

2024 ♣ 2025



# ***BRUNSWICK***

***BOWLING CENTER PRODUCTS***



**Brunswick®**  
Experience is Everything.





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# THE BENEFITS OF BRUNSWICK

## EVERYTHING YOU NEED

As the only manufacturer actively engaged in every segment (consumer, aftermarket, and capital equipment) of the bowling industry, we bring a unique perspective and holistic approach to design and innovation. Our complete line of top performing products ranges from the Sync® center operating system to longer lasting synthetic lanes, from StringPin pinsetters to stylish, functional furnishings. And while each one of our products works great on its own, the results they produce when implemented together are even better.

## INNOVATION AS A WAY OF BUSINESS

From standardizing the rules of the game to introducing Spark® immersive bowling, the evolution of bowling is led by Brunswick. The Brunswick tradition of game-changing innovation is fueled by a passion that lives within each member of the Brunswick team. No matter how consumer demands evolve and grow, Brunswick remains committed to developing leading-edge technology that keeps centers around the world relevant and profitable.

## BETTER TOGETHER

Brunswick's unique approach to innovation is rooted in our passion for working with proprietors to develop powerful business tools that address the greatest operational challenges facing the industry. Brunswick understands that the most effective product solutions are those that meet the needs and expectations of proprietors, bowlers, and center staff. Every product, software feature, and service we offer is designed to enhance the bowler experience, optimize staff efficiency and increase profitability for proprietors. From Sync center operating system to Center Stage furniture, many of our most successful products have been developed in collaboration with proprietors.

## AT YOUR SERVICE

In addition to making the world's best bowling center equipment, we offer a full range of support services that maximize effectiveness and profitability. Only Brunswick offers dedicated teams to support every phase of your project, from concept to completion. We are here to help analyze which investments are best suited for you, expertly install your new equipment, professionally train you on its use and maintenance, offer 24/7 product support, and even help with marketing. The bottom line: no matter what assistance you need to get the most out of Brunswick products, you can count on us to deliver it.

## PEACE OF MIND

Successful bowling centers develop an environment that draws customers in and keeps them coming back. Creating that environment requires a strategic partner that's here to stay, with a proven track record of supporting and reimagining the bowling industry. With more than 125 years of experience and products installed in more than 70% of the world's bowling centers, Brunswick is the best known and most trusted name in bowling.



A man with a beard is shown from the chest up, shouting with his mouth wide open. The background is a blurred, blue-tinted environment, possibly a stadium or arena, with bright lights visible in the upper left. The overall mood is energetic and intense.

# ***SYNC***

*CENTER OPERATING SYSTEM. IT'S HOW THE GAME IS ONE!*







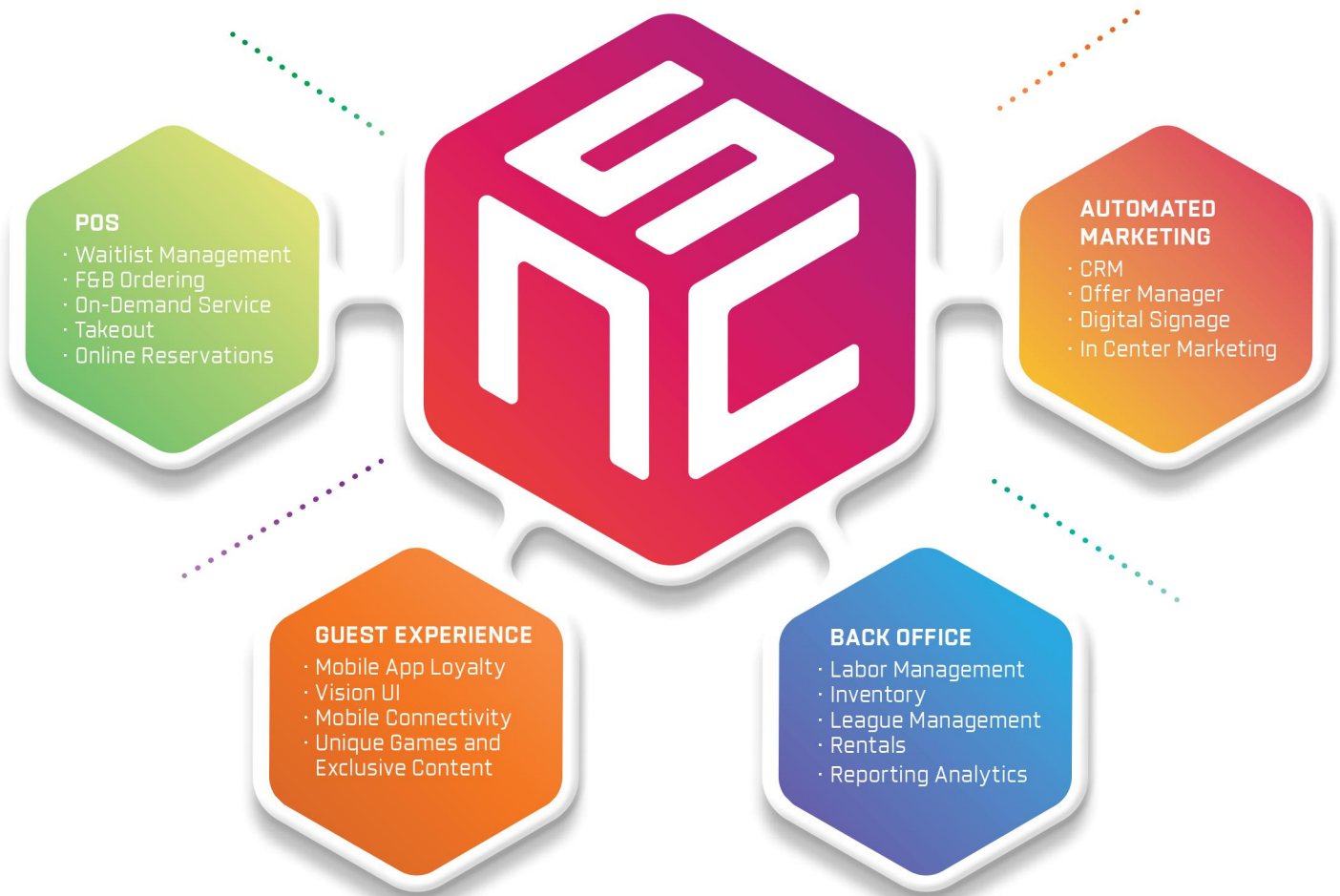


# SYNC

Brunswick has created the most innovative, robust, entertaining, and comprehensive bowling system capable of running every aspect of your center. Sync is the fastest-selling scoring and management system in the bowling business, and for good reason. Sync helps you automate key marketing functions, provides a powerful platform of management tools, and is the only bowling system built on leading-edge, cloud-based technology.

Since Sync's original release in 2015, Brunswick has remained steadfast in its commitment to lead the industry with powerful business tools that streamline operations and improve profitability while elevating the guest experience. Brunswick continues to partner with proprietors on Sync upgrades and new features, with the mission of addressing your biggest challenges while providing a superior experience for everyone in your center.

## IT'S ALL IN SYNC!







## INTRODUCING SYNC MAGNUS, OUR LATEST UPGRADE FEATURING 500 NEW ENHANCEMENTS AND POWERFUL STRATEGIC AUTOMATION TOOLS.

Sync Magnus introduces new solutions to proprietor requests and industry trends, providing more strategic automation than ever. Sync Magnus drives additional revenue, prioritizes people, and streamlines operations that protect, preserve, and improve the customer experience. It's all about making the lives of proprietors, staff, and customers easier. This latest update to Sync introduces 500 enhancements, including new automation features in office functions, analytics, POS, Kiosk, mobile tablets, and Spark.

In fact, Sync Magnus automates the entire bowling purchase process, from taking an online or in-center Kiosk reservation through sending waitlist updates to issuing the lane when it's ready—all without staff intervention. Sync walks the customer through every step of the process, driving revenue and cross-selling while staff are freed up to solve problems and focus on ensuring an exceptional guest experience.



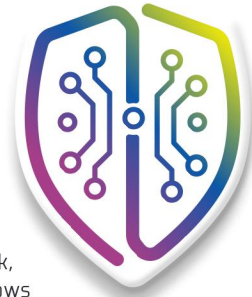
## BRUNSWICK CLOUD

Count Sync among the leading-edge applications that run in the cloud. Sync stores its marketing tools and your customer databases in the Brunswick Cloud, feeding you data at lightning speed. Benefits include more seamless integration between system functions/modes, the added security of protecting vital customer data from loss due to catastrophic events at your center (e.g., fire/flooding), and accessing data and marketing tools from anywhere at any time. Brunswick Cloud technology brings simplicity and security to your fingertips 24/7/365.



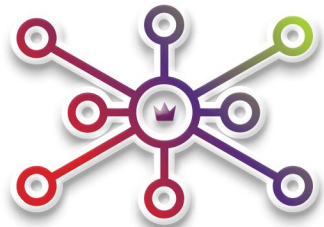
## FUTURE-READY TECHNOLOGY

Brunswick designed Sync from the ground up, incorporating hardware and software technologies that weren't even imaginable just a few years ago. Cloud-native architecture and Brunswick's fast-paced feature development ensure you will have the tools you need to address whatever operational challenges and consumer expectations tomorrow may bring. Updates and new features are regularly available with just one click, as Sync's future-ready architecture allows Brunswick engineers to work with proprietors to develop new features and updates in real time.



## CUSTOMER-CENTRIC DEVELOPMENT

Strategic insights from proprietors continue to play a crucial role in the product roadmap for Sync, as does our agile development and adaptive testing process. With Sync, we set out to create a center operating system that would address bowling centers' most critical business priorities: driving revenue, controlling costs and improving operations. Over time, the bowling business continues to evolve, and the factors influencing profitability change. We are constantly monitoring industry, technology and consumer trends to ensure Sync provides the most robust business solutions, with software updates deployed frequently via the Brunswick Cloud.



## MULTI-LOCATION FUNCTIONALITY

Sync rivals the leading enterprise POS systems with robust tools and flexibility while delivering the advantage of being designed specifically for FECs. By leveraging the enterprise-level services and functionality available in Sync, centers of all different types can use powerful tools to manage marketing and product offerings from their center, their home, or wherever they have access to the cloud. Run all your FEC attractions using Sync POS.











# SYNC

WE'VE MADE IT EASIER TO PUT THE MOST POWERFUL SCORING AND MANAGEMENT SOFTWARE TO WORK FOR YOUR CENTER WITH OUR ALTERNATIVE BUYING PLANS AND SUBSCRIPTIONS.

## CROWN ADVANTAGE

Crown Advantage is the industry's first center operations subscription that conveniently bundles software updates, support, marketing, and mobile applications. This comprehensive subscription plan simplifies operations with easy software updates and frequent enhancements, ensures access to our proven revenue-driving business solutions, and lets centers avoid unexpected expenses for software and support.

Crown Advantage delivers cutting-edge Sync software updates, a robust cloud-based automated marketing platform, OpenLane mobile app, and Brunswick technical support—all in a single, easy-to-manage subscription.

Crown Advantage improves profits, lowers risk, and offers peace of mind to proprietors with easy access to the latest business-building software and 24/7 technical support all in a convenient bundle. Crown Advantage is available in multiple subscription tiers, so centers can select the package that's best for their business's needs.



## ONE. FOR ALL.

Sync® One™ is a revolutionary buying option that allows centers to purchase Sync, the industry's most comprehensive and only cloud-based scoring, management, point-of-sale, and automated marketing system, with up to 75% lower initial investment. Now, every center in America can leverage the power of Sync to transform their business overnight. It's never been easier to get ahead and stay ahead.

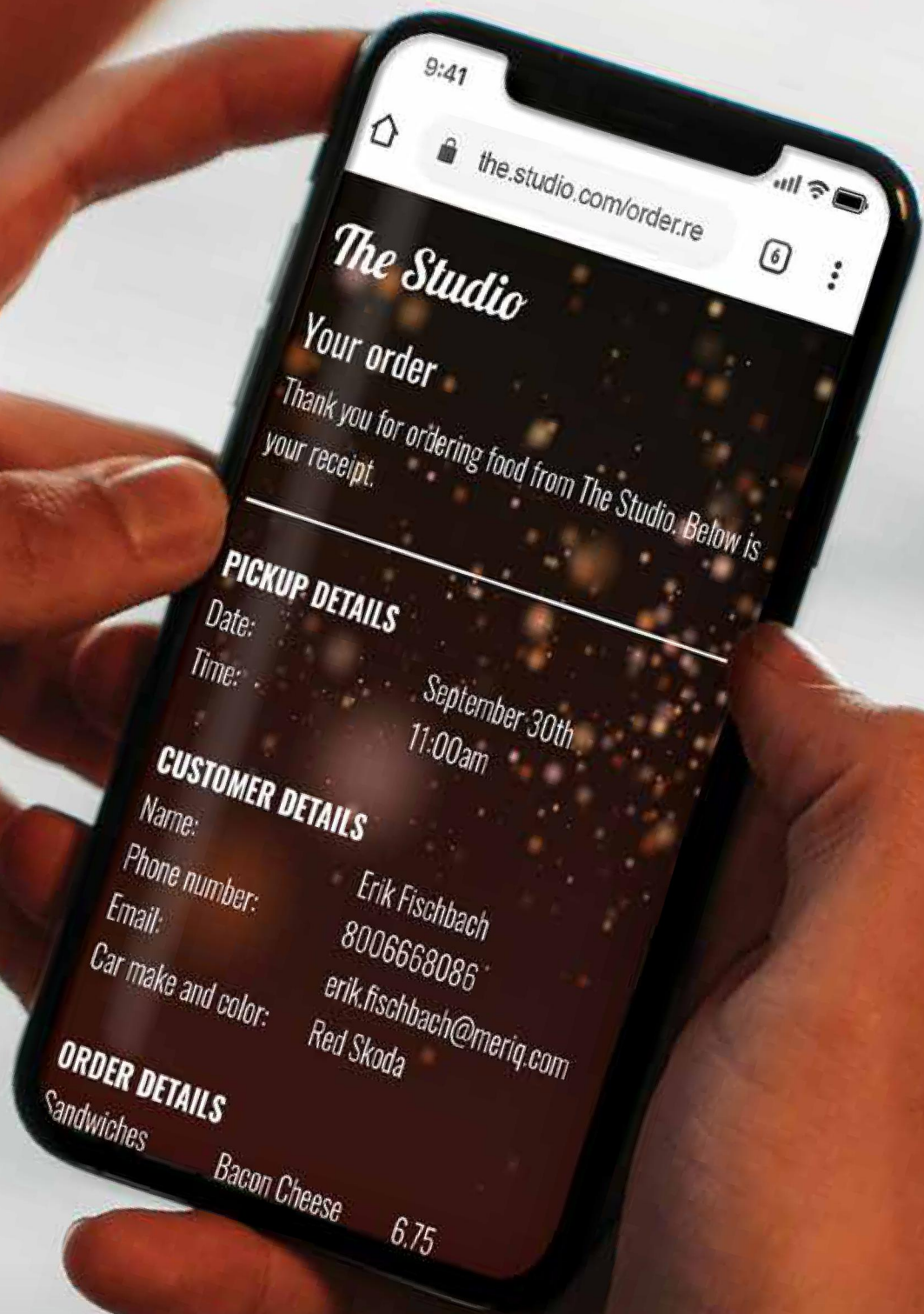
The low monthly Sync One subscription [US only] fee includes perpetual software updates, OpenLane loyalty app, and 24/7 customer support. Provided hardware includes tablet bowler consoles, display controllers, peripheral controller, server, switches, and cabling—all maintained by the Sync One lifetime equipment warranty. Say goodbye to major capital hardware and software investments and surprise maintenance and upgrade costs.

New software releases happen several times a year, helping drive revenue increases and control costs with new entertainment, efficiency improvements, enhanced marketing automation, and additional management capabilities.

Sync One is the quickest, easiest, lowest-risk path to increased profits. Unlike a lease or finance program, there isn't a payout required at the end of the lease. Subscriptions are an operating expense, providing a tax benefit to operators.









# POINT OF SALE

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

## INCREASED REVENUE

Sync's business-building features include Revenue Center analytics that identify which anchor attraction drives the most revenue from ancillary departments (for example, how much F&B revenue is driven by bowling). Actionable insights provided by the Revenue Center can help guide staffing and investment decisions that increase operational efficiencies and profits.

Multiple on-demand service options make it convenient for guests to purchase activities, food, and beverages whenever the mood strikes, no matter where they are. Online Ordering simplifies the implementation of a successful takeout business, Online Reservations increases lineage, and Sync Service Kiosk increases average spend per visit. Whether online or in-center, all of Sync's POS portals consistently upsell and cross-sell on every transaction.

## SYNC SERVICE KIOSK

Get guests to the fun faster with Sync Service Kiosk! Brunswick's new self-service kiosk is designed to alleviate your labor concerns while enhancing the guest experience. The fully integrated automated technology reduces wait times, streamlines ordering, improves accuracy, and upsells on every transaction, all while offering the instant gratification your guests seek. Guests are drawn in by the captivating digital displays and empowered to build and purchase their own personalized in-center experience including bowling, food and beverage, game cards, and other attractions. The Kiosk also features a fully integrated game card dispensing system and league payment options for added convenience.

Sync Service Kiosk's consistent sales presentation and upselling increases spend per visit while reducing wait times, engaging customers during the ordering process, and improving order accuracy.

Sync Magnus and the Sync Kiosk even automate the entire bowling and attractions purchase process, from taking reservations to checking in to issuing smart customer notifications all the way through issuing lanes when they're ready—without staff intervention. By reducing the demands on the front desk staff, centers are able to redeploy employees to compensate for staffing challenges. In fact, proprietors report that the Kiosk can do the work of 2-3 staff members during peak periods while offering an improved guest experience.

## DYNAMIC DUO

Combining Sync POS with Sync Service Kiosks enhances operational efficiencies by automating transactions and offering upselling opportunities, improving the customer experience and driving revenue growth through increased spend per visit.

## STREAMLINED OPERATIONS

Sync supports profitability with powerful tools that help centers improve operations, streamline service, and reduce errors. Sync Magnus automates attractions, OrderNow enables self-service sales at the lane, mobile POS improves staff efficiency to get orders to the kitchen faster, and Sync Service Kiosk reduces staff errors and giveaways. Sync's integrated, automated technology streamlines ordering, improves accuracy and efficiency and allows centers to reduce or redeploy employees—all while increasing spend (and guest satisfaction) every visit.



## NEW FEATURES

- Fully integrated game card dispensing system
- League payment options for added convenience





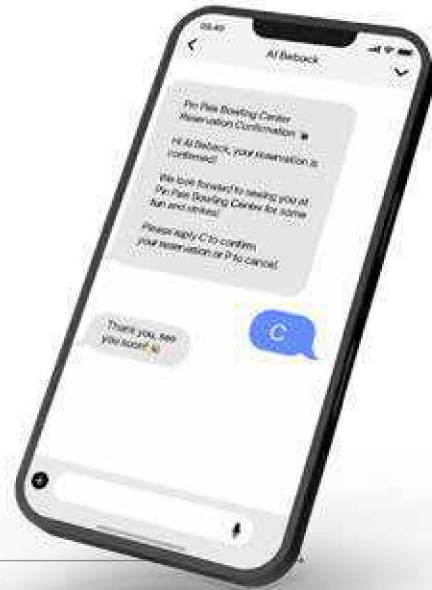




## SMS WAITLIST MANAGEMENT

Provide exceptional guest service and speed up your check-in process with our integrated SMS wait list management system.

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



## ATTRACTION MANAGEMENT

With embedded waivers and capacity management (timed access), Sync Magnus supports any attraction within your FEC. From trampoline parks to soft play areas, Sync automates the process to manage your guest flow and capacity, allowing you to manage everything in your center in one system. Sync's new Revenue Center reporting provides visibility to which attractions drive the most revenue, including ancillary revenue like F&B sales.

## WAIVERS

Restrict access to attractions to only those guests who have completed your online legal waiver. Our cloud-based digital waiver can be used for any of your attractions such as ropes courses, ninja warrior gym activities, trampolines, and other extreme sports requiring legal sign-off before participation. Guests have the option of signing the waiver from any mobile device or PC before they arrive. Staff can quickly check waivers during the check-in process, confirming that only guests with signed waivers participate. Sync's release liability waiver is customizable, allowing you to collect the information you need.









### FULLY INTEGRATED CASHLESS EXPERIENCE

All game card transactions (buy/spend value) directly flow through the Sync POS. Sync creates a seamless connection to EMBED, Intercard game card systems, Semnox and Sacoa. The enhanced Intercard interface available with Sync Magnus supports cashless operations as well as imported revenue reports from Intercard.



### ONLINE RESERVATIONS

Online Reservations—now compatible with the Sync Service Kiosk—are one of the strongest revenue-driving features of Sync. Data shows that 30% of online reservations are booked when staff is occupied attending to peak in-center activity. The certainty of having a lane available when customers arrive eliminates one of their leading objections about going bowling. With Sync's enhanced Internet Reservation capabilities, that sales bump continues to grow.

