS 80/90, Frameworx®, Classic 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.

CONTACT US

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

Technical Support Email: techsupport@brunbowl.com.

Electronic Repair Email: erc@brunbowl.com.

Warranty Resolution Email: 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.



VALCKE BOWLING SERVICE

Valcke Services bvba
Menenstraat 423
8560 Wevelgem
België/Belgique
T +32 56 43 85 55
F +32 56 43 85 60
www.valcke-bowling.com
bowling@valckeservices.com

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