



IT'S ALL

IN SYNC

IT'S HOW THE GAME IS ONE

Brunswick has created the most innovative, robust, entertaining, and comprehensive bowling system so you can provide your customers with an experience unlike any other. Sync is the fastest-selling scoring and management system in the bowling business, and for good reason. Developed with proprietors, for proprietors, Sync helps you automate key marketing functions, provides a powerful platform of management tools, and is the only bowling system built on leading-edge, cloud-based technology.



Y O U C A N ' T D O

EPIC

STUFF WITH ORDINARY SOFTWARE

INTRODUCING SYNC INVICTA

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

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

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



SYNC BRINGS THE CUSTOMER EXPERIENCE FULL CIRCLE

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

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

ENHANCED IN-CENTER EXPERIENCE

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

STYLISH AND DURABLE HARDWARE

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

SCORING AND GAMES

Sync takes bowling scoresheets to new heights. These screens — which are displayed on your overhead monitors throughout most of the day — add class and distinction to your center. Sync includes a collection of new bowling games that your customers will love, netting you additional revenues. Unlike games offered on competitive systems, ours are incredibly simple and easy to play. Rather than bogging down the action on your lanes, these games actually accelerate it. Plus, Sync offers the ZOOM scoresheet, which incorporates larger fonts and higher contrasts for better visibility. Sync also offers many scoring games for two quite different modes of play (recreational/casual vs. league/competitive), with just the right touches included in each.

SPARK IMMERSIVE BOWLING

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

IMPROVED CUSTOMER SERVICE FUNCTIONS

Elevate the bowler experience through improved customer service. Sync offers bowlers immediate access to specials ads and menus, and lets them send text messages to the front desk when a ball is stuck or they want a server to come to their lane. All of which contribute to making their visits more enjoyable, as well as more lucrative for you.

EXTENDED CUSTOMER ENGAGEMENT

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

OPEN LANE

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

SYNC PASSPORT

With Sync Passport, bowlers can check stats and scores, share them (along with your branding!) on Facebook and Twitter, receive and redeem offers, make reservations, connect with your website, and more. Reservation confirmation emails and post-game couponing provide opportunities to cross-sell food and beverage or other attractions, leading to greater spend per visit.



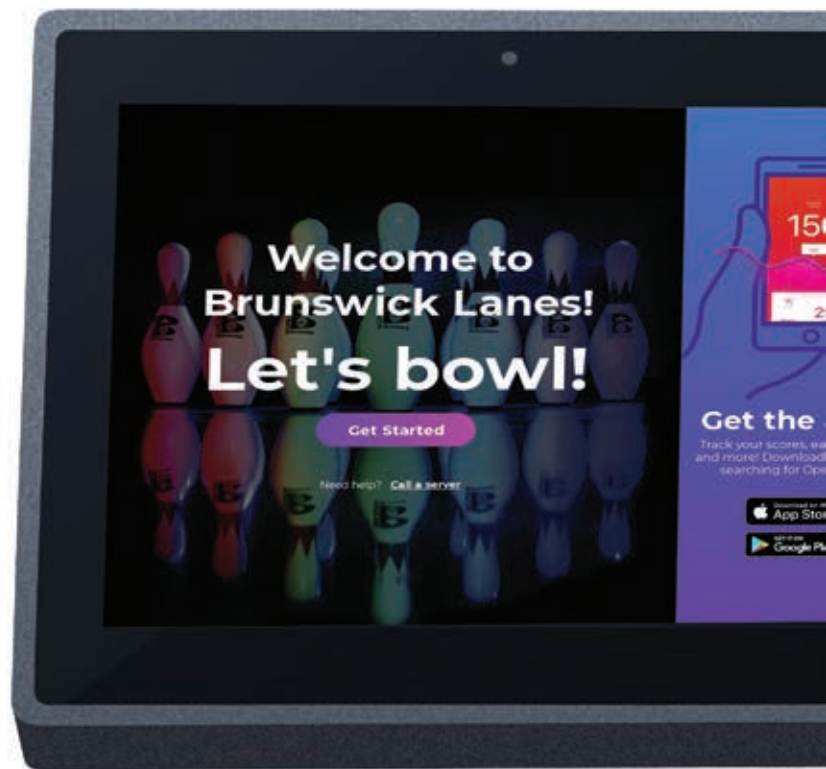
OPEN LANE MOBILE APP

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

SYNC SCORING CONSOLES

You'll score big points by offering this beautiful equipment that makes it more fun to bowl. What's more, Sync hardware is designed to save you money, drawing on the latest technological innovations to add to the equipment's life.