- Customers can reserve lanes, tables, or other resources via a computer, smartphone, or tablet from anywhere at any time.
- Customers can check in using the Sync Service Kiosk, for a completely staff-free reservation experience.
- Other products/packages (shoes, F&B orders, party packages, etc.) can be attached to a Sync Online Reservation.
- Auto-create a deposit (or full payment in advance) for Online Reservation, reducing the risk of holding lanes open for no-shows.
- Resource inventory is updated in real time as reservations are confirmed, eliminating the potential for overselling a time slot or resource.
- Bowlers' information such as number of bowlers, shoe size, etc. entered at the time the reservation is booked and then directly imported as part of their reservation, giving a smooth and seamless customer experience for your bowlers AND for your staff.
- Online Reservations tie directly into CRM, allowing customization options as well as bowler data to be stored in the cloud.
- Reservation confirmation email sent from Brunswick Cloud.

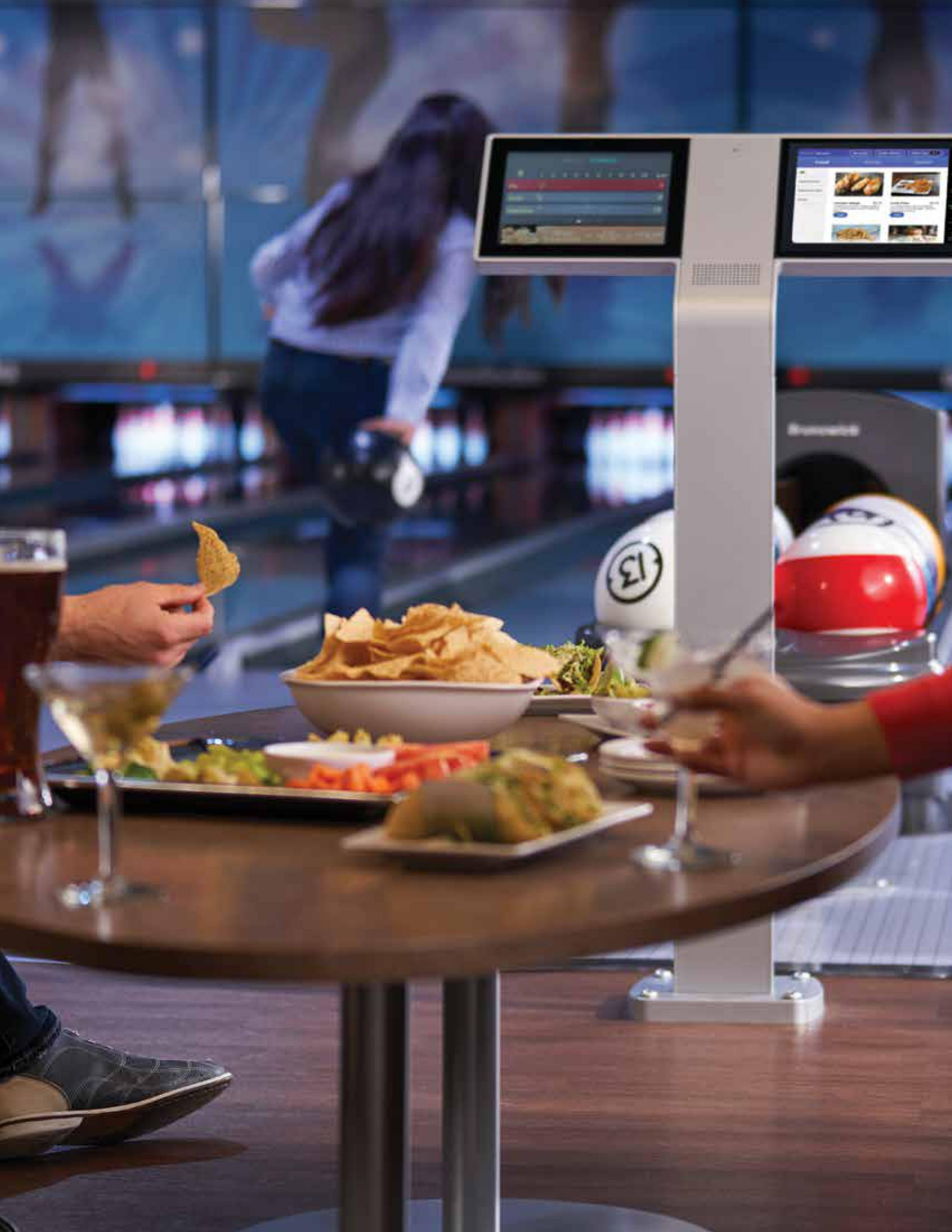
### ADVANCED RESERVATIONS

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

- Customers can purchase other items and/or packages including rental shoes and food and beverages when they make a reservation, either online or in-center at the Kiosk.
- Set your 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.
- Keep reservation tabs open so you can easily add purchases made to the customer's bill.
- Prevent double-bookings by notifying staff of upcoming reservations on specific lanes.









## LANE STATUS DASHBOARD

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

- Improved at-a-glance view of the status of each lane at every moment
- Immediate indicator of lane-on, lane-off, number of bowlers on the lane, elapsed time
- One-click access to score corrections function
- Global settings for standard lane prep for leagues and other special scoring arrangements
- Fully integrated with Online Reservations to automatically display scheduled reservations
- Streamlined check-in process all from one screen—configure lane assignments and scoring experiences, send names to the lane, add products, total the customer's bill, and more.
- Flexible pre- or post-pay configuration allows you to control the purchase/pay cycle however you see fit, or even change from one procedure to another for different days/times.
- Lanes are issued automatically from Internet Reservations and iQueue, including names, shoe sizes, F&B, and more!
- Quickly onboard loyal customers by scanning their OpenLane member ID from their phone to easily add loyalty points—or let them check themselves in using the Sync Kiosk.
- Send welcome screens to the appropriate lane(s), helping usher each party to their assigned lane.
- Lane Cleaning mode helps identify which lanes are ready to be cared for by staff and ensures you sell a fantastic product each and every time.



## ORDERNOW

The highly visual and interactive menu exclusively available on the Sync scoring tablet makes it convenient for guests to order and reorder on-demand. Satisfy customers' desire for instant gratification and self-service, with OrderNow. OrderNow improves profitability by reducing or redeploying staff, increasing average check total, and streamlining operations with full integration to the POS system and direct delivery to remote order printers.







### ONLINE ORDERING

Drive incremental revenue with Online Ordering. The intuitive, mobile-friendly menu makes it easier and more convenient for guests to place takeout orders. Online Ordering improves order-filling accuracy and inventory control to reduce waste and spoilage. The integration with Sync POS and direct processing to remote order printers ensures that your staff will be able to process the additional orders accurately and efficiently. Set up modifiers for appropriate products [e.g., pizzas, hamburgers, other specialty sandwiches].



### SEAMLESSLY MANAGE GUESTS, SERVERS, AND TABS WITH ENTERPRISE-LEVEL RESTAURANT MANAGEMENT TOOLS

#### Table Management

- Straightforward interface for managing guests, servers, and tabs
- Set up the screen layout to mirror the actual arrangement of your tables on the floor.
- Cycle customers on and off your tables with individual time clocks/ bill tabulators for each table.
- Control individual table lighting from the front desk with an optional AC Controller.

#### Floorplan Management

- Customizable restaurant and center layout tool streamlines operations by reducing errors and facilitating faster table turns.
- Create a layout of your actual floorplan, making it easier for waitstaff to accurately place orders and deliver food.
- Available on your desktop as well as mobile POS devices.

#### Menu Management

- Dynamic product creation and screen layout let any center build its optimal POS interface and functionality.
- Intuitive displays provide quick access to popular items.
- Streamline the process for the staff and optimize service for guests.

#### Beverage Control

- Beverages will not dispense without direct accountability per pour through Sync.
- Substantially reduce shrinkage/lost bar sales.
- Seamless integration of Berg and Azbar software.

#### Integrations and 3rd Party Solutions

- Integrates with multiple kitchen display systems
- Labor management systems
- Inventory management systems
- Accounting systems









## PAYMENTS

- Accept and process credit/debit/game/gift card payments with many of the leading processors.
- Apply percentage or dollar discounts to individual products or transaction totals.
- Allow guests to redeem OpenLane loyalty points for free or discounted bowling, food and beverage or other rewards you select.
- Add gratuities automatically or with each customer's individual payment.
- Brunswick Cloud integration/coupon scanning (including via smartphone interface/receipts/transaction data/metrics) available.
- Apple Pay/Google Pay/NFC support (available through select processors)
- Exclusive enhanced stored value features allow deeper integration to game card packages and entitlements.



## ADDITIONAL POS HARDWARE

### MOBILE SERVICE STATIONS

- Let your staff issue lanes by game time or person, edit add-ons, make bumper selections, add names, extend lane time, and quickly process prepaid waitlist customers right at the lane.
- A single tab for bowling, food, and beverage makes F&B ordering seamless.
- Fully integrated with Sync's lane-cleaning mode and lane status page, providing full visibility to all available lanes.

### SERVER-FRIENDLY STATIONS

Choose from client workstations, all-in-one kiosks, or agile tablet options to mobilize and meet the needs of your tech-savvy workforce.

### POS ACCESSORIES

- Cash drawers
- Cash readers
- Receipt printers
- QR and bar code scanners
- AC, light and time control



SERVER-FRIENDLY STATIONS



RECEIPT PRINTER





# GUEST EXPERIENCE

## SYNC BRINGS THE CUSTOMER EXPERIENCE FULL CIRCLE.

Sync Magnus offers unmatched functionality to address today's consumer expectations for outstanding service, convenience, personalization, and one-of-a-kind entertainment. Sync's ever-expanding features promote guest loyalty, increase spend per visit, and drive repeat business.

Powerful automated marketing tools make sure your center is top of mind during the Decision stage, with relevant content based on customers' behaviors and preferences. Several automated,

integrated solutions facilitate check-in, lane assignment, and onboarding to create a seamless Arrival experience. Sync's ever-expanding library of delightful graphics, features, and new games provides a Bowling experience that is unparalleled for entertainment seekers and competitive bowlers. The system even includes features that ensure your guests' Departure experience is a positive one, encouraging repeat visits and building long-term loyalty.





## ENHANCED IN-CENTER EXPERIENCE

The bowling experience at your center is multifaceted, taking into account the total customer experience—from the ease of onboarding to the final frame, and everything in between. Sync was created with all this in mind. It's designed to help you deliver the best overall customer experience, every hour of every day.

Sync's suite of tools improve customer service from the reservation experience through check-in and F&B ordering. Sync Magnus automates the process for moving guests to and from different attractions while providing top-notch customer service, streamlining guest management, and providing seamless guest interactions with little or no staff intervention. Sync offers bowlers immediate access to specials ads and menus, and lets them send text messages to the front desk when a ball is stuck or they want a server to come to their lane. All of which improves customer service and makes guest visits more enjoyable, as well as more lucrative for you.



## EXTENDED CUSTOMER ENGAGEMENT—SOMETHING FOR EVERYONE

Sync includes a collection of 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 things down, these games actually accelerate the action on your lanes. Sync also offers many scoring games for two quite different modes of play (recreational/casual vs. league/competitive), with just the right touches included in each. There's something for everyone, from corporate teams to kids' birthday parties to competitive league bowlers.



## SYNC SCORING VISION USER INTERFACE IS THE GATEWAY TO A PERSONALIZED BOWLING EXPERIENCE FOR GUESTS AND IMPROVED PROFITABILITY FOR YOUR CENTER

Inspired by the best-in-class digital streaming and e-commerce sites your customers interact with every day, Vision User Interface (UI) meets consumer expectations for highly personalized, self-guided, interactive experiences that provide immediate gratification.

Brunswick's intuitive scoring interface focuses on the end-user experience by providing stunning visuals, personalized recommendations, and streamlined user interaction. Vision UI is the industry's most engaging interaction point for bowlers, displaying all that Sync has to offer.

Vision UI reduces staff interaction required during onboarding and lane transitions with its intuitive design and optimized user flow. Tablet ads deliver dynamic cross-selling content that keep guests engaged and increase F&B and in-center spending. With Onlane Ordering, bowlers can browse and order any item from your menu whenever they are ready, further streamlining operations while satisfying consumer demand for instant gratification.



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

Vision UI takes personalization to the next level by allowing guests to create a custom profile in Sync with images uploaded from their mobile device. And Sync Scoring captures email addresses for future marketing, with multiple touch points throughout the games.

## PATENTED MOBILE CONNECTIVITY

Brunswick has pioneered the opportunity for bowlers to use their mobile devices with your lanes! Vision UI allows bowlers to connect their mobile devices to customize their time on the lanes. Bowlers can pair Vision UI with the OpenLane app (see page 26) to create an even more personalized experience with images uploaded from their mobile device.









# SCORING & GAMES

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

## SYNC SCORING

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

## VISION UI

Using best-in-class streaming services as inspiration, Brunswick has developed Vision UI, an intuitive interface that delivers an elevated guest experience with personalized play and on-demand service options. The optimized user flow gets guests trying different games over 35% of the time, ensuring a relevant and engaging experience for everyone, time after time. Paired with Brunswick's patented ability to connect a mobile device, Vision UI offers a personalized bowler experience that is truly one of a

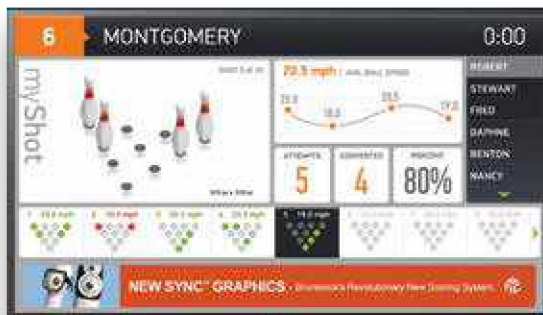
kind. From in-home entertainment to dining out, consumers expect streamlined and convenient interactions, which Vision UI delivers by selecting their experience, entering bowler information including email, connecting to their phone, calling for a service, placing food and beverage orders, and so much more. Vision UI provides the most engaging and intuitive interaction point for your bowlers, displaying all that Sync has to offer.

- All the experiences within Sync have been categorized for greater visibility.
- Ability to customize featured games by daypart
- Bowlers can upload their own profile or funny photos from their mobile device.
- Customers can pair their OpenLane app profile with Vision UI to create an even more personalized experience.
- Stunning visuals of your menu options along with convenient ordering options provide instant gratification for guests while driving incremental F&B revenue.

## UNIQUE & EXCLUSIVE FORMATS

### HORSE—EXCLUSIVE

This addictive game mimics the classic playground basketball game, challenging opponents to knock down specified pin configurations instead of making hoop shots. [Requires GS-X, GS NXT pinsetter or Brunswick string pinsetter to play.]



### MYSHOT—EXCLUSIVE

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

A SMALL SELECTION OF THE GAMES AND GAME MODES ARE SHOWN. VISIT [BRUNSWICKBOWLING.COM](http://BRUNSWICKBOWLING.COM) TO SEE THE COMPLETE SELECTION OF GAMES AVAILABLE









## 10-FRAME GAMES

### RIVAL RUMBLE

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



Player	1	2	3	4	5	6	7	8	9	10	Total
Ronald	X	X	X	X	X	X	X	X	X	X	123
Paul	9	38	57	66	75	94	103	131	X	8	169
Frank	20	39	50	70	87	106	126	134	143		185
Andrew	20	39	48	60	74	83	103	123	X		141
Steve	18	38	57	60	74	84	113	133			143

### PIN PALS

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

### THE LEAGUE

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

Player	1	2	3	4	5	6	7	8	9	10	Total
Mike	10	47	53	61	67	73	91	104	104		104
Chris	7	64	71	80	89	97	105				105
Dwight	18	23	32	47	55	64	70	75			75
Marcy	9	17	26	35	43	62	71	88	97		97



### KAPOW!

Straight from the comics, Brunswick delivers Ka-POW! Designed for open play, with a customized background and an emotionally invested design, KaPow captures all of the action of the game with a customized background and fun style that will keep bowlers coming back. This game supports regular scoring, with larger than life visuals and action-packed excitors to blow away your guests.

### PINPIX

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











## 5-FRAME GAMES

### ANGRY BIRDS BOWLING—EXCLUSIVE

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



### NEW - FRIENDZY

Splash photos of yourself and your friends all over the lanes and hit targets to keep the laughs coming and memories being made. Exclusive to Spark, this game offers the kind of personalized, unique experiences only available at Sync- and Spark-equipped centers.



### E-Z BOWLING

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



### CREATURE FEATURE

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

**FOR THE COMPLETE CATALOG OF GAMES IN SYNC'S EXPANSIVE LIBRARY, VISIT [BRUNSWICKBOWLING.COM/SYNC](http://BRUNSWICKBOWLING.COM/SYNC) SCORING. CHECK BACK OFTEN AS WE ARE CONTINUOUSLY ENHANCING THE COLLECTION TO KEEP THINGS FRESH IN YOUR CENTER.**



## Featured Games

8	9	10	0:06
			0
			35
			0
			64
			66



### Angry Birds Bowling

**FAMILY FUN NIGHT** It's play time for the whole family



### CLASSIC BOWLING

Try any of these traditional games

4

1



# SCORING HARDWARE

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

Bowlers will love your new Sync scoring consoles. These great-looking devices are made to take the punishment of constant use, so they keep working year after year. What's more, Sync hardware is designed to save you money, drawing on the latest technological innovations to add to the equipment's life.

### TOUCHSCREEN TABLETS

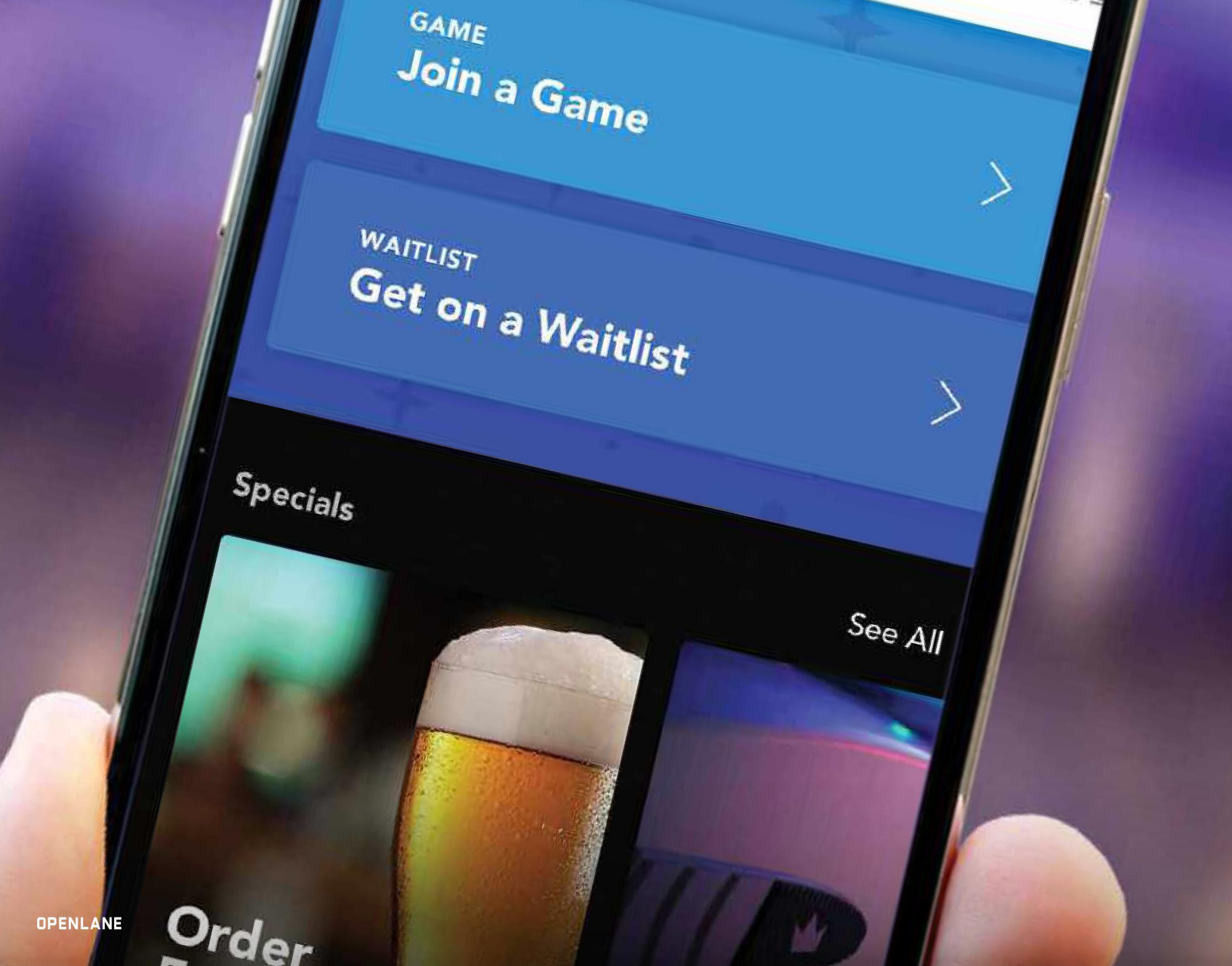
- 10.4" LED touchscreen tablets
- Corning Gorilla® glass for longer service life (tablet only)
- Built-in, two-way intercom
- Commercial-grade construction to withstand high-traffic use
- Touchscreen tablet features extended-life 50,000-hour LED backlighting
- Mount on single-pedestal, dual-pedestal,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



