



Introducing Sync

Sync is Brunswick's revolutionary new scoring and management system.

It was developed with one goal in mind: to help centers increase sales and profits through addressing their most pressing challenges — driving traffic, increasing average sales and encouraging repeat visits.

To find the most effective way to reach that goal, Brunswick invested over \$2 million in research, conducting proprietor and bowler interviews around the world. We also studied years of hard, historical data from over 100 retail centers and spent over 500 hours observing the behaviors of real people in real centers.

Here is what we learned. People almost universally love to bowl!

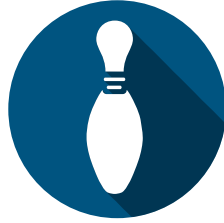
Despite all the market hype about the need to reinvent the game, our research suggests that people almost universally enjoy bowling, although it isn't always top-of-mind when they consider their entertainment options.

We also learned that when deciding what to do for fun, consumers are most influenced by things like the quality of the facility, atmosphere, food and customer service.

So you see the most critical challenge facing proprietors today goes far beyond bowling. It's about keeping their center top-of-mind and making every visit a great experience — that's the single most effective way to get customers to come, stay longer and return more often.

Therefore, Sync was developed entirely around the customer experience — from decision to departure and beyond.

DECISION



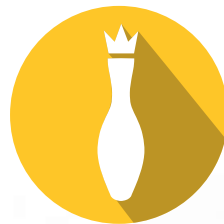
Awareness
Consideration
Incentive

ARRIVAL



Reservation
Check-In
Wait List
Get Equipment

BOWLING



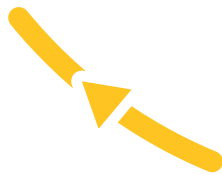
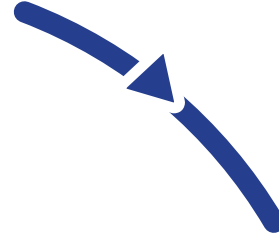
Bowler Setup
Bowling
Food and Beverage

DEPARTURE



Returning Equipment
Payment
Bounce Back

The Customer Experience



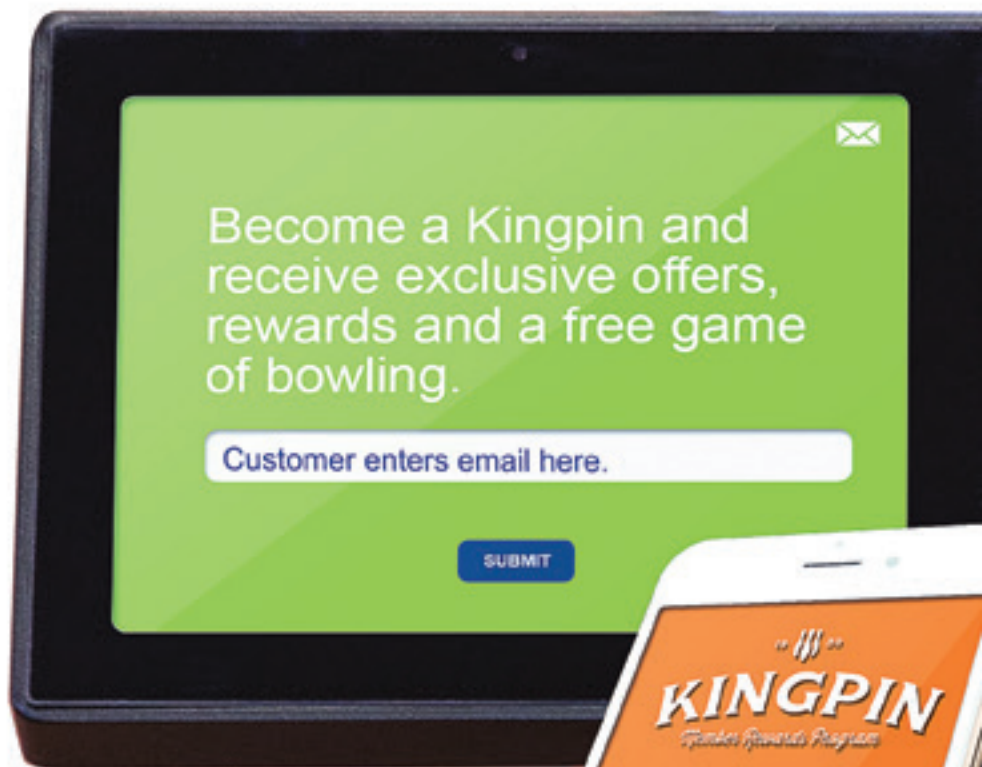
Sophisticated Marketing Features

Effective marketing begins with keeping your center top-of-mind.

Using cloud technology, Sync's Customer Relationship Manager (CRM) automates customer data collection and allows the center to cost-effectively market to customers through email, text, social media, direct mail and more.

With numerous data input points in and outside the center, gathering customer information is a breeze. Once in the center, cross-selling to customers has never been easier with in-game ads that tempt bowlers with special offers and an on-lane ordering feature to order food and drinks without waiting for a server.

The system is also populated with engaging, high-quality imagery and content, to make it easy for centers to create sophisticated, custom marketing campaigns – all in-house.