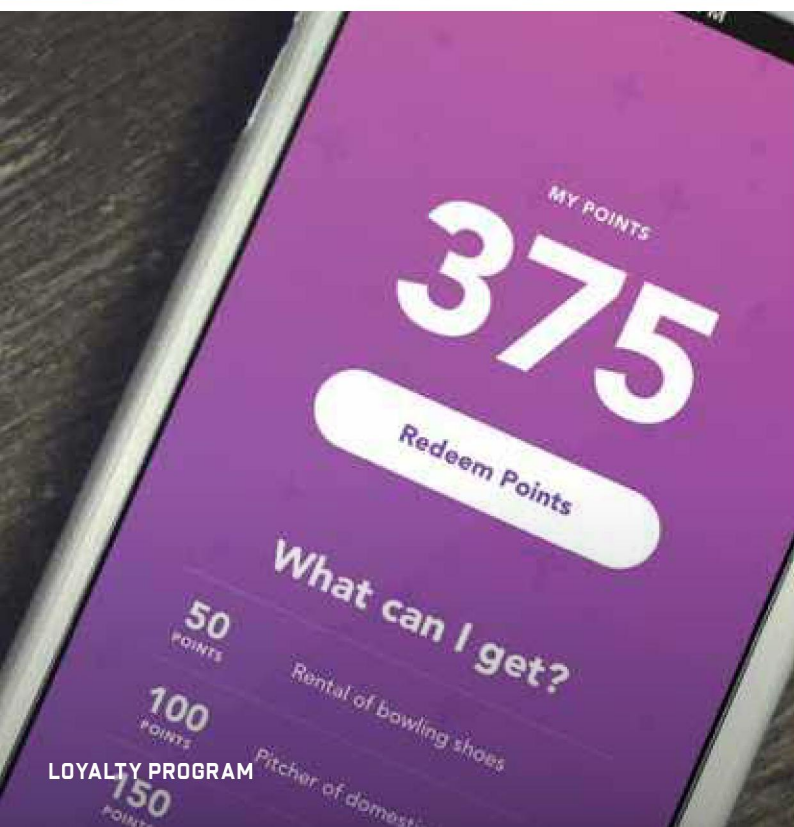
### OVERHEAD

- Samsung HD monitors
- Commercial-grade construction to withstand high-traffic use
- Available in 43" and 55" screen sizes

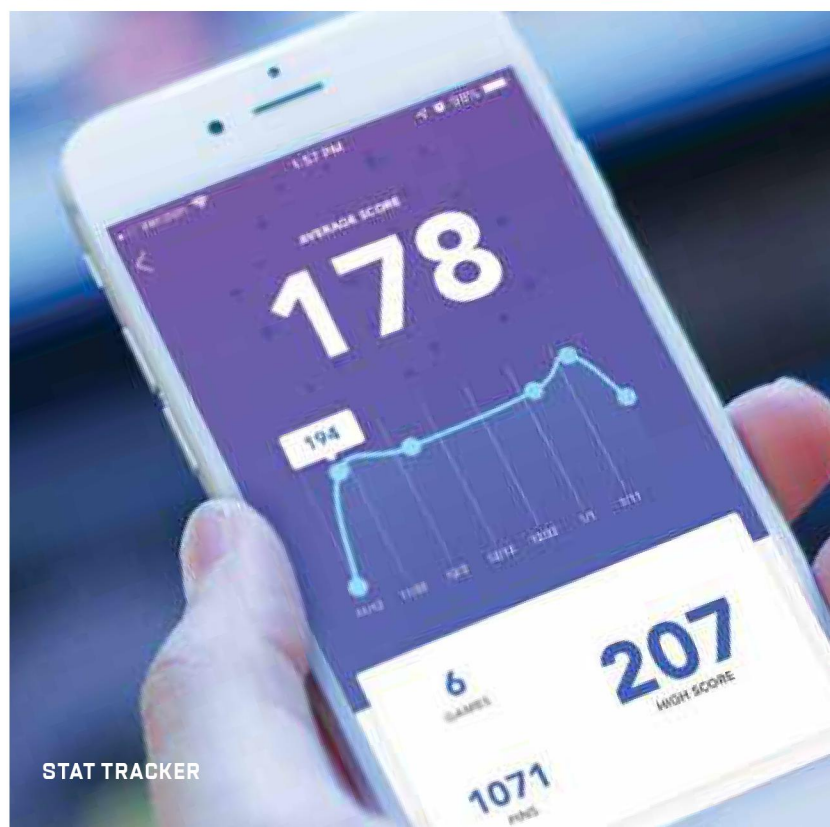




OPENLANE



LOYALTY PROGRAM



STAT TRACKER



# CONSUMER MOBILE APP

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

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

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

### **OPENLANE®**

OpenLane creates a digital membership card for customers that can be scanned for every purchase to earn or redeem points, and also allows members to get on the waitlist or get their names on the lanes even faster.

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

Consumers are accustomed to being able to "do it all" from their mobile devices, whether it's booking travel, shopping, or paying for coffee. With OpenLane, your guests can make their experience their own while they're in your center. Guests can now purchase access to exclusive deals, discounts, and member benefits with our new OpenLane membership program, providing centers with another tool to incentivize their guests. OpenLane drives traffic, increases spend per visit, and encourages repeat visits across all customer segments by making it easier and more rewarding to connect with your center, whether it's by joining a waitlist or redeeming a digital offer.

### **LOYALTY PROGRAM**

Your customers know your center, and now you can know your customers. The OpenLane app creates a digital membership card for customers that can be scanned for every purchase to earn or redeem points. Guests can now unlock even more rewards

with our newly expanded Loyalty program, purchasing exclusive discounts, perks, and upgrades within the OpenLane app. The app also allows members to get on the waitlist or get their names on the lanes even faster.

- Reward guests with points for various achievements (games played, number of visits, etc.), and can guests earn points back, free games, coupons, and other rewards.
- Reward guests for not only spending, but also for interactions such as visit frequency, bowling in a league, inviting others to sign up for OpenLane, and other center-defined activities.

### **MEMBERSHIP PROGRAM**

Guests can now pay an annual fee to unlock exclusive member discounts and offers. These benefits include bowling memberships, unlimited access to golf simulators, and VIP perks. This program provides another tool for centers to incentivize visits from their guests.

### **WAITING LIST**

- Let guests view your entertainment options and take their place on your waitlist, all while skipping the line.
- Let guests plan their time in your center by selecting the options that fit their schedule, all from their mobile device.

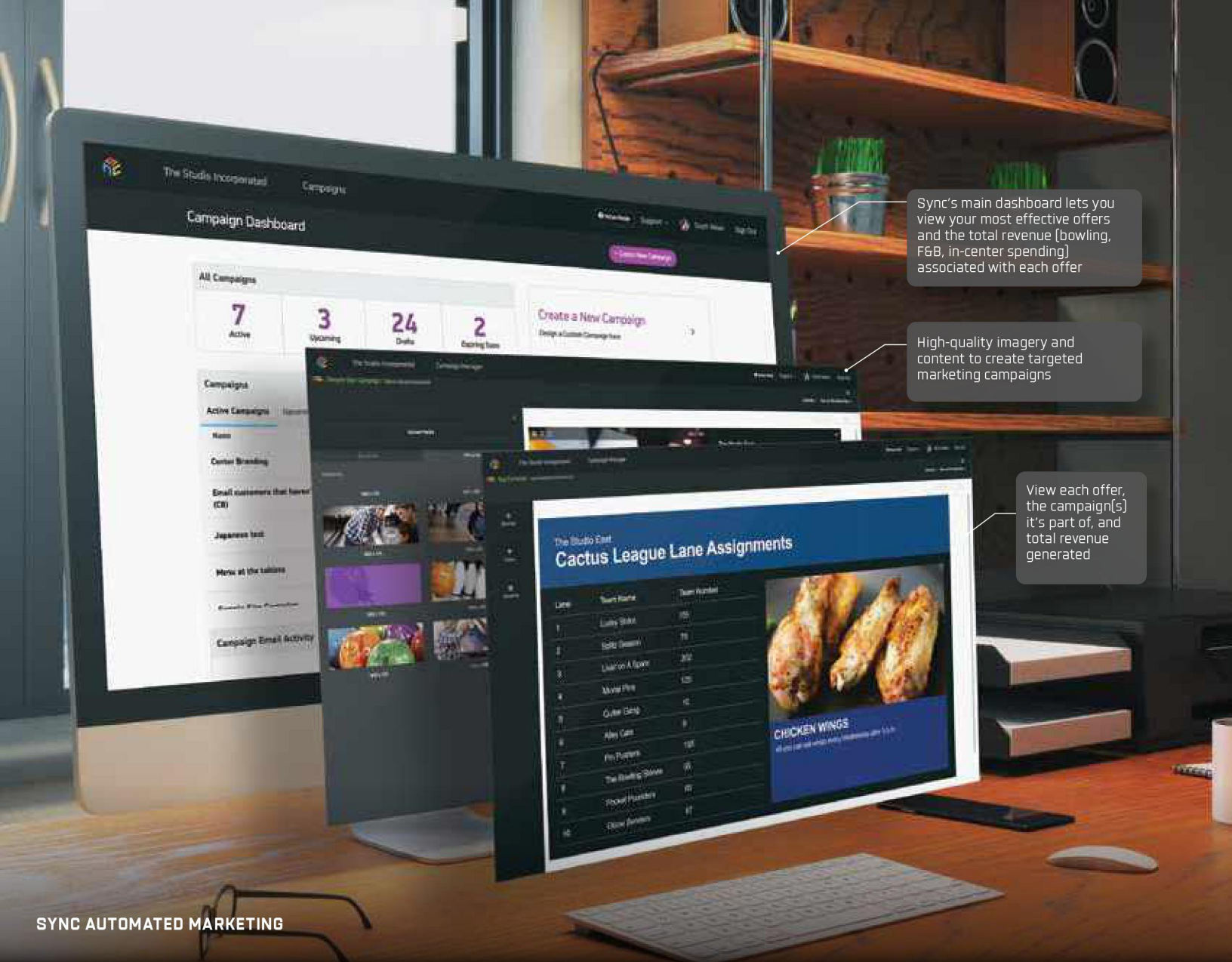
### **STAT TRACKER**

- Allow bowlers to automatically track stats and scores and review and share their time on the lanes.
- OpenLane creates a spot for bowlers to relive their glory on the lanes with customized scoresheets, detailed statistics, and easy-to-use sharing options.

### **PERSONALIZED PLAYER PROFILE**

- Sync lets bowlers connect their mobile devices to the scoring system.
- Bowlers can upload and edit their own photos to the scoring system, displaying them in fun and engaging ways.

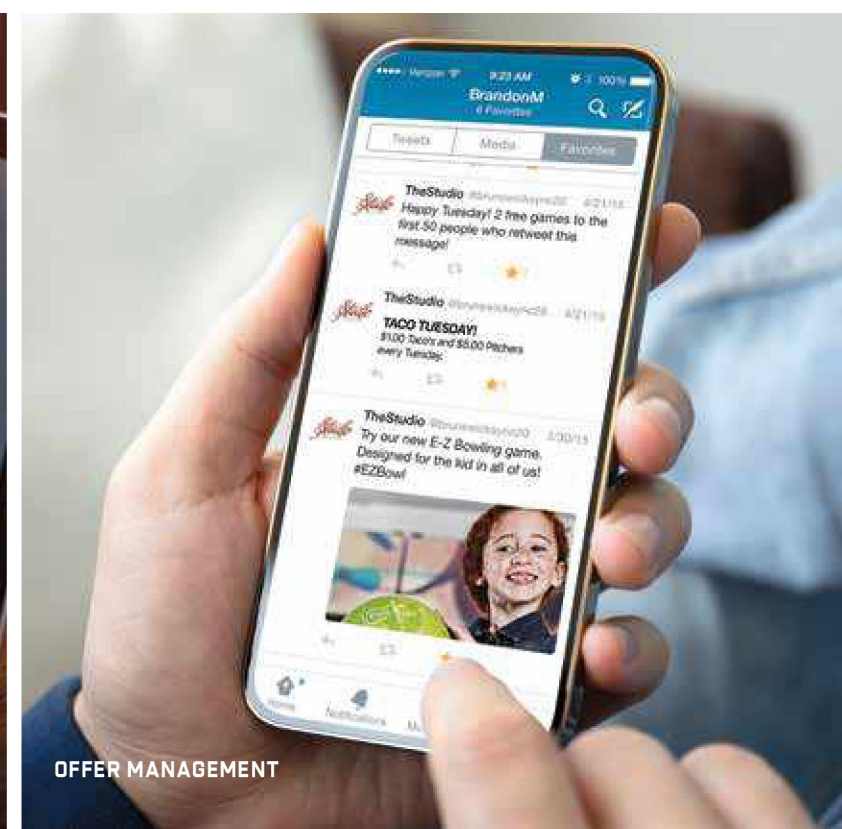




SYNC AUTOMATED MARKETING



DATA COLLECTION



OFFER MANAGEMENT





# AUTOMATED MARKETING

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

## SYNC AUTOMATED MARKETING

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

## DATA COLLECTION

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

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

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

## CAMPAIGN CREATION

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

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

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

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

## OFFER MANAGEMENT

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

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



Distribute the campaign through a Marketing channel of your choosing

## The Studio East Lazer Tag Waitlist

Name

1. Waylon Dalton



### HAMBURGERS

The original open which we have lost our fame! garnished with crisp lettuce, fresh tomatoes, pickles, onions and mayo

\$5.00



OUT!  
friends bowl alone

## HAPPY HOUR!

Friends don't let friends drink alone. \$1 off all drinks, shots and beer.  
Sunday-Thursday: Open-6pm and 9pm-11pm • Friday: Open-6pm

### DISTRIBUTION

Select a targeted marketing campaign for distribution

Schedule your campaign for a specific audience and where they will interact with your message

### SUPPORTED CHANNELS

### ANALYSIS



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

### DISTRIBUTION

Today, there are more mobile devices in the world than there are people! This access to technology allows your audience to mindlessly transition from one channel to the next throughout their day, creating an opportunity for your brand to be where they are, 24/7. Sync's Ad Manager ensures your brand shows up consistently and continuously across these channels in order to drive deep engagement. Preschedule campaigns for specific days, times, lanes, and customer segments, throughout the year and beyond. You can also establish automated distribution triggered by specific interactions with your center. Implementing event-triggered digital marketing can reduce your direct mail budget by up to 80%. Attract new customers and stay top of mind with your existing audience using digital marketing including email, social media, mobile, and text messaging. Increase spend-per-visit by adding integrated in-center marketing that upsells and cross-sells all of your offerings throughout the center. Set a schedule to automatically display in-house ads for upcoming special events, food and beverage specials, pro shop deals, and other offerings. Add a new revenue stream for your center by selling and displaying advertising for other companies.

### SUPPORTED CHANNELS INCLUDE:

- In-game ads — Display ads on overhead monitors while games are in progress, instead of just between games or when a lane is off. Sync even lets you divide the monitor to scroll an ad across the bottom of an active scoresheet. It's a surefire way to get more eyeballs on your ads — and ring up more sales.
- F&B teaser — There is a new Food & Drink button on the primary navigation menu in Vision UI. When a customer clicks it, up pops a tastefully arrayed menu of current offerings. Create and group these deals with ad modules you design in Brunswick Cloud.

- Digital Signage — Capture guests' attention and cross-sell all of your offerings throughout the center, from concourse to restaurant and beyond, with this exclusive Brunswick video display monitor system. Give every guest the info they need for an enhanced experience they'll appreciate. Set a schedule for various offers and displays, with Brunswick Cloud doing the rest automatically.
- Reservation confirmation — Upon booking their event, guests receive a confirmation combined with additional advertising on the other offerings at your center. As their event draws close, they receive a reminder that includes promotions for those other offerings.
- Social media
- Email
- Receipt

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

### ANALYSIS

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

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

**MARKETING DIRECTOR, ROYAL PIN LANES**



## Corporate Summary

Yesterday

Last 7 Days

Month to Date

Year to Date

📅 Date

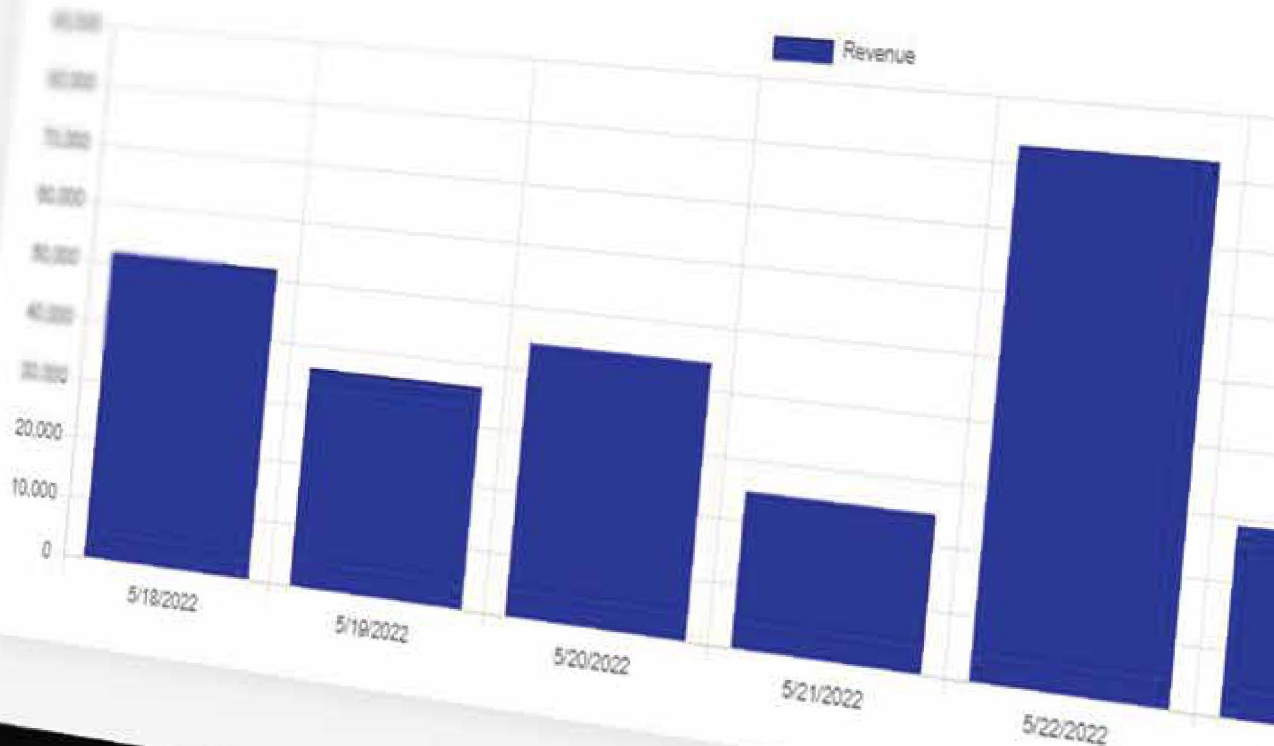
Total Revenue  
**\$309,360.46**

62

Total Sales  
**\$291,766.50**

Average Check  
**\$33.62**

Revenue: 5/18/2022 - 5/24/2022





# BACK OFFICE

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

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

### DAILY DASHBOARD

- Provides a snapshot of the center's performance at any moment
- Tabulates sales by category, total lineage by frames/hours
- Flags trouble spots in your center that need addressing
- **OPTIONAL:** Cloud-based data tracking allows access to critical performance reporting from anywhere

### SECURITY

- Session control by terminal with manual or automatic logoff—ideal for F&B server stations
- New log-in/off features with optional card access or pin
- Limit access to certain functions by individual or rank/title
- Waitlist analytics help you identify how well you are handling high volume times in your center

### MEMO

- Send messages and track open rates.

### REPORTING & ANALYTICS

#### Intelligent Reporting

Data is power (and profits) when harnessed by Sync Magnus. Quickly call up at-a-glance vignettes to compare one period to another, discover which attractions are most profitable, find out which employees generate the most sales (or voids), or see how one center is performing versus another. Sync makes reports easy to access from anywhere, anytime, via the Brunswick Cloud.

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

- Powerful and flexible reporting for all financial, lane usage, and inventory usage needs
  - Comprehensive audit preparation, XML, or CSV-based interface supports modern accounting platforms
  - Ability to schedule reports to be emailed automatically
  - Advanced reporting and business analytics
  - Flexible/customizable sales reports
  - Easier auditing and advanced fraud protection
  - Export data in XML format into popular accounting systems
- Sync seamlessly interfaces to a number of systems to provide endless flexibility.

**For more information on our partners, please visit [brunswickbowling.com/pos](http://brunswickbowling.com/pos).**

### INVENTORY MANAGEMENT

Inventory and COGS calculations shouldn't be a long and difficult process, and Sync helps you to quickly analyze and optimize your food and beverage operations. Sync integrates with multiple inventory platforms like Yellow Dog and Restaurant365 to quickly export detailed sales data for analysis in those platforms.

- Enjoy lane, locker, and rental control with Sync's Inventory Management feature.
- Sync includes modules that make it a snap to manage banks of lockers, helping you maximize revenues and reduce the time it takes to manage them.
- 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.



REPORTING & ANALYTICS



INVENTORY MANAGEMENT



# Lane Activity

5/24/2022

## Cumulative Usage

### Usage

	Games					Time			
	Bowled	Erased	Unseq	Practice	Rounded	Total	Sold	Unused	
Bowling	23.7	-0.0	0.0	0.0	0.0	-23.7	4.0	0.0	

## Lane Utilization



Open Play  
 Pause  
 Reserved  
 Welcome, Walkdown, Acknowledgement, Warmup, Game and Theme Selection

Group  
 Emergency  
 Off

Group  
 Emergency  
 Off  
 Reserved

## Lane Usage by Lane

Cancel

Cancel



## LEAGUE AND TOURNAMENT MANAGEMENT

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

## LEAGUEPALS

- LeaguePals is the first and only cloud-based league management platform for league scoring, online payments, and accounting.
- Bowlers can pay online—either through automated recurring payments or each week—which eliminates the potential for theft, simplifies accounting, and saves time.

## PINSETTER CONTROLS

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

## SYNC CHARITY ROUND UP

Charity Round Up provides a fundraising solution that is convenient for customers and simple for center staff to track and account for. Simply create an account for a given organization within Sync and enable Charity Round Up for future transactions. When a customer is cashing out a transaction, they are provided the option of rounding up their purchase (and, if desired, including an additional donation). The rounded-up portion and any donation is placed in the organization's account. At the end of the fundraising period, the center simply confirms the balance in the account and writes a check to the organization.

## LABOR MANAGEMENT

Wages and salaries are one of the largest costs in every center's budget; at the same time, making 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 develop work schedules to cover all center manpower needs while accommodating for each individual's scheduling restrictions (days/hours each person can/can't work, min/max hours per week/month that each individual can work, etc.).
- Powerful analysis and reporting to flag potential and actual issues, including overtime, insufficient hours to comply with workers' requests, absenteeism.
- Seamless integration with optional time-clock hardware/software, reconciling schedules with actual hours worked by individual employees
- Real-time sales reporting for better labor cost management.

## 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.

## BRUNSWICK CLOUD REPORTING

From revenue tracking to customer demographics and trend analysis, Brunswick Cloud Reporting delivers comprehensive reports that help you optimize operations and drive growth. Accessible anytime, anywhere, our user-friendly interface ensures you have the information you need right at your fingertips.



LeaguePals

INTERESTED IN SYNC?  
SCAN THE QR CODE FOR  
MORE INFORMATION!







# **SPARK**

LIGHT IT UP! THE INDUSTRY'S FIRST AND ONLY IMMERSIVE,  
INTERACTIVE BOWLING EXPERIENCE.











# SPARK

Spark surrounds the bowler in a mesmerizing, one-of-a-kind experience as it delivers the latest technology and entertainment trends to your lanes. Spark's energy starts at the scoring tablet and flows through the settee area and down the lane to the pins, surrounding the bowler in mesmerizing graphics.

## LEVELS THE PLAYING FIELD

Designed for casual and novice bowlers alike, Spark games introduce new rules and ways to earn points. Spark gives bowlers of all ages and skill levels a chance to win. Regardless of experience, Spark provides a one-of-a-kind fun, competitive experience for everyone!

## VERSATILE ENVIRONMENT FOR EVERY MARKET SEGMENT

Spark engages every segment of entertainment seekers with software-driven technology and innovation that are built for tomorrow but delivered today. Attract all segments of consumers, from tech-savvy families to professionals to millennials. Whether they're looking for wholesome family activities, unique date night destinations, or interactive birthday party, group, and corporate outings that promote social connection, Spark incorporates the kinds of technology they use every day, in a whole new way. Spark now offers customization options to elevate your branding. Centers can customize the lane backgrounds with their own branding, or for

specific events such as customer events or birthdays. Plus, explore our newest Spark experiences, Friendly and Horse, to add even more excitement and engagement to your events.

## SOFTWARE-DRIVEN TECHNOLOGY

Spark's software is fully integrated with Sync. The system is turned on and off based on Sync scoring settings, reducing staff intervention and maximizing the life of the projectors. Sync's Vision User Interface promotes the Spark experience to guests with compelling graphics.

## UNIQUE MEMORY-BUILDING EXPERIENCES

Spark encourages socialization as it creates countless Instagram-worthy moments for guests, revitalizes consumer perception and interest in bowling, and provides an experience they are willing to pay more for. Spark's dynamic content keeps the experience fresh frame after frame, providing a unique, can't-do-this-at-home experience that makes memories and keeps guests coming back for more.



## LIGHT IT UP!

SPARK DRIVES REAL REVENUE: ON AVERAGE, CENTERS REPORT A PRICING INCREASE OF 25-30%.







SCORING TABLET SELECTION



EXCLUSIVE GAMES



NODES





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

### **UNIQUE AND EXCLUSIVE GAMES**

Guests can select their Spark experience directly on their Sync tablets, choosing from more than 17 animation themes and even projecting their own photos onto the lane. Spark's dynamic content keeps the experience fresh frame after frame.

Spark also brings your guests' favorite Sync games to life on the lanes, from the mass appeal and brand power of Angry Birds to the team-building competition provided by Rival Rumble. And the lovable PinPals' silly antics are now larger than life.

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

Spark's exclusive Heads-Up Display™ projects scores and stats directly on the lanes.

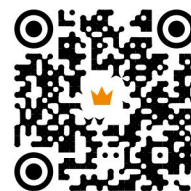
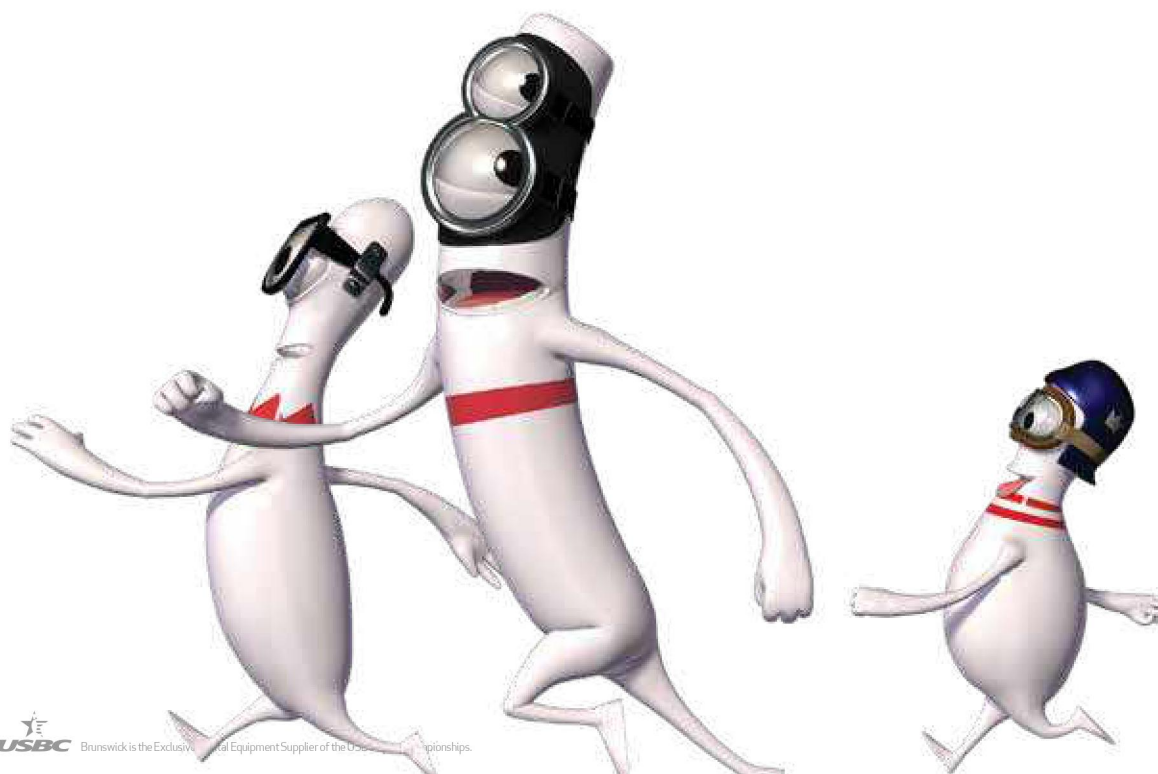
### **NODES**

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

- No moving parts, no components accessible to guests
- Operate using existing Sync scoring tablet.
- Multiple configurations available to optimize the experience for your lane length and budget.
- Each Spark node contains an integrated projector, tracking sensor, and IR lighting.
- Light Ring at the base of each node indicates the system status and it just looks cool!
- 20,000+ hour laser projector lamp life.

### **SEEING IS BELIEVING.**

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



**SEEING IS BELIEVING.**





# ***CENTER STAGE FURNITURE***

OUTSTANDING PERFORMANCE, FLEXIBILITY, AND SHOW-STOPPING STYLE.

GIVE EVERY CUSTOMER THE BEST SEAT IN THE HOUSE WITH CENTER STAGE.







DO NOT RECOVER ANY BALLS OR PINS ARE STUCK IN THE GUTTER DO NOT RECOVER ANY YOURSELF

DO NOT RECOVER ANY BALLS OR PINS ARE STUCK IN THE GUTTER DO NOT RECOVER ANY YOURSELF

DO NOT RECOVER ANY BALLS OR PINS ARE STUCK IN THE GUTTER DO NOT RECOVER ANY YOURSELF



10 George 1  
NLU 2





# ***BOWLING FURNITURE THAT IMPRESSES EVEN THE TOUGHEST CRITICS—ROLL AFTER ROLL, NIGHT AFTER NIGHT.***

Center Stage provides comprehensive furniture solutions for your entire facility, from the lanes to the restaurant and beyond. Choose from a wide variety of components—sofa seating sections, coffee tables, dining tables, freestanding bar stools, ball storage, and more—that can be arranged in practically infinite ways to meet your center's needs. Center Stage delivers performance, flexibility, comfort, and style to fit your business needs and your brand with living room-style seating and traditional dining-style arrangements.

## **VERSATILITY**

Center Stage modular furniture was created with versatility at the core. Select from a wide range of components to fit any space and operational model and coordinate your selections with masking units, lanes, ball-return hoods, and scoring pedestals. Make quick set changes in minutes to prepare for league bowling one day, a party on several lanes that night, and open bowling the next day. Its modularity and easy reconfigurability let Center Stage play multiple roles, supporting single-lane privacy or multilane interactions. Use Center Stage to support and visually represent your brand with furniture for every corner of your facility, from the bowlers' area and concourse to the restaurant, bar, and lounge.

## **DURABILITY**

Brunswick offers the industry-leading 10-year limited warranty on our Center Stage modular furniture. Robust construction delivers maximum durability to perform for years in even harsh bowling environments. Every component has been stain- and wear-tested and passed BIFMA Plus standards at a certified independent laboratory. Center Stage modular furniture is proudly made in the USA, which allows for greater control over options, quality, and cost. It even qualifies for LEED points from the U.S. Green Building Council (USGBC) in the following categories: Materials & Resources, Indoor Environment Quality, and Innovative Design.

## **COMFORT & CONVENIENCE**

Center Stage furniture is designed with the ideal proportions and details to optimize player flow and F&B sales while enhancing the guest experience. With optional UL-listed power and USB ports, bowlers can charge phones and laptops in the bowler area using flush mount, spill-proof outlets. Thoughtful wire management keeps all cables organized and out of sight. For bowler convenience and comfort, integrated storage solutions keep shoes, bags, and other personal items right within reach but out of the way.

Center Stage 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.

## **EASY TO MAINTAIN**

Center Stage furniture has been designed with simple and smart features that make cleaning and maintenance a breeze. Brunswick exclusive "ganging" brackets secure modular components when in use and easily unlock when it's time to rearrange or clean. Adjustable-height leg design allows for cleaning under seats and tables even while bolted to the floor.



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



The commercial grade woven and coated fabrics outperform the leading competitor and look great doing it.



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



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



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



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



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.

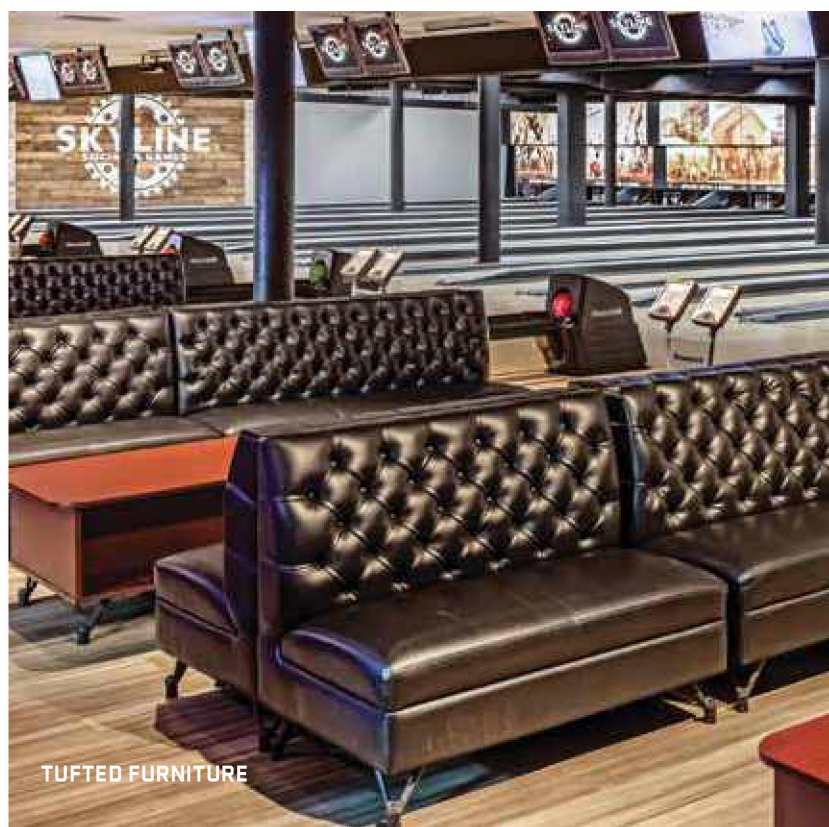




MODULAR



ONLANE DINING



TUFTED FURNITURE





# PRODUCT LINE DETAILS

CENTER STAGE BOWLING FURNITURE INCLUDES A WIDE VARIETY OF MODULAR AND FREESTANDING COMPONENTS THAT CAN BE ARRANGED IN PRACTICALLY INFINITE WAYS TO MEET YOUR CENTER'S NEEDS.

## SOFT SEATING

### MODULAR

Blending elegant design with softly sculpted sides and back, Center Stage modular components add a residential vibe to the bowlers' areas and other lounge spaces. Modular design allows straight units to be arranged and rearranged to create endless configurations.

Add a convenient place for your bowlers to rest between turns with versatile half-moon and quarter-moon seats. The half-moon seat works perfectly at the end run of modular seats, or as a pair to make a large ottoman. The quarter-moon is designed for your first and last lanes to be used on the end of a run of modular seats, or group together to make a modular ottoman. Available in two leg finishes and endless Endurance EPU Vinyl and fabric options. Ships fully assembled.

- 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 bowlers' areas with variable configurations for 3 to 6 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 free codes.
- Numerous standard upholstery patterns and colors to choose from.
- Tufting available on some pieces.
- Sofas are easy to move and feature a 6" leg height and open space between seat and backrest, making cleaning a breeze.
- "Ganging" bracket easily locks into place, keeping furniture neatly and securely aligned.
- Freestanding ottomans add a seat wherever needed.
- Removable seat cushions allow for in-center replacement.
- Tiered pricing to meet multiple price points.
- 10-year warranty.

### ONLANE DINING

Center Stage's Onlane Dining layouts bring food and beverage service to the lanes. Keep customers at the lanes longer with plenty of space to enjoy a full meal. Center Stage provides space to store shoes and personal items under the tables and out of the way. Tables can be attached to the floor or freestanding. Scoring displays can be added as well.

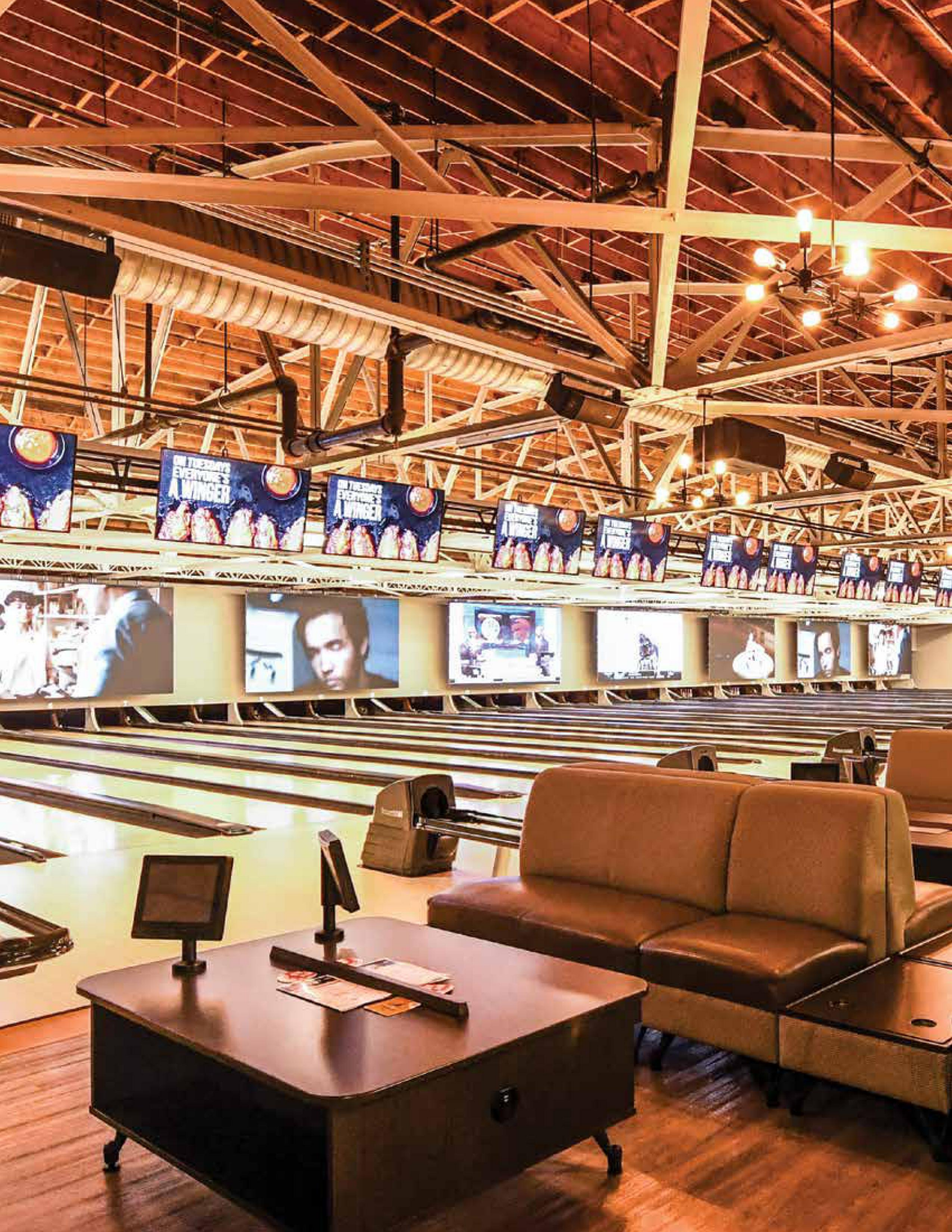
### TUFTED FURNITURE

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

#### Choose from our extensive vinyl library for a custom look

- Hand-tufted, diamond pattern
- 10-year warranty
- Sofa
- Loveseat
- Chair
- Single seat
- Double seat
- Triple seat









# COFFEE TABLES

Casual, social configuration provides plenty of surface area and convenient access to food and beverages.