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



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



TARGETED, IN-GAME ADS
TEMPT BOWLERS WITH
SPECIAL OFFERS

4	1	2	3	4	5	6	7	8	9	10	0.0
Mike	⑥1 7	X 27	7/ 40	34 47	6- 53	62 61	⑥- 67	⑤1 73	8/ 91	8/3 104	104
Chris	35 8	5/ 27	9/ 47	X 64	7- 71	54 80	9- 89	44 97	⑧- 105		105
Dwight	33 6	72 15	⑦1 23	9- 32	6/ 47	53 55	72 64	33 70	5- 75		75
Marcy	71 8	9- 17	-9 26	63 35	8- 43	X 62	45 71	5/ 88	⑦2 97		97

TACO TUESDAY
Dollar Tacos every Tuesday · 4-7 PM

Place order



NO MORE
WAITING FOR A
SERVER WITH
OUR ON-LANE
ORDERING
FEATURE



HIGH-QUALITY IMAGERY AND
CONTENT TO CREATE TARGETED
MARKETING CAMPAIGNS

Streamlined Management Features

With Sync, you'll see immediate improvements in how your bowling center runs. In your business, success is all about customer service. So we designed Sync from front to back to take better care of your customers—at the same time it's pumping up your bottom line.

Sync makes check-in faster and gets every customer visit off on the right foot. It allows you to customize terminal screens, easily build products and services, and split tabs efficiently. To get customers bowling quickly, you can even send welcome screens to the lanes at check-in.



ENHANCED RESERVATIONS MANAGER STREAMS DATA FROM END TO END, WITH INDIVIDUAL PRODUCTS, PACKAGES AND RESOURCES ATTACHABLE TO EACH.



EASY TAB MANAGEMENT FOR SPLITTING, COMBINING AND MOVING INDIVIDUAL ITEMS TO NEW TABS



MORE INFORMATIVE LANE STATUS DASHBOARD INCLUDING UPCOMING RESERVATIONS AND GROUP INFORMATION



RECEIPT MANAGEMENT, INCLUDES THE ABILITY TO PROVIDE ITEMIZED OR ROLLED UP RECEIPTS, CUSTOMIZABLE MESSAGE OR BOUNCE BACK COUPONS



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

Enhanced Bowler Features

When bowlers get to the lanes, Sync scores by making the game they love even better. A sleek, modern user-interface design makes the system simpler, more useful and more enjoyable.

New scoring environments like The Buzz feature a lane-to-lane newsfeed that enhances the fun for casual bowlers while the League ramps up the competition for serious bowlers with a stream of individual and team statistics.

Sync features integrated and sophisticated animations that enhance the experience, and simpler, smarter games like HORSE and E-Z Bowling that are quick to learn, easy to play and won't slow the game. These amazing new features are all displayed on new capacitive touchscreens or keypads that deliver stylish aesthetics and ultra-dependable, trouble-free performance.



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



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





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



2

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

Double! X

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



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



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



Advanced Technology

Sync is all-new to its core, freeing it from constraints imposed by older hardware components and software. Using state-of-the-art technology, it delivers the fastest and smartest performance in the smallest and simplest package in the industry.

The Only Single System

Sync aligns what happens on your lanes with what goes on behind the front desk and in the back office – in one beautifully streamlined and easy-to-use system. It's the only system to fully integrate scoring, management, Internet and mobile applications into a single integrated system, and it offers robust functionality to help centers improve everything from customer service to operational efficiency to digital marketing.



Sleek User-Interface Design

The Sync user interface has been designed to create an experience that is simpler, more useful and more enjoyable – changing not only the way it looks but the way it works. It capitalizes on the latest trends in user interface design and is the result of over two years of extensive research.



Cloud Technology

Sync uses cloud technology to allow seamless integration between scoring, management and bowler-facing applications such as Sync CRM, websites, email and apps. Storing data in the cloud also minimizes local storage needs, streamlines system updates, protects you from data loss and provides instant data access wherever and whenever needed.

Distributed Architecture

Sync was developed using a patent-pending, distributed architecture that connects bowlers, machines and staff across an Internet-enabled network. The system is highly scalable, flexible and easy to maintain.



Find more information on Sync and register for a free demo at brunswickbowling.com/sync.



Welcome to Brunswick Ten Pin Lanes

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-  team info
-  choose graphics
-  games
-  specials
-  service

SAMSUNG

The Benefits of Brunswick

For more than 168 years, Brunswick has manufactured and perfected the equipment that has driven the rise of the bowling business—from automatic pinsetters to Cosmic Bowling®. No other equipment manufacturer has contributed so much ingenuity to the game over so long a time.

That tradition of game-changing innovation continues to this day. Indeed, no one beats Brunswick for the intelligence, functionality and overall value that we build into each and every piece of bowling equipment. Whether you're modernizing an existing center or building a brand-new one, Brunswick has everything you need. Call your Brunswick representative today to learn more.



**BRUNSWICK BOWLING
PRODUCTS IS THE
EXCLUSIVE CAPITAL
EQUIPMENT PROVIDER
FOR ALL USBC
CHAMPIONSHIPS.**

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