- Rounded corners improve traffic flow.
- 3-D laminate top for long-lasting, durable performance
- Wood laminate finishes
- Optional dual LED Sync tablet or keypad scoring consoles
- Available with UL-listed power/USB option for charging phones or tablets (optional in the U.S. and limited availability in other countries)
- Organized, concealed wire management

## SPLIT COFFEE TABLE

- Modular table can be split for a smaller, more private setting, or put together for a more social environment.
- L: 60"
- W: 38" together, 19" separated
- H: 23 1/4"



## TIERED COFFEE TABLE

- Designed to provide enhanced storage and dining space.
- L: 72" (1829 mm)
- W: 30" (762 mm)
- H: 27.4" (697 mm)



## ROUNDED CORNERS COFFEE TABLE

- Sleek, clean lines create simple elegance.
- L: 52" (1320.8 mm)
- W: 29.5" (749.3 mm)
- H: 21.5" (546 mm)
- L: 52.5" (1333.5 mm)
- W: 39" (990.6 mm)
- H: 21.5" (546 mm)



## SUPER ELLIPTICAL COFFEE TABLE

- Center "fin" clearly divides the tabletop area between two lanes.
- Available in five sizes for optimal functionality.
- L: 60" (1524 mm)
- W: 27" (685.8 mm) or 36" (914.4 mm) or 60" (1524 mm)
- H: 20" (508 mm)
- L: 48" (1219.2 mm)
- W: 27" (685.8 mm) or 36" (914.4 mm)
- H: 20" (508 mm)



## ★ REMINDER

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









# MODWALLS

Maximize your seating, food and beverage surface, and storage with attached or freestanding modwalls.

- High-pressure laminate top for durable performance
- Woodgrain and solid laminate finishes
- Footrest ideally positioned for seated comfort

## ATTACHED MODWALL

With the attached modwall you can add two additional seats without taking up much space in the bowlers' area.

### LANE PAIR-SEATS 4

- Top "fin" stops spills from reaching corner unit upholstery.
- L: 105" [2667 mm] or 55" [1397 mm]
- W: 23.5" [597 mm]
- H: 42" [1067 mm]

### LANE END-SEATS 2

- L: 55" [1397 mm]
- W: 23.5" [597 mm]
- H: 42" [1067 mm]



## FREESTANDING MODWALL

The Freestanding Modwall is a great storage solution for your center's houseballs while also providing functional, high-top seating space for casual dining and drinks.

### LANE PAIR-SEATS 4

- Available in two widths
- L: 105.25" [2673.35 mm]
- W: 23.5" [597 mm]
- H: 41.66" [1058.164 mm]

### LANE END-SEATS 2

- L: 55" [1397 mm]
- W: 23.5" [597 mm]
- H: 42" [1067 mm]



## NEW KIDNEY MODWALL-SEATS 2

- L: 89.94" [2284.4 mm]
- W: 33.70" [855.9 mm]
- H: 41.77" [1060.9 mm]



18-ball storage capacity

## ★ REMINDER

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# TABLES & SEATING

## SWING & SWIVEL

The bowling industry's iconic, self-retracting cluster seating has been refreshed to provide the perfect companion to Center Stage soft seating. The modern, curvy, and inviting chair design, technology integration, and contemporary color and material options cater to the expectations of today's bowlers. The always tidy self-retracting seats and heavy-duty steel construction make the Swing and Swivel weldment an ideal balance of form and function.

- Optional USB charging ports.
- Large tabletop surface.
- High-pressure laminate top for durable performance.
- Self-retracting seats.
- Over 450+ custom colors to choose from *[Bent Plywood chairs only]*
- Available with UL-listed power/USB option for charging phones or tablets (optional in the U.S. and limited availability in other countries).
- Optional dual LED Sync tablet or keypad scoring consoles.

### Shield tabletop with plywood Swing & Swivel seat

- Tabletop finishes: woodgrain and solid laminates.
- Seat finishes: plywood.
- L: 52.93" [1344 mm]
- W: 66.33" [1685 mm]
- H: 32.88" [835 mm]



### Shield tabletop with plastic Swing & Swivel seats

- Tabletop Finishes: woodgrain and solid laminates.
- Seat Finishes: plastic.
- L: 52.93" [1344 mm]
- W: 66.83" [1698 mm]
- H: 30.63" [778 mm]



### Oval tabletop with plywood Swing & Swivel seats

- Tabletop Finishes: woodgrain and solid laminates.
- Seat Finishes: plywood.
- L: 55.96" [1421 mm]
- W: 50.91" [1293 mm]
- H: 32.88" [835 mm]



### Oval tabletop with plastic Swing & Swivel seats

- Tabletop Finishes: woodgrain and solid laminates.
- Seat Finishes: plastic.
- L: 55.96" [1421 mm]
- W: 51.41" [1306 mm]
- H: 30.63" [778 mm]



## ★ REMINDER

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# TABLES & SEATING

## BISTRO TABLES

- Tabletop shape: rectangular, super ellipse, trapezoid, round, and square.
- Table height: standard or bar height.
- Tabletop finishes: woodgrain and solid laminates.
- Weldment finishes: black or silver.
- Pairs with Center Stage barstools and chairs.



Trapezoid



Rectangular



Square



Round



Super Elliptical

## BAR STOOLS AND TABLE HEIGHT CHAIRS

- Available in multiple attractive styles, each in matching fabrics and finishes with Center Stage modular seating sections.
- Seat-back models: Mama Melissa, and ladder back; backless models: Mia and Ava.
- Available in multiple standard finishes.
- Available in bent plywood and new plastic.



Plastic Bar Height Chair, also available in table height.



Bent Plywood Bar Height Chair, also available in table height.



Ladder Back and Ava Bar Stool



Mama Melissa Chair and Bar Stool

## ★ REMINDER

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







# BALL STORAGE

## BALL STORAGE RACKS

Center Stage ball storage racks provide additional space for food and beverages in the bowlers' area.

- Finished with a high-pressure laminate top for long-lasting, durable performance.
- Finishes: Woodgrain and solid laminates.
- Weldment finish: black.

### INLINE 12-BALL STORAGE RACK

- 12-ball storage rack can be installed as a freestanding unit or attached to Center Stage modular furniture components.

L: 51.5" [1308.1 mm]  
W: 17" [431.8 mm]  
H: 41.8" [1061.7 mm]



### INLINE 30-BALL STORAGE RACK

- 30-ball storage rack can be installed as a freestanding unit or attached to Center Stage modular furniture components.

L: 101.7" [2583.2 mm]  
W: 17" [431.8 mm]  
H: 41.6" [1056.6 mm]



### CURVED BALL STORAGE RACK

- 15-ball storage rack tucks between Center Stage's modular corner units.

L: 54.5" [1384.3 mm]  
W: 45.7" [1160.8 mm]  
H: 39.2" [995.7 mm]



### NEW CIRCULAR BALL STORAGE RACK

- 18-ball storage rack.

W: 30" [762 mm]  
H: 41.75" [1060.6 mm]



## ★ REMINDER

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# FABRICS & FINISHES

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

## TABLETOP COLORS



**Laminate**  
Sugar Maple



**Laminate**  
Honey Maple



**Laminate**  
Oiled Cherry



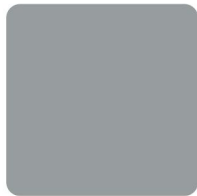
**Laminate**  
Formal Mahogany



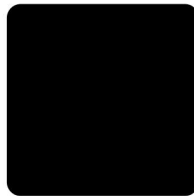
**Laminate**  
Gunstock Savoy  
Walnut



**Laminate**  
Witchcraft



**Laminate**  
Fashion Grey



**Laminate**  
Black

## BENTWOOD PLYWOOD SEATS



**Plywood**  
Witchcraft



**Plywood**  
Cafe Sienna



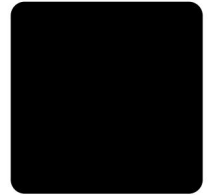
**Plywood**  
Carmen Red



**Plywood**  
Graphite Blue

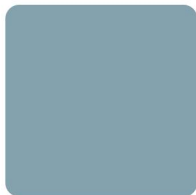


**Plywood**  
Regimental Blue

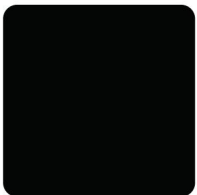


**Plywood**  
Jet Black

## PLASTIC SEATS



**Plastic**  
Greyblue



**Plastic**  
Road



**Plastic**  
Sandy

## WELDMENTS



**Weldment**  
Black



**Weldment**  
Titanium



## SAMPLES

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









# BUILT FOR YOUR ENTIRE VENUE

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. Whether you are looking to make your VIP boutique section stand out or create a beautiful cohesive look across your entire center, Center Stage has what you're looking for. Brunswick is committed to being your one-stop shop to furnish your center.

## BOWLERS' AREA

Center Stage creates spaces that keep guests focused on what really matters: the family and friends they came with and the action on the lane. Catering to the needs of corporate groups, parties, leagues, and recreational bowlers requires flexible solutions—and Center Stage furniture by Brunswick was designed to deliver. The line's modularity and the combination of soft and hard seating options make the Center Stage line the perfect solution to outfit every inch of the center from the bar and restaurant to the lanes.

## CONCOURSE FURNITURE

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

## RESTAURANT, BAR, AND LOUNGE FURNITURE

Our restaurant furniture coordinates with Center Stage. With 65 options that include coffee, standard, and bar height tables, we are sure to have what you need. Add any of our coordinating seating and create a comfortable yet durable environment for your guests. We also have booth options that will cozy up your restaurant/bar area. With highly durable fabrics that have proven to perform beautifully in the bowling environment, it is an easy transition to your eating area.







# CENTER SPOTLIGHT

**ANDY B'S**  
OKLAHOMA CITY, OK

- 22 Total Lanes
- Opened November 2023
- Spark Immersive Bowling
- Bar & Restaurant
- Arcade
- Axe Throwing
- Billiards
- Darts
- VIP Lanes
- Sync
- BCM Design Awards Winner



VIEW  
GALLERY











# CENTER SPOTLIGHT

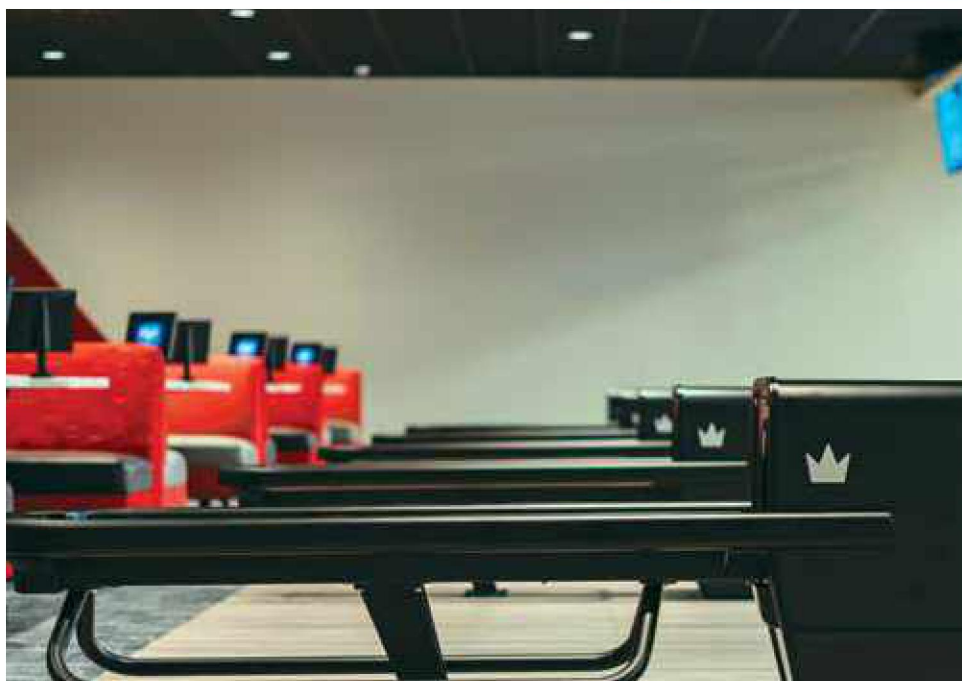
## STIX

Ludington, MI

- 12 Total Lanes
- Bar & Lounge
- Restaurant
- Biergarten & Patio
- Private Event Spaces



VIEW  
GALLERY



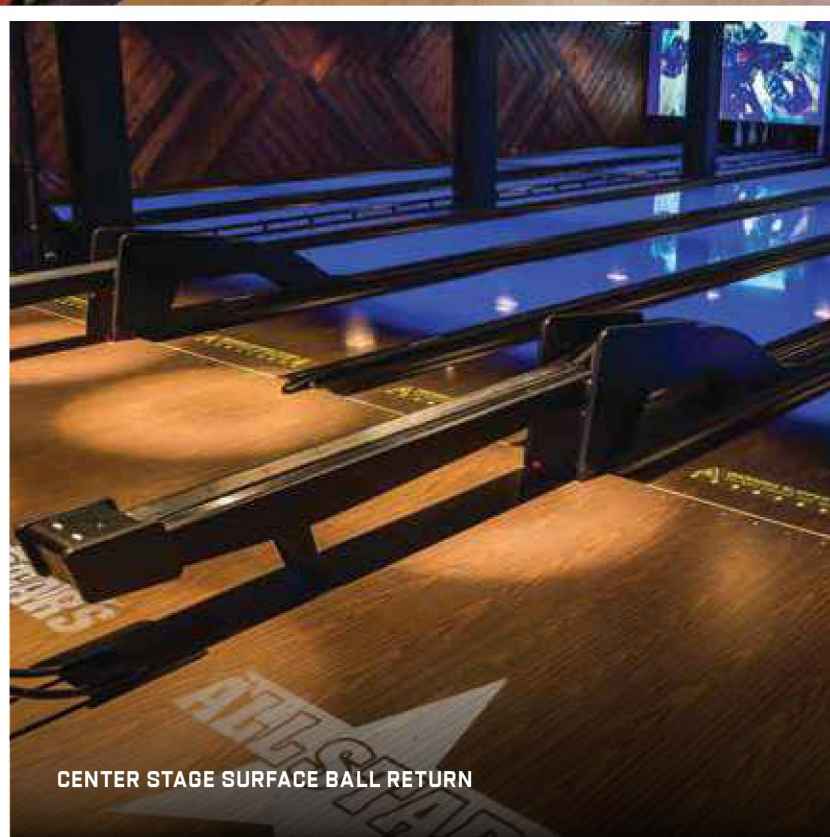








CENTER STAGE SURFACE BALL RETURN—DUCKPIN



CENTER STAGE SURFACE BALL RETURN





# CENTER STAGE BALL RETURN

Center Stage™ ball returns boast the industry's first high-pressure laminate hoods that come in 450+ color options to customize a limitless selection of colors and finishes. Black and silver crown comes standard. There's something to match any aesthetic, at little to no additional cost!

## CENTER STAGE SUBWAY BALL RETURN

- Modern clean look matches today's more sophisticated style.
- Integrated safety switch, new reset button location and hand dryers, optional Intellishield, and under-rack storage.
- Positive lift return system with permanently lubricated, sealed bearings.



## CENTER STAGE SURFACE BALL RETURN

- For small and standard ball sizes.
- Ideal for VIP rooms or your whole center.
- Clean, modern design, updated engineering, and added durability.
- Whisper-quiet design.



## CENTER STAGE SURFACE BALL RETURN—DUCKPIN

- Choose the small ball return for use with Brunswick's Duckpin Social™.
- Ideal for VIP rooms or your whole center.
- Clean, modern design, updated engineering, and added durability.
- Whisper-quiet design.



INTERESTED IN CENTER STAGE  
FURNITURE? SCAN THE QR CODE  
FOR MORE INFORMATION!





The background of the advertisement is a composite image. The upper portion shows the intricate mechanical components of a bowling pinsetter, including gears, belts, and structural frames, bathed in a cool blue light. The lower portion shows a bowling lane with several white bowling balls lined up at the end, illuminated by a warm orange light. The overall aesthetic is industrial and high-tech.

**Brunswick**



# ***PINSETTERS***

KEEP YOUR LANES RUNNING NONSTOP WITH THE LEGENDARY RELIABILITY

AND PERFORMANCE OF BRUNSWICK PINSETTERS.

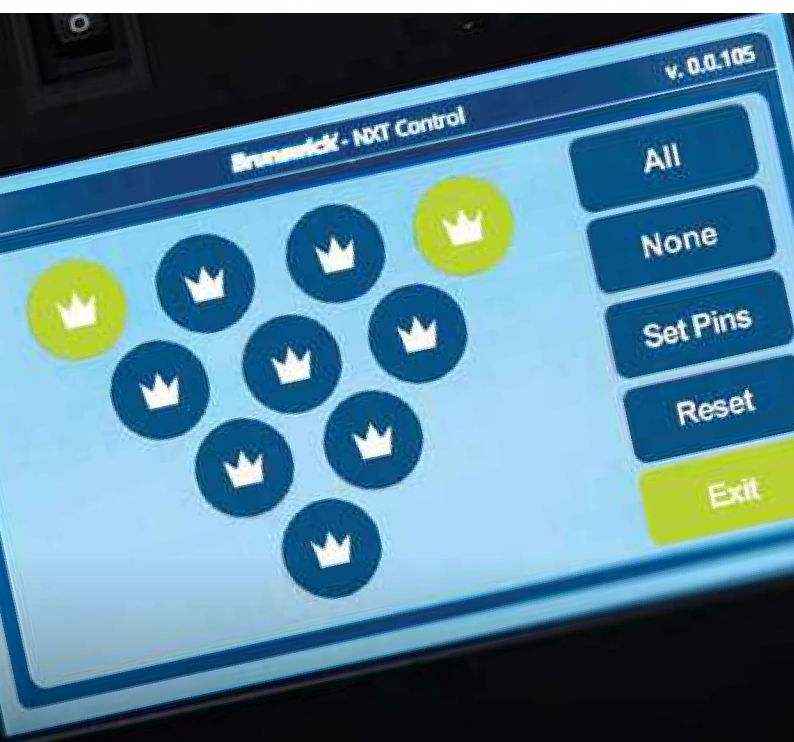




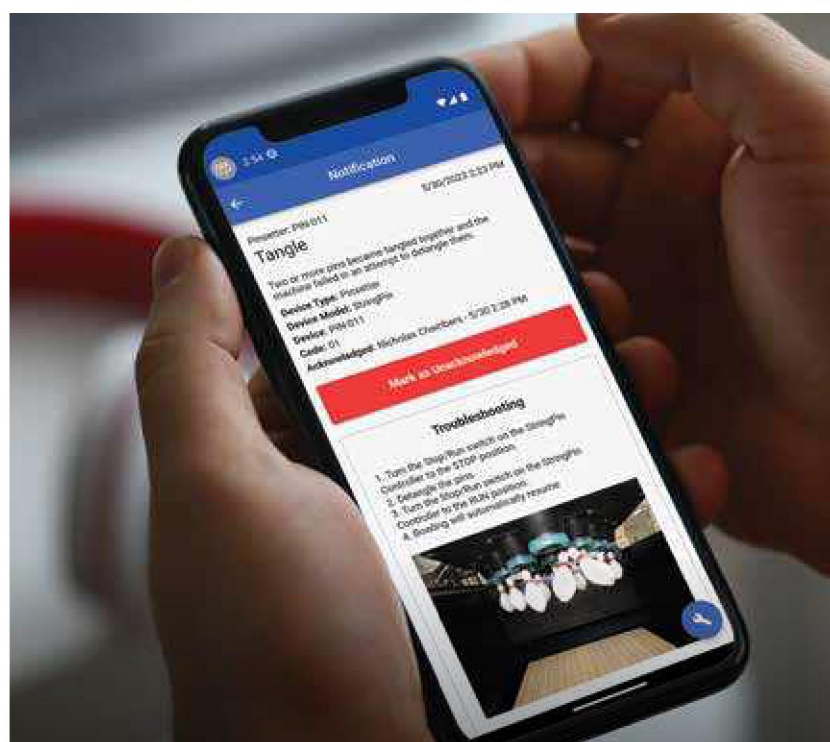




360 CONTROLLER



ON-DEMAND PINSETTING



PRONTO OPERATIONS MOBILE APP





# PINSETTERS

Brunswick pinsetters have long set the standard for performance and reliability. Unique in the industry, Brunswick pinsetters are powered by technology that's capable of growing with your center's evolving business needs. They're designed to reduce labor requirements, enhance the guest experience, reduce cost of ownership, and provide peace of mind. Only Brunswick pinsetters provide the following features.

## 360 CONTROLLER

The 360 Controller for GS NXT and StringPin® pinsetters provides real-time machine setting control and troubleshooting with a touchscreen system and user interface that's easy to use, powerful, and versatile. Seamless integration with the Sync® scoring and management system and the Brunswick Cloud take center operations and maintenance to the next level. The 360 Controller features a design that allows endless updates in functionality and features. An intuitive, easy-to-learn touchscreen system and user interface for troubleshooting, paired with real-time machine setting control, make it easy to use, powerful, and versatile.

Access is easy too, with installation on the rear of the machines. The 360 Controller's modular design means that components can be quickly replaced in the field by center staff.

- Upgradeable as new features are added.
- User maintainable (no need to send to a repair center).
- Multiple modes of operation.
- Scorer
- TenPin
- Practice/on-demand pinsetting.
- Cleaning
- Diagnostics
- Error code, machine state, and diagnostic display.
- Vector and Sync scoring compatible.
- 360 Controller is shown in the standard position fixed to the back of the pinsetter.

## ON-DEMAND PINSETTING

The unmatched pinsetter control available to center staff and bowlers puts the power of Brunswick GS®-Series and Boost ST string pinsetters in their hands. Brunswick's exclusive on-demand pin setting feature and integration of Sync scoring system, available with GS-Series and Boost ST string pinsetters, lets bowlers enjoy games and league training features that require complex pin arrangements and mechanics. The myShot spare trainer lets bowlers pick and repeat attempts at a favorite spare pattern, making it perfect for expert and league bowlers who want to refine their techniques, as well as competitive friends looking to challenge each other.

## PRONTO CENTER OPERATIONS MOBILE APP

Pronto is the indispensable center operations mobile app that notifies staff when bowling center equipment requires attention. This Brunswick exclusive saves staff time and ensures you get the best performance from your Brunswick products. Pronto simplifies and streamlines pinsetter maintenance with easy-to-understand error codes and troubleshooting guides for Boost ST, StringPin, GS-X, and GS-NXT machines. Pronto provides real-time pinsetter operational alerts, acknowledgment, and troubleshooting. Cloud-based data tracking allows access to critical performance reporting from anywhere.

Pronto is included with the Crown Advantage Platinum and Gold programs, compatible with any smartphone, and fully integrated with Sync.

## BACKED BY THE BEST IN THE INDUSTRY

Backed by a rock-solid warranty, Brunswick pinsetters are designed to last with industry leading warranties. Brunswick products are installed by skilled, authorized installers who are held to stringent guidelines and are subject to random quality audits to ensure that each installation meets the industry-leading standards of Brunswick. To maintain product installation expertise, Brunswick conducts continuous installation training for all authorized installers.









# GS NXT™ PINSETTERS

## WE SET MORE THAN PINS. WE SET STANDARDS.

The GS NXT sets new standards as the next generation of freefall GS Series pinsetters, featuring the highest frames-per-stop (FPS) rating in the industry. Brunswick's years of experience, advanced engineering expertise and ability to integrate the latest technology have culminated in the most forward-thinking freefall pinsetter ever designed.

## EASY TO OPERATE, SIMPLE TO MAINTAIN

The GS NXT provides improved access to all motors and drivetrain from the lane surface for ease of maintenance and improved safety. It's easily serviceable by staff who aren't career-long bowling mechanics, with integrated self-diagnostics and easy-to-read LCD displays that simplify troubleshooting. A series of unique design features and built-in safeguards protect staff and bowlers when power is on while allowing maintenance personnel to view all parts of the machine, system operations, and diagnostics. Reduced machine height [by 25%] provides increased versatility.

## EFFICIENT

GS NXT delivers an even lower cost of ownership by further reducing labor requirements, parts, and energy consumption. The GS NXT is 29% more energy efficient than our previous pinsetters, with a refined pin flow and loading process that allows for faster cycle time and less wear on pins. Because the GS NXT runs on three-phase (commercial grade) power it can accommodate higher quality, more efficient motors and only requires one source to power two pinsetters. Smart technology runs the ball accelerator motor and pinsetter only when needed, extending the life expectancy of the motors and reducing power usage and costs.

## RELIABLE PERFORMANCE

GS NXT is the undisputed frames-per-stop champion and most reliable pinsetter ever. Your guests can rely on the GS NXT for accurate scoring since, unlike other pinsetters that use cameras for scoring information, GS NXT's mechanical scoring ensures that bowlers' scores are always accurate. The GS scoring technology is so dependable it earned Brunswick the designation of Exclusive Pinsetter Provider for the USBC Open Championship.

Weekly performance of GS-Series 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.



GS NXT PINSETTERS ARE THE  
EXCLUSIVE PINSETTERS OF  
THE USBC!

*"My new pinsetter employees have an easier and shorter training period. I'll sum it up for you: my staff and I would never want to work on any other pinsetter."*

RAY BAUDOUIN AND LELAND ADCOCK, PROPRIETOR AND MECHANIC, SMYRNA BOWLING CENTER, SMYRNA, TN



# GS NXT<sup>®</sup>

WE SET MORE THAN PINS, WE SET STANDARDS

## 360 CONTROLLER



- Capacitive 7" LCD touchscreen with easy-to-use instructions.
- On-demand pin selection.
- Fully customized machine preferences by center staff.

01



## EMERGENCY STOP

02



## CLEAR, END LANE FIXED GUARDS

03



## INTERLOCKED DOORS

04



## PIN FEED

05



## PIN ELEVATOR WITH CLEAR, FIXED GUARDS

06



## SETTING TABLE SAFETY BRACKET

07



### PREMIUM GUARDING CONFIGURATION SHOWN

Contact your sale representative for additional guarding solutions. Not all configurations sold will include every option. Consult with a local health and safety authority for confirmation on the equipment required for your area.



BRUNSWICK "SMART SETTER" PINSETTER LINE





# GS NXT<sup>®</sup>

WE SET MORE THAN PINS, WE SET STANDARDS



**ELECTRONIC  
EYE/PHOTO  
SENSOR**

**08**



**HIGH VOLTAGE  
MOTOR  
INTERFACE**

**09**



**ACCESSIBILITY  
TO MAJOR  
ASSEMBLIES**

**10**

Motors · Belts · Drive train



**LEARN MORE**

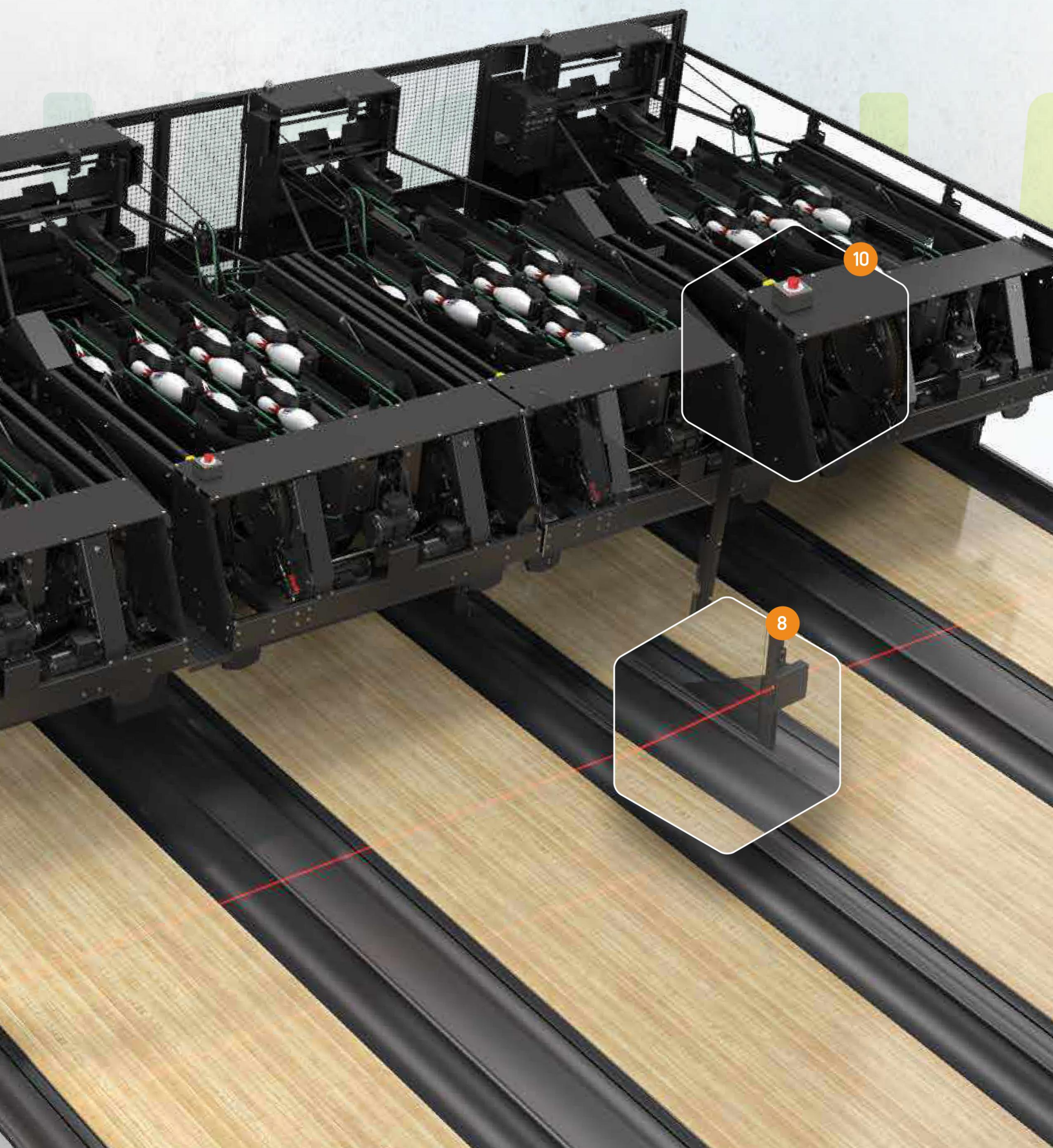
## **PREMIUM GUARDING CONFIGURATION SHOWN**

Contact your sale representative for additional guarding solutions. Not all configurations sold will include every option. Consult with a local health and safety authority for confirmation on the equipment required for your area.





BRUNSWICK "SMART SETTER" PINSETTER LINE











# BOOST ST<sup>®</sup> STRING PINSETTER

**BOOST ST IS THE INDUSTRY'S PROVEN USBC-CERTIFIED, DUAL-PURPOSE STRING PINSETTER WITH PRECISE STRING-LENGTH OPTIMIZATION, ALL CONTROLLED BY OUR EXCLUSIVE FUTURE-READY 360 CONTROLLER.**

Boost ST stands alone with future-ready technology, delivering the flexibility and durability to adapt to future needs while automating center operations. It's the only string pinsetter offering dual-purpose functionality and Precise String-Length Optimization controlled by Brunswick's exclusive 360 Controller. Boost's Adaptive Variable Detangling optimizes frames per stop, while integration with the Pronto Center Operations app provides real-time machine status updates, instructional videos, instant troubleshooting, and issue resolution. Pair Boost with the Sync Service Kiosk to streamline your operations, reduce staffing needs, and significantly enhance the guest experience as the Kiosk manages reservations and waitlists, issues lane assignments, turns Boost on automatically, takes F&B orders, and processes payments.

## FUTURE-READY UNSTOPPABLE PERFORMANCE

Boost ST is the only USBC-certified, cloud-enabled string pinsetter engineered to deliver the professional-grade construction and legendary reliability of Brunswick GS Series pinsetters, including the iconic GS-NXT platform, combined with the future-ready technology of the 360 Controller. Leveraging the Brunswick Cloud, the 360 Controller's powerful yet flexible software allows proprietors to enjoy endless updates in functionality and features without the need to replace hardware. The Controller seamlessly updates performance features (such as Adaptive Variable Detangling), user interface improvements, and other functionality.

## NEW: PRECISE STRING LENGTH OPTIMIZATION

Boost ST merges leading-edge technology with operational efficiency through our exclusive 360 Controller, which facilitates our newest automation feature: Precise String-Length Optimization (PSO). Boost PSO allows seamless switching between league play and open play with the touch of a button. PSO can be controlled via the Controller's capacitive 7" LCD touchscreen or from the front desk via Sync.

## BUILT AROUND THE BOWLER EXPERIENCE

Realistic pin action, longer string length, and consistent scoring lead to a more authentic bowling experience, enhancing guest satisfaction. The 360 Controller's Adaptive Variable Detangling feature automatically resolves 99.99% of frames bowled without staff intervention, resulting in a better guest experience and happier staff members. Boost's on-demand pin setting feature lets bowlers enjoy games and league training features that require unique pin arrangements. Available in Sync only.

## COMMERCIAL GRADE EQUIPMENT

Boost ST was designed by the same expert engineers who developed Brunswick's iconic GS freefall pinsetter line. Modeled after the GS NXT, Boost is designed with rock-solid reliability you won't find in any other string pinsetter. Durable 100% phenolic-covered kickbacks, steel frames, and locking ball door minimize your business risk and maximize performance. Boost is designed to be durable and perform reliably for years to come.

## REDUCE LABOR AND OPERATING COSTS

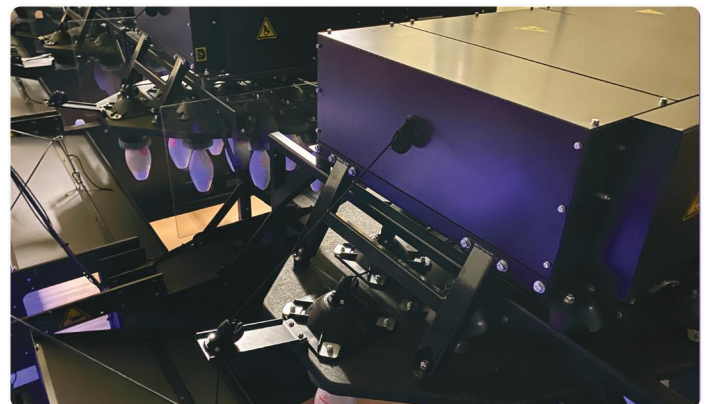
Boost ST is as close to maintenance-free as it gets. With virtually no parts that need replacing (other than pins), Boost enables you to radically reduce your parts and technical staffing costs. The Pronto Center Operations App simplifies and streamlines maintenance for staff members of all skill levels, providing easy-to-understand, real-time machine notifications and troubleshooting resolutions.

## DESIGNED WITH SAFETY IN MIND

Boost ST enhances employee safety by allowing all machine adjustments, string detangling, and 360 Controller operations to be performed from the rear of the machine. This design eliminates the need for employees to climb into the machine or onto the lanes. Boost's movable pin curtain maximizes access when detangling pins. Boost ST is UL- and CE-certified.

## INDUSTRY CERTIFICATIONS

Realistic bowling pin action is crucial to maintaining the integrity of the game. Boost ST is approved for use during certified USBC and International Bowling Federation (IBF) competitions. In fact, Brunswick supplied the first string pinsetters ever used for a sanctioned international bowling tournament at the 2022 Bolivarian Games.





# BOOST <sup>ST</sup><sup>®</sup>

**NEW**

## INTRODUCING PRECISE STRING-LENGTH OPTIMIZATION

Introducing Precise String-Length Optimization (PSO), Brunswick's latest automation solution. PSO allows seamless switching between USBC and non-USBC string lengths at the touch of a button, enhancing efficiency and the customer experience. Operate PSO from the 350 Controller or the Sync Center Operations system.



## INDUSTRY-LEADING 13,000 FPS

From leagues to open play, our software-driven architecture and Adaptive Variable Detangling deliver reliable performance frame after frame for a seamless game experience.

*\*FPS achieved at Palasud South, London, Ontario, Canada*



## ENERGY REDUCTION

Boost's smart energy-efficient technology runs motors only when needed, cutting energy consumption by over 70% compared to traditional freefall pinsetters.



LEARN MORE





**FUTURE-READY DESIGN**

At the heart of Boost ST is our future-ready 360 Controller. With an easy-to-use 7" capacitive touchscreen, Boost's updateable, software-defined architecture regularly delivers the benefits of Brunswick's ongoing R&D investments

**ADAPTIVE SELF-DETANGLING**

Intelligent software automation that resolves 99.99% of bowled frames, significantly reducing downtime.

**25% FASTER**

Boost ST leverages GS-series ball return design for a 25% faster ready-to-bowl time compared to gravity return systems, maximizing hourly revenue. One center reports saving 17 minutes per league using Boost..

**RESETTING THE PINSETTER CONVERSATION**

"When brunswick's boost string machine was introduced, we jumped at the chance to switch our 20-lane fec to strings. Boost string machines tick all the boxes: no spending labor dollars on babysitting machines, easy to maintain, great guest experience, full safety guarding, and sync integration. We're getting about 13,000 frames per stop with boost. We couldn't be happier with the performance. No other machine on the market offered an fps anywhere close to Boost's."

- ROB SZABO, PALASAD SOUTH, LONDON, ONTARIO, CANADA



# BOOST ST<sup>®</sup>



## MODULAR DESIGN

Boost's modular design and engineering saves approximately 75% in component replacement time.



## FEWER PARTS

Boost ST features 80% fewer components than traditional pinsetters, with no regular maintenance required except for strings and pins.



## AUTOMATION BOOST

Transform your center's efficiency and elevate the customer experience with our leading-edge automation software solutions. It takes care of the day-to-day jobs, allowing you to focus on what matters most—the customer.



## BETTER BOWLING EXPERIENCE

With Boost's industry-leading reliability and realistic bowling experience, you'll achieve higher lane uptime and more satisfied guests. One center reported a 23% increase in revenue after installing Boost ST!



## CURTAIN WALL

Movable curtain provides easier access and sits higher.

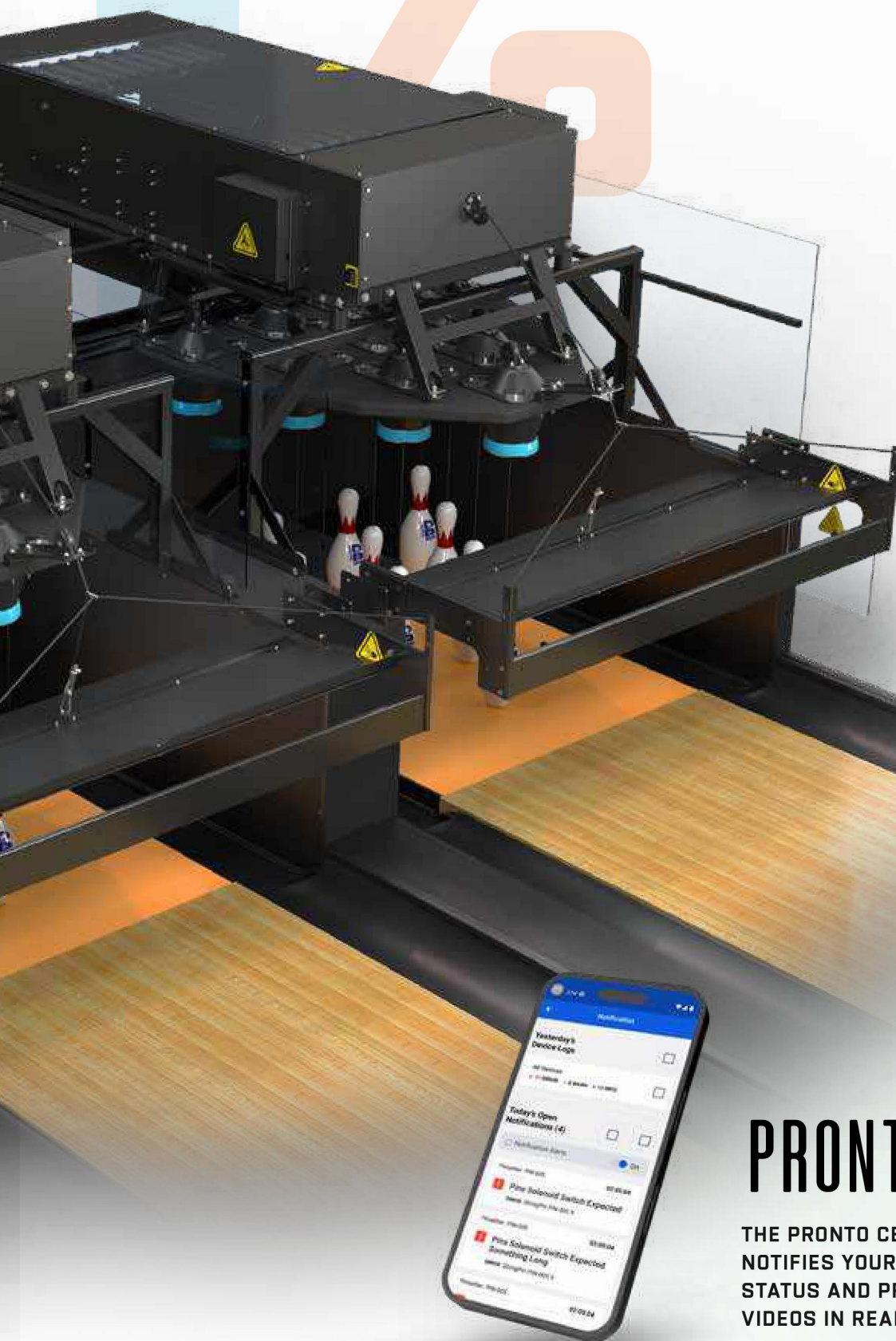


INDUSTRY LEADING SPORT TECHNOLOGIES





I N C R E A S E I N R E V E N U E



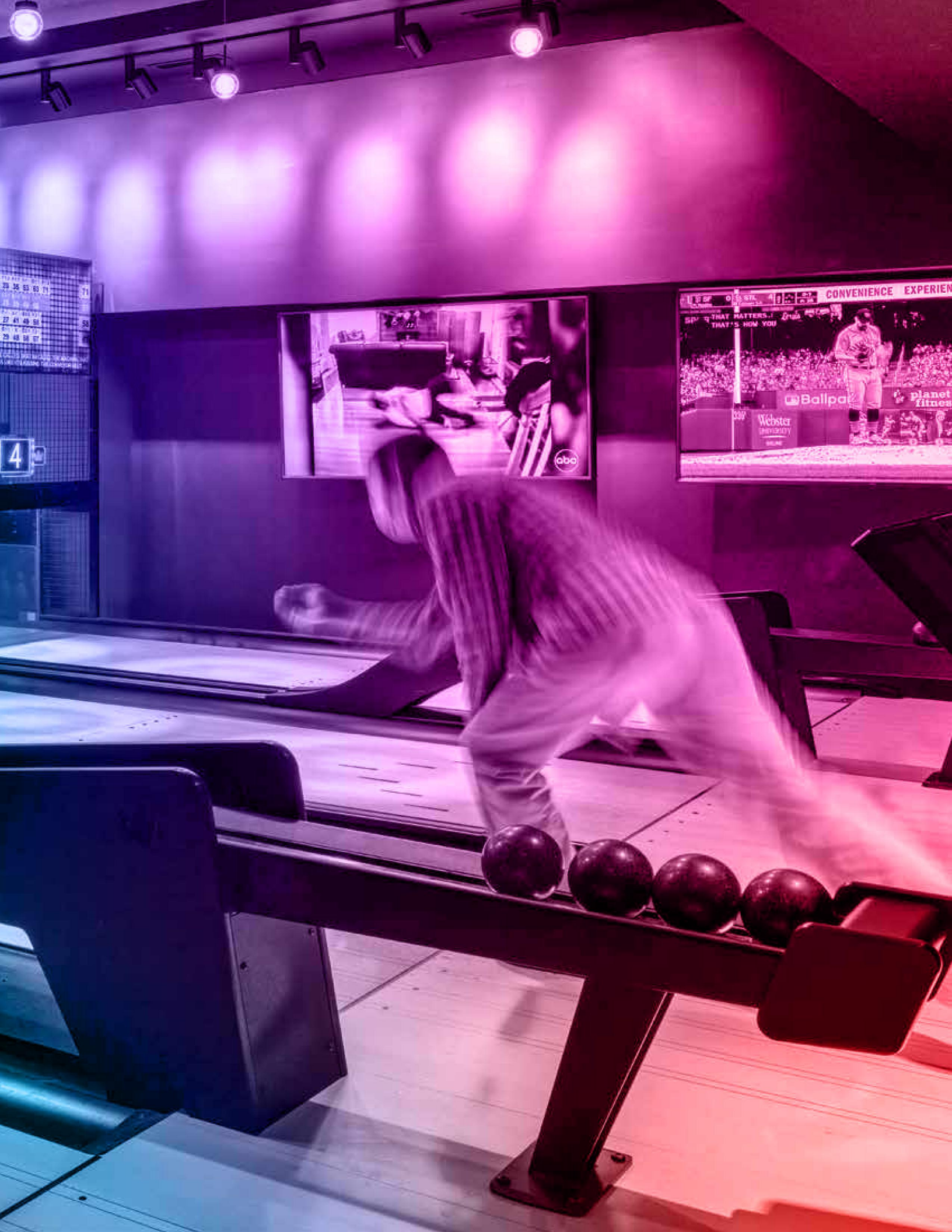
# PRONTO

THE PRONTO CENTER OPERATIONS APP  
NOTIFIES YOUR STAFF OF MACHINE  
STATUS AND PROVIDES INSTRUCTIONAL  
VIDEOS IN REAL-TIME.

















# DUCKPIN SOCIAL

**THE BOLD NEW ATTRACTION THAT'S BURSTING WITH  
PERSONALITY AND PROVEN REVENUE-GENERATING  
POSSIBILITIES**

Duckpin Social is Brunswick's attention-getting twist on duckpin bowling, a 10-pin game popular in the Northeastern U.S. and Canada for more than a century. Designed for restaurants, bars, entertainment centers, resorts, community living—anywhere and everywhere people gather for fun—Duckpin Social delivers all the advantages of bowling in far less space.

Like bowling, Duckpin Social appeals to young and old, drives food and beverage sales, keeps guests on the property longer, encourages repeat visits, and builds guest loyalty. For owners, Duckpin Social's small footprint maximizes revenue per square foot. Minimal lane and pinsetter maintenance requirements result in cost savings for the center. For guests, Duckpin Social delivers all the fun of bowling while keeping it simple. Players don't need to hunt for a particular ball (one size fits all) or rent shoes (wear your own!).

Duckpin Social provides a unique experience to share with family and friends, and is versatile enough to be challenging for adults and fun for kids.



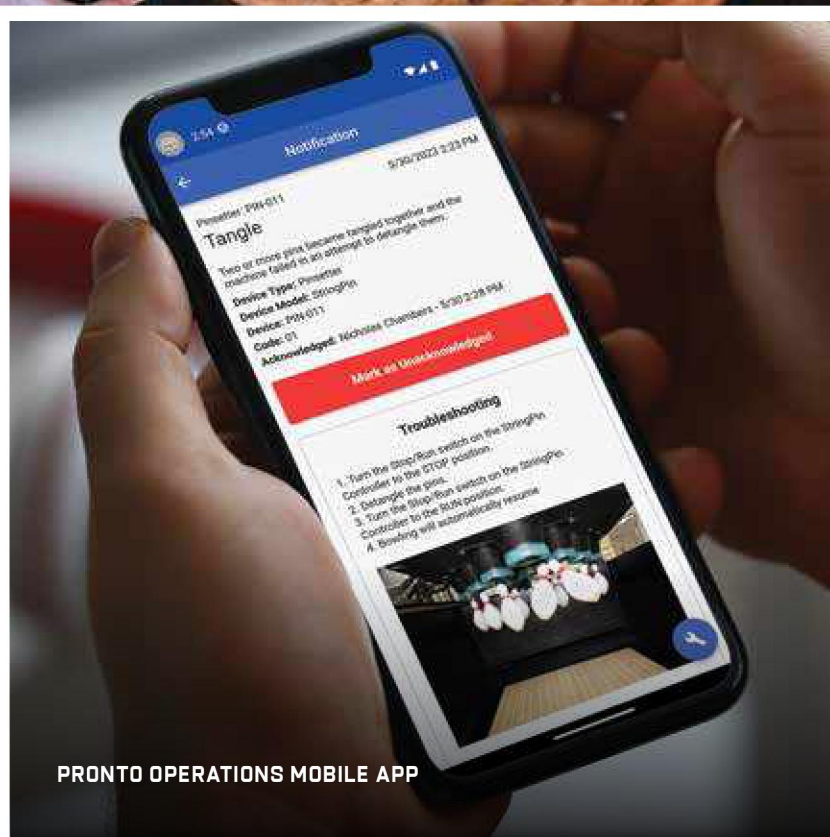
Brunswick is the Exclusive Capital Equipment Supplier of the USBC Open Championships.

[www.brunswickbowling.com](http://www.brunswickbowling.com) | 91





ON-DEMAND PINSETTING



PRONTO OPERATIONS MOBILE APP





# DUCKPIN SOCIAL FEATURES

## SMALLER FOOTPRINT

Duckpin Social requires a mere one-third the space required for standard bowling. Duckpin Social's lanes can be installed in as few as 31 feet (compared to standard bowling lanes, which require a minimum of 87 feet).

## NO RENTAL SHOES, ONE SMALLER BALL

All players use the same smaller ball without finger holes. And no rental shoes are required—players can wear their street shoes (even heels!) while playing.

## SYNC® SCORING

Brunswick's Sync scoring and management system provides the ultimate in user-friendly operation and terrific games for your guests, along with industry-leading marketing and administrative support for you. See page 2.

## STRINGPIN™ PINSETTER

Brunswick's StringPin pinsetter is lightweight, compact, and durable, making it ideal for even the busiest venues. StringPin offers reduced maintenance and energy costs and requires fewer parts and adjustments compared to traditional pinsetters. The system auto-detects any tangles and automatically rights the pins.

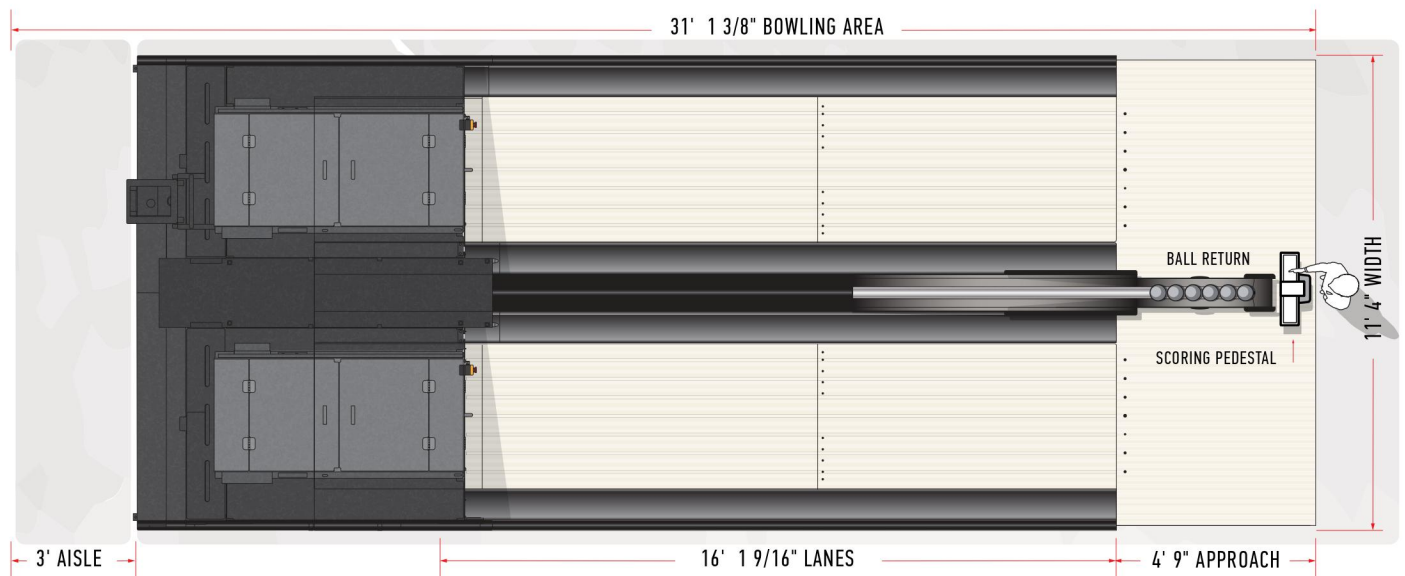
## MASKING UNITS

Brunswick's wire mesh and plexi masking units offer a view of pinsetter action, and feature illuminated lane numbers, green and red "bowl/don't bowl" lights, pin deck lighting, and optional accent lighting, all contributing to Duckpin Social's fun, modern vibe. See page 105.

## SYNTHETIC LANES

Duckpin Social can be installed in as few as 31 feet. Brunswick's synthetic Prolane comes in a rich wood finish. The Colorfull line includes a wide variety of wood grain options and almost any color in the spectrum. See page 94.

## SPACE REQUIREMENTS



\*Standard configuration shown; contact your sales representative for additional configuration options.





# ***LANES & ACCESSORIES***

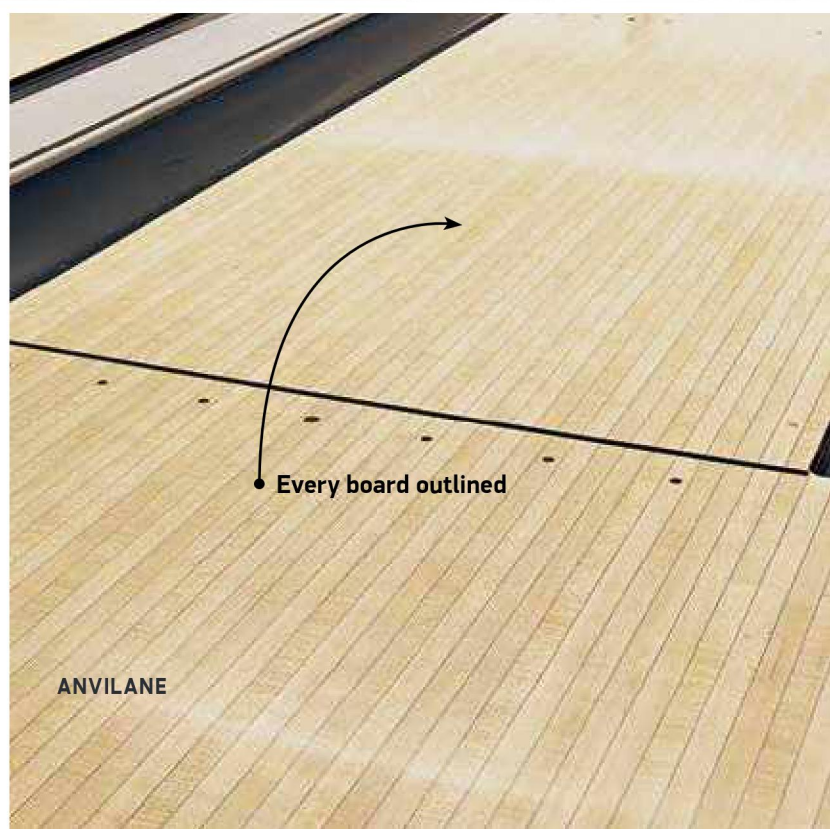
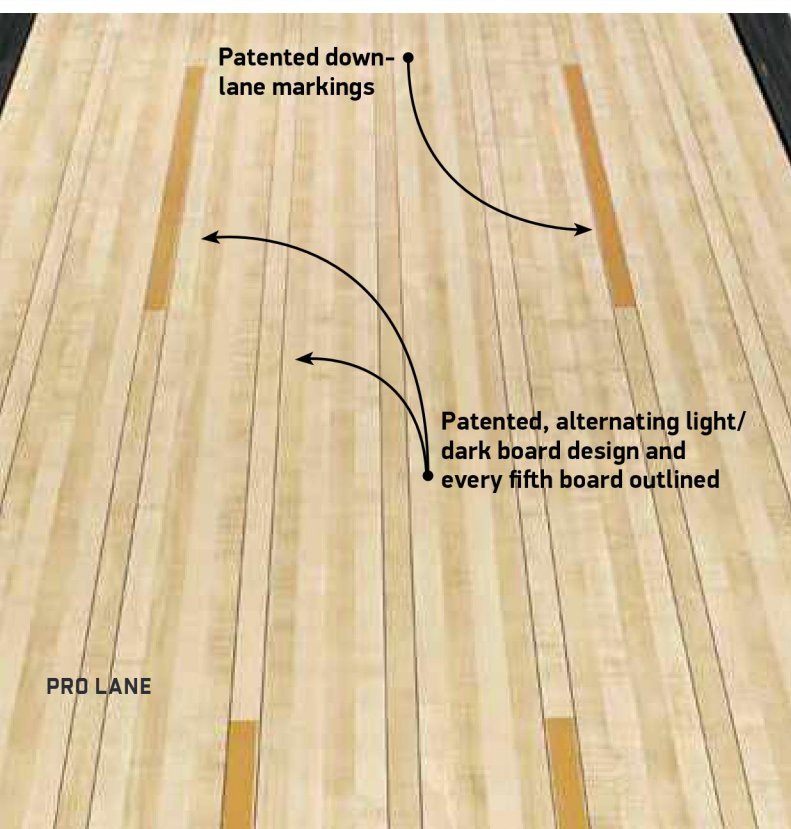








Exclusive I-joist-supported foundation and LSL underlayment







# SYNTHETIC LANE SYSTEMS

IMPROVE SCORES, ELIMINATE DOWNTIME, AND MAKE YOUR CENTER SHINE WITH THE BEST-SELLING BOWLING LANES EVER MADE.

Brunswick synthetic lane systems, designed from the ground up, offer robust installations, minimal maintenance, and lower ownership costs. Their distinctive surface provides exclusive benefits for both bowlers and center owners, being easy to condition and clean with no need for resurfacing. Whether you choose Pro Lane™—the best-selling lanes ever—or Anvilane™—the solid value choice—you won't be disappointed with their performance and reliability.

## STRUCTURAL INTEGRITY

- Exclusive I-joist-supported foundation ensures dimensional stability, reducing floor movement and stress on the lane surface.
- Bridged foul lines eliminate seams, providing greater strength.
- 5' seamless textured approach enhances structural integrity by removing slide-area seams.
- Laminated Strand Lumber (LSL) underlayment offers 2.5 times greater strength than fiberboard/MDF, ensuring uniformity, consistency, and moisture resistance.
- Solid phenolic construction virtually eliminates the risk of delamination.

## VISUAL APPEAL

- Natural maple image provides a bright, light, attractive appearance.
- Edge-to-edge lane and approach glow for Cosmic Bowling® experience.
- Can be customized with lane graphics or your center logo to market your center in an innovative way.

## SCORING PERFORMANCE

- USBC-approved surface markings work as great teaching tools and visual guides for bowlers.
- Wide lane approach improves bowlers' footing and confidence.
- Textured approaches provide consistent sliding in a variety of conditions.
- Anti-skid pin decks reduce standing-pin sliding and out-of-range pins.

## VERSATILE

- Low-maintenance surface that's easy to clean and condition, with no resurfacing required.
- Reduced-length lanes are perfect for space-limited facilities and compatible with standard or Duckpin Social.

## PRO LANE

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



Pinball Wizard Automatic Bumper Rails

## ANVILANE

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

## PINBALL WIZARD AUTOMATIC BUMPER RAILS

- Prevents gutter balls, adding to the fun.
- Rails automatically raise or lower for each bowler based on player setup at the start of the game.
- Allows adults and youngsters to play on the same lane, adjusting automatically for each bowler.
- Controlled from the front desk or by bowlers using a keypad or LED display.
- Patented curved front rails reduce ball impact, enhancing durability.
- Supported by 60 heavy-duty uprights per lane for maximum durability.
- Compatible with any lane system.
- Built for durability with heavy-duty metal gears, uprights, actuator arm, and rail.

## DIVISION & CAPPING

These quality division inserts are available in glow or non-glow graphite or glow black. Easily upgradeable to Brunswick's new Nitro LED Division Lighting. High-strength PVC cappings provide tool-free access to ball return tracks and come in glow or non-glow light gray, or non-glow black.

## INTELLISHIELD BALL RETURN GUARDING SYSTEM

Intellishield improves efficiency and keeps guest safe using the system's patent-pending design to automatically shut off the ball lift if a foreign object enters the opening or if the ball rack is full.



Intellishield Ball Return Guarding System









# LANESCAPE LANES — ULTIMATE

THE ULTIMATE THEMED ENVIRONMENT THAT WILL CREATE AN UNFORGETTABLE BOWLING EXPERIENCE FOR YOUR CASUAL BOWLERS

## ULTIMATE LANES

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

## FEATURES AND ADVANTAGES

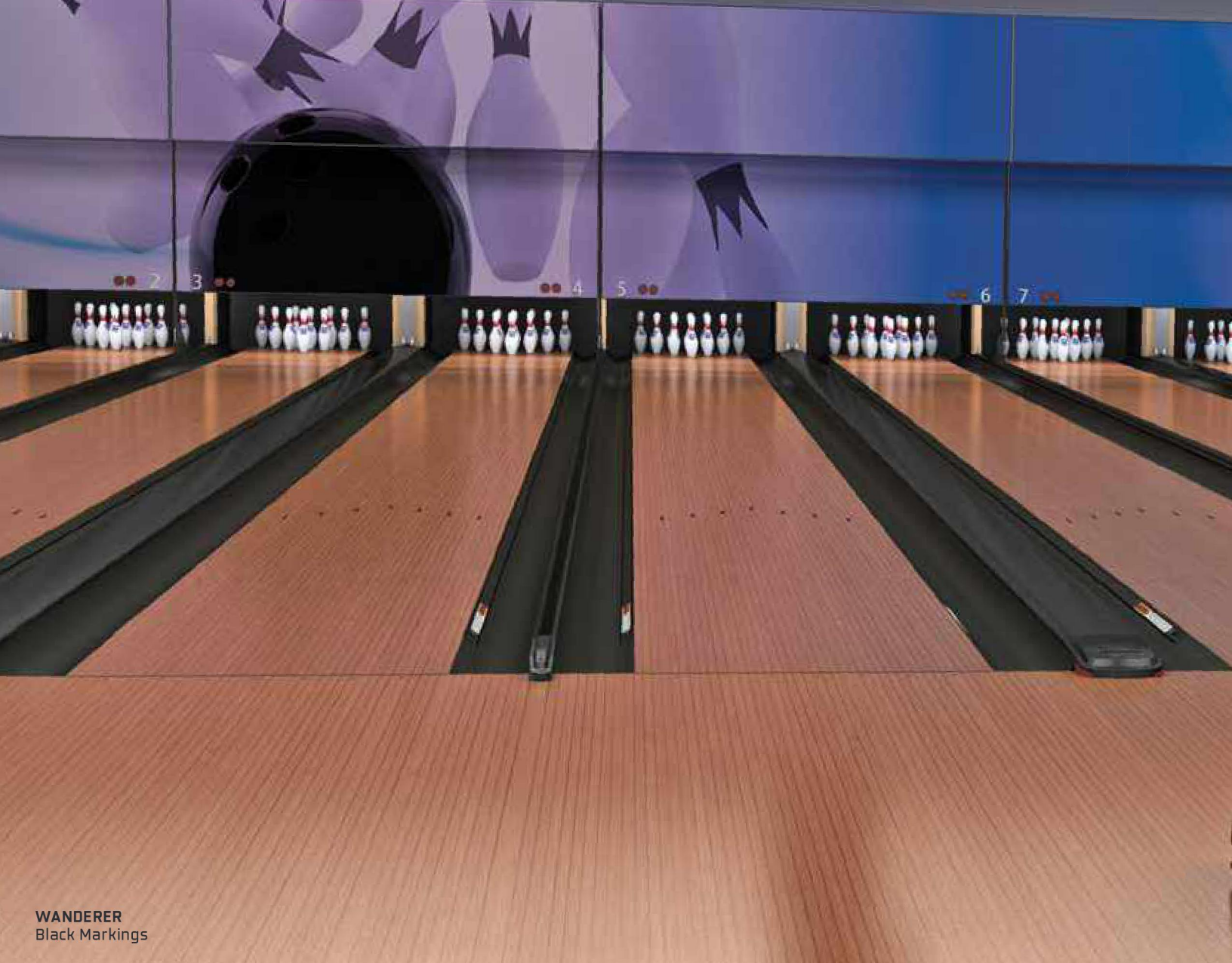
- Offers the same durable performance, beautiful appearance, and easy maintenance as Brunswick's premium synthetic lanes.
- Ability to create a unique and extraordinary themed environment.
- Differentiate your center from the competitors.
- Give customers a more memorable, branded experience.
- Exclusive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



CALL YOUR  
BRUNSWICK  
REPRESENTATIVE  
TO DISCUSS  
USBC® – APPROVED  
OPTIONS.








**WANDERER**  
Black Markings



  
**SPARK**  
**ICE WHITE + SPARK COMPATIBLE**  
Black Markings



  
**SPARK**  
**VANA + SPARK COMPATIBLE**  
Dark Brown Markings



**ROCK AROUND THE CLOCK**  
Dark Gray Markings





# LANESCAPE LANES — COLORFULL

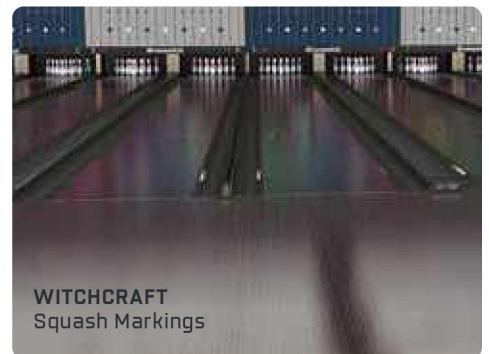
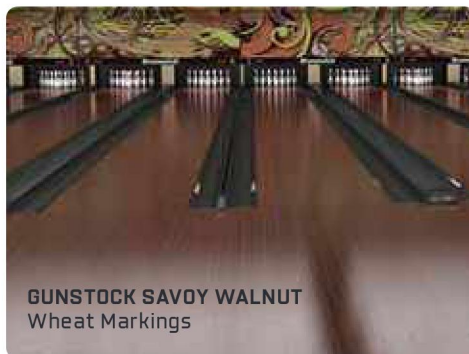
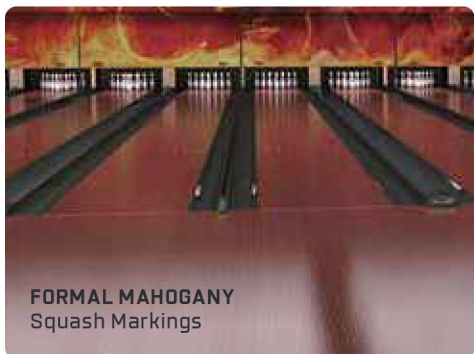
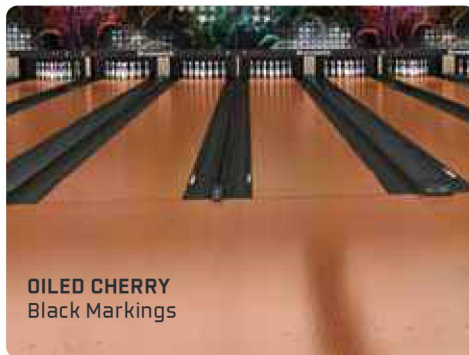
CREATE A UNIQUE EXPERIENCE IN YOUR CENTER AND LET YOUR LANES MAKE A BOLD STATEMENT WITH COLORFULL LANES.

## COLORFULL™ LANES

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

## FEATURES AND ADVANTAGES

- The same durable performance, beautiful appearance, and easy maintenance as Brunswick's premium synthetic lanes.
- Ability to create a unique and extraordinary themed environment.
- Differentiate your center from the competitors.
- Give customers a more memorable, branded experience.
- Can be coordinated with Lanescape® masking units and furniture.
- The most complete line in the industry, offering 10 standard color options and an additional 50+ designer offerings.







**CLEAR MASKING UNITS · ASBURY LANES · ASBURY PARK, NJ**

Brunswick's clear plexi masking units provide a unique industrial aesthetic, showcasing the pinsetter in motion while featuring illuminated lane numbers, green and red "bowl/don't bowl" lights, pin deck lighting, and optional accent lighting.





# LANESCAPE MASKING UNITS

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

## LANESCAPE® PRINTED MASKING UNITS

Masking units make a big visual impact in any bowling center. Distinguish your center with Brunswick's extensive collection of masking units (or customize your own!).

- Units span every two lanes, covering adjacent pinsetters.
- Long-lasting, accurate color that will stay that way for years.
- Superior glow effect provides for a more intense Cosmic Bowling® experience.
- Improved print quality with higher resolution ensures that the printed image is representative of actual artwork.
- 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.
- 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.
- Choose from a wide selection of Brunswick designs or customize your own!

## CUSTOM MASKING UNITS

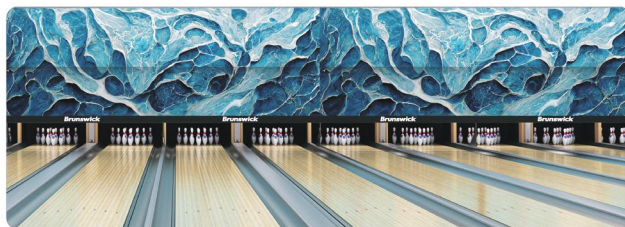
Custom masking units are a great way to express your center's individual theme. Photos, graphics, and copy can be combined to create exclusive scenes that either repeat across your lanes or run the entire length of the lanes. High-definition resolution printing is perfect for incorporating photographic imagery into custom designs.

## NON-TRADITIONAL MASKING UNITS

Center Stage clear masking units offer a view of the pinsetter action while dampening pinsetter noise. Our metal grid masking units complement any modern, industrial, metropolitan environment. Either option features 1st ball and 2nd ball lights and can be paired with Pin Deck Lighting.



Pin Pop Art



Blue Waves



The 90s



Colored Leaves



TO VIEW MORE LANESCAPE  
MASKING UNITS, PLEASE  
SCAN THE QR CODE BELOW  
TO VISIT OUR SITE.









# LANESCAPE VIDEO MASKING UNITS

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

## LANESCAPE® VIDEO MASKING UNITS

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

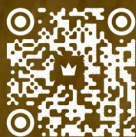


ADD FUN AND FLAIR TO YOUR LANES WITH DYNAMIC LIGHTING SYSTEMS.

Installs over existing masking units for maximum flexibility











# NITRO<sup>®</sup> CENTER LIGHTING SYSTEM

## NITRO<sup>®</sup> DIVISION LIGHTING

Brunswick's all new Nitro LED Division Lighting features 759 individually programmable, multi-colored LED lights per division, displaying 16.7 million colors to create an immersive, center-wide light show experience. Fully loaded with explosive preset dynamic effects and shows, the user-friendly Nitro Show Manager lets you create your own custom program to set the mood, let bowlers celebrate strikes, spares, and other events, or celebrate holidays. Millions of possible combinations of light pattern, color, speed, and sequences are possible! Control lighting from the Brunswick Cloud using any device, including tablets and smartphones.

- Transform your center environment to inspire and wow customers, or quickly convert part of your center into a dazzling VIP experience
- The intuitive user interface lets you create your own shows from scratch or adapt presets.
- Save on energy by making the switch from fluorescent lights (LED lights can be 75% more efficient!).
- Lights are individually programmable and customizable.
- Available for Sync and non-Sync scoring.
- Inserts into existing Lightworx Divisions—just add a frosted lens.

## NITRO<sup>®</sup> PIN DECK LIGHTING

Nitro is high-octane entertainment—it's not just pin deck lighting, it's an experience! Select from dazzling preset shows or create your own using the provided explosive effects, including dynamic effects for Sync events like strikes and spares. Millions of possible combinations of light pattern, color, speed and sequences are limited only by your imagination!

- Nitro Show Manager lets you easily change the look and feel of your center on the fly or schedule one of our many preset shows for holidays or special events.
- Create a center-wide light show or quickly convert part of your center into a dazzling VIP experience.
- Controlled through the Brunswick Cloud, accessible from any internet-enabled device including tablets and smartphones, and compatible with Sync and non-Sync scoring.
- Each fixture includes two independently controlled LED boards.
- Deck Light fixture contains two independently controllable LED boards.
- Can be mounted on Brunswick GS-series, StringPin, Boost ST, Brunswick A Series, and QAMF Pin Spotters controllable, modular LED boards.
- Accessible from any internet-enabled device including tablets and smartphones.
- E1.31 DMX controllable for 3rd party lighting designers.



NITRO PIN DECK LIGHTING





# ***CENTER MAINTENANCE & SUPPORT***

BRUNSWICK'S STRONG COMMITMENT TO RESEARCH AND DEVELOPMENT EXTENDS TO ALL ASPECTS OF THE BUSINESS, INCLUDING LANE MAINTENANCE, CENTER OPERATIONS PRODUCTS, TRAINING, AND SERVICE AFTER THE SALE. 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.

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.





**MAX** Direct+





USER INTERFACE



PHOENIX® LT4





# LANE MACHINES

## MAX LANE MACHINE

MAX is the world's first cloud-enabled lane machine and the undisputed leader in lane machine technology, featuring Brunswick's patented Direct+ Conditioning system. MAX's unrivaled technology enables frequent software updates, access to the world's most comprehensive pattern library, and communication with Brunswick support staff—all delivered wirelessly through Brunswick Cloud. Wi-Fi enabled technology allows new tools and features to be pushed to Brunswick's large network of MAX machines around the world in real time. For existing or new SYNC scoring customers, Brunswick Cloud unifies all your equipment into a single ecosystem of tools to make running your center as simple as possible.

### DIRECT+ CONDITIONING

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

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

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

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

### BRUNSWICK CLOUD PATTERN MANAGER & PATTERN LIBRARY

The Brunswick Cloud Pattern Manager and Pattern Library allows you to easily manage your patterns and download them directly to your lane machine over Wi-Fi. Included in the Pattern Manager is the Pattern Editor which allows you to create new or edit existing patterns. The Public Library allows you to search effortlessly from the largest and most comprehensive pattern library in the industry, with thousands of patterns. The log files enable you to see how the lane machine is being used each day.

## USER INTERFACE

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

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

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

### CONTAMINATION SENSOR [PATENTED\*\*]

MAX features a patented sensor system that alerts the user when cleaner has entered the conditioner tank. Once cleaner is introduced into the machine's system, a complete system purge is required. This sensor prevents the cleaner from leaving the conditioner tank by automatically shutting down the machine and providing an error message. The conditioner tank can then be cleaned without adversely affecting other components in the conditioning system.

## PHOENIX® LT4

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

\*Patent numbers 7,014,714 and 7,611,583

\*\*Patent number 11,426,648



SEE MORE





ENVOY+ UPGRADE KIT



ENVOY+ TO ENVOY+ BRUNSWICK CLOUD



ENVOY TO ENVOY+ BRUNSWICK CLOUD  
[FULL KIT]





# LANE MACHINES

## ENVOY+ UPGRADE KIT

ENVOY+ is the first step to overhaul Envoy lane machines, purposefully designed to improve reliability, ease of use, and aesthetics of Envoy.

The ENVOY+ Upgrade Kit consists of: two 10.4" Android based touchscreen tablets, a new set of black covers, and the necessary adapter cabling, shims, and hardware for installation. This kit gives you the look and feel of our best-selling MAX lane machine, but in a package that is compatible and specifically designed for current Envoy owners, and at a fraction of the cost of MAX.

We designed and built your Envoy to last, so your center may not be ready to upgrade to a MAX lane machine. But we live in a world of touchscreen devices; you should expect nothing less installed in your lane machine.

## ENVOY+ BRUNSWICK CLOUD UPGRADE KIT

ENVOY+ Brunswick Cloud is the second upgrade kit for Envoy lane machines, reaching the pinnacle of performance. Utilizing all remaining hardware from our premier machine, MAX, this kit installs our unrivaled technology stack that enables frequent software updates, access to an extensive pattern library, and communication with Brunswick support staff – all wirelessly through Brunswick Cloud. These Wi-Fi enabled features allow new tools and features to be pushed to our large network of Brunswick Cloud enabled machines around the world in real time.

*"My shot has never been more consistent lane to lane."*

**BILL WAMMES, ALMAR LANES, BOWLING GREEN, OHIO**

## UPGRADE YOUR WAY

UPGRADE KITS FOR ENVOY LANE MACHINES



**UPGRADE  
NOW**



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



Connect 2.0 uses a special blend of oils with an enhanced additive package to create a low-lubricity conditioner that gives predictable and strong ball reaction. It has been optimized for low-friction, synthetic lane surfaces. It can be used with Brunswick Direct+ Conditioning system and Sanction technology machines.



Logic 2.0 blends blends top-grade oils with an enhanced additive package. Logic is a low-lubricity conditioner with excellent durability that is optimized for low-friction surfaces.



LANE CLOTH





# LANE MAINTENANCE SUPPLIES

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

## 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.

## LANE CLEANERS

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

## LANE CLOTH AND DUSTING SUPPLIES

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

## 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.

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## SUPPORT INFO

Brunswick has aftermarket product specialists (AMPs) available to help with any bowling center maintenance questions you have. With each product specialist having more than 20 years of bowling experience, they know what it takes for a center to run smoothly and efficiently.

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



LEARN MORE





**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

- Made from northern hard rock maple with a surlyn cover and multilayer topcoat.
- Available in Stripes or Crown Neck graphics.
- Made in the USA and USBC Approved.

### SPECIALTY PINS

- Sold in sets of 10 or individually.
- Happy Birthday Pins—crown graphic with Happy Birthday message. Perfect for guest signatures!
- Trophy Pins—clear coat over maple wood. Great for celebrity events/autographs!
- Duck Pins (American Style) also available, with matching ball option.
- Colored Pins—use for games, or giveaways! Available in magenta, green, orange, and yellow.

### MAX LIFE - SYNTHETIC PIN

- Strongest neck in the industry.
- Crown neck.
- Longer lifespan than wood pins.
- 2-year limited warranty.

\*All pins available in string variants except for Happy Birthday & Trophy pins.



Score King Pins  
Black Base



Max Pins  
Neutral Base



MAX Life  
Synthetic Pin



Duck pin and Ball



Max Color Pins, Happy Birthday Pin, and Trophy Pin



Premium Rental Shoes



Hybrid Rental Shoes

Youth Rental Shoes

### 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 look of our 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.

### 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.







Gold Crown Ball



Large Weight Indicators



Weight and Drilling Size

### GOLD CROWN HOUSE BALLS

A classic but with a modern twist. Today many retro products make lasting impressions and take us back to a different time. Brunswick could not be left behind, and requests for a simple black house ball continued to stream in. So, to fill the requests, Brunswick went back in history and rekindled the famous Gold Crown name.



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

### MYBALL™ HOUSE BALLS

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

### 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

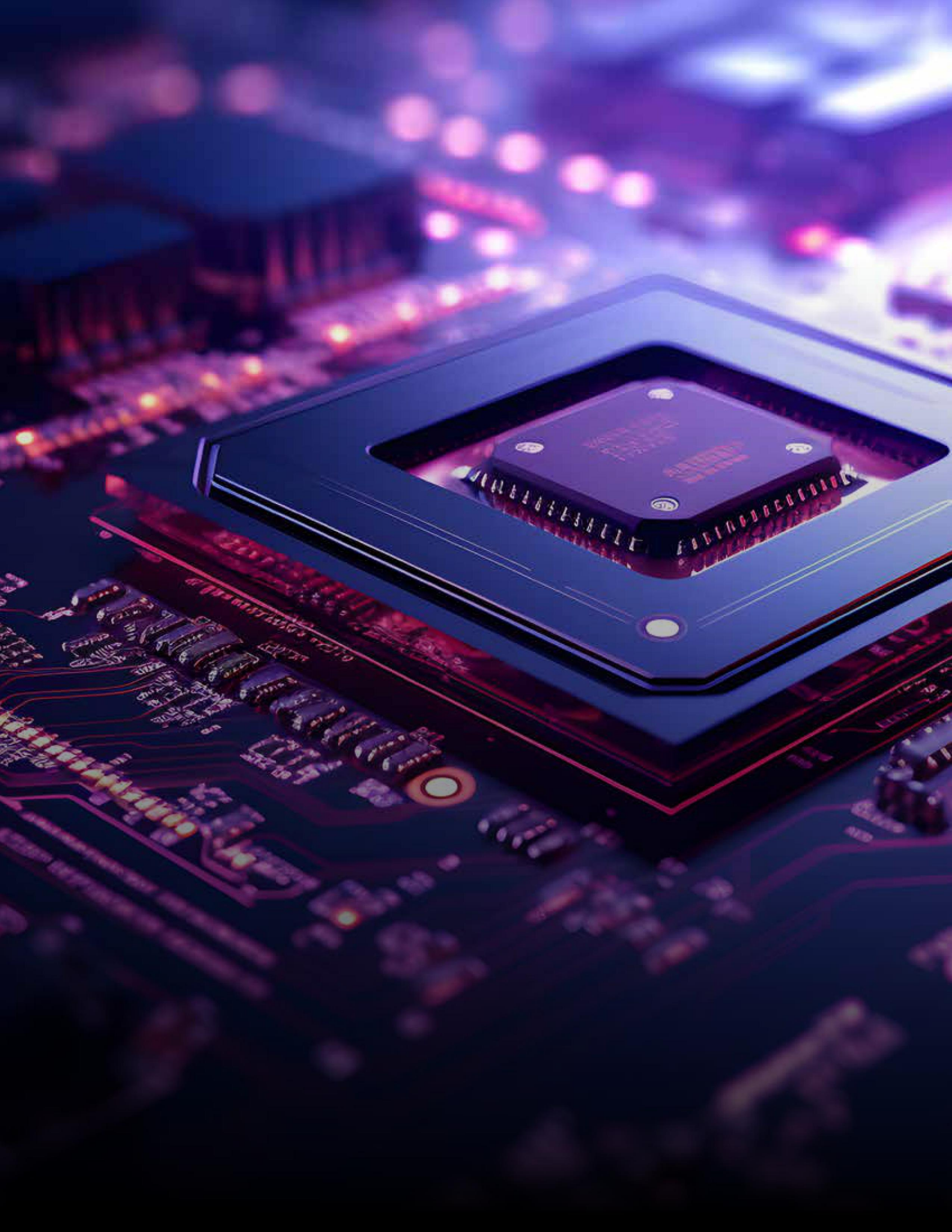


Ball Cart — Three tier



Ball Ramp









# SERVICE & SUPPORT

## INSTALLATION SERVICES

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

## PRODUCT TRAINING SERVICES

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

## ON-SITE TRAINING

Training with your staff is performed at your center for maximum impact, convenience, and effectiveness. System management and operational training are included with purchase. GS-Series pinsetters and Boost ST string pinsetter maintenance training is also available.

## OFF-SITE TRAINING

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

## WEB-BASED TRAINING

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

To learn more about the various training opportunities offered by Brunswick and to view our training calendar, go to [www.brunswickbowling.com/service-support/training/product-training-calendar/](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 Frameworx® Vector® and Sync® electronics. We also repair electronic PCBs and Assemblies related to GS NXT® Slide Out, GSX 360® Slide Out, GS® Pinsetters, Intellishield®, Authority22®, Envoy®, Envoy+®, and the latest MAX® line of lane machines. Also Samsung® Uppers, LCD and keypad lowers, Electronic Triggering, Telefouls, and Pinball Wizard®. We offer three convenient shipping options: pre-ship, exchange, and repair/return. Brunswick Electronic Repair offers a 90-day warranty and technical support at USA 1-800-937-2695 or USA 1-231-725-4966 on all rebuilt PCB's and assemblies.

## WARRANTY RESOLUTION

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

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

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



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