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



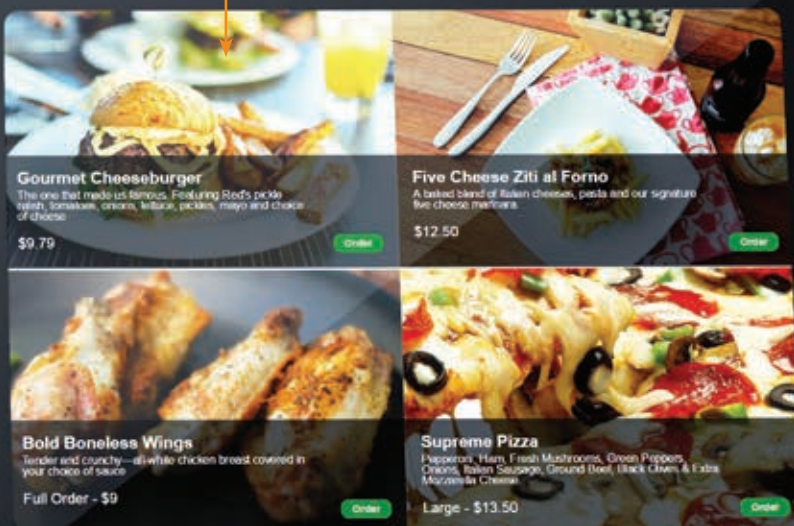
CENTER STAGE COFFEE TABLE
WITH KEYPAD SCORING CONSOLE



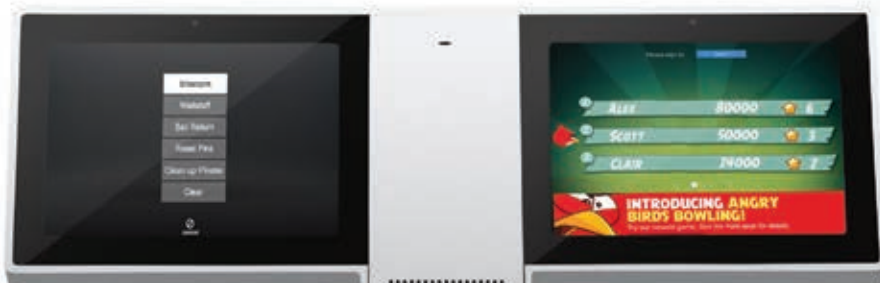
COMMERCIAL-GRADE
CONSTRUCTION TO
WITHSTAND HIGH-
TRAFFIC USE



CORNING GORILLA®
GLASS FOR LONGER
SERVICE LIFE



AVAILABLE IN BLACK OR TITANIUM SILVER



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

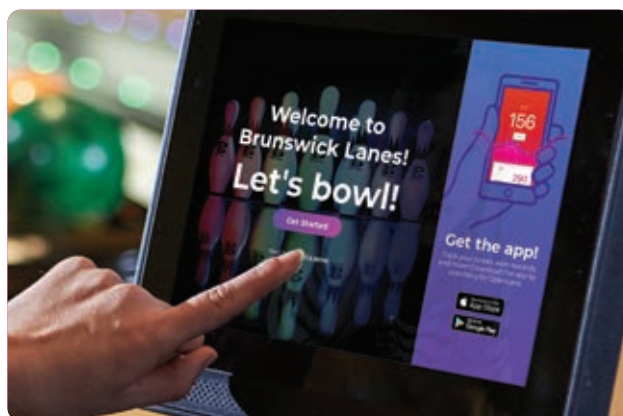
VISION USER INTERFACE

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

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

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

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



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

SYNC SCORING

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

RIVAL RUMBLE

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

PINPIX

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

ANGRY BIRDS BOWLING — EXCLUSIVE

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

MYSHOT — EXCLUSIVE

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

PIN PALS

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

HORSE

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

E-Z BOWLING

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

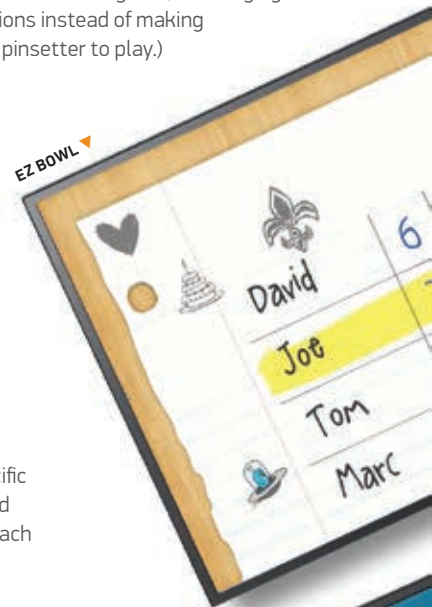
CREATURE FEATURE

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

THE LEAGUE

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

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



SYNC IS ALL-NEW TO ITS CORE, FREEING IT FROM CONSTRAINTS IMPOSED BY OLDER HARDWARE COMPONENTS AND SOFTWARE.

SYNC ADVANCED TECHNOLOGY

The world has come light-years since the days Brunswick virtually reinvented the bowling business by introducing the first automatic scoring system and most advanced automated pinsetters. Now, Sync has rocketed the industry forward again with the most advanced and capable scoring and management system ever offered.

Brunswick designed Sync from the ground up, incorporating many hardware and software technologies that weren't even imaginable just a few years ago. The result is a revolutionary system that performs function after function much more quickly, easily, and powerfully.

GET ONTO MY CLOUD

Add Sync to the list of leading-edge applications that run in the cloud. Sync stores its marketing tools and your customer databases on a server, feeding data at lightning speed via an Internet connection. Benefits include: more seamless integration between system functions/modes, the added security of protecting vital customer data from loss due to catastrophic events at your center (e.g., fire/flooding), and accessing data and marketing tools from anywhere at any time.

PATENTED, MOBILE CONNECTIVITY

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

OPENLANE MOBILE APP

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

PATENTED, DISTRIBUTED ARCHITECTURE

Sync is designed to connect bowlers, equipment, and staff across an Internet-enabled network. This exclusive architecture works to lower system hardware costs, provide backup, and make your entire center run more smoothly.

PROACTIVE MAINTENANCE

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

ENTERPRISE-LEVEL FUNCTIONALITY

By leveraging the enterprise-level services and functionality available in Sync, centers of all different types can use powerful tools to manage marketing and product offerings from their center, their home, or wherever they have access to the cloud. With innovative technology and functionality, centers can run their operations like an enterprise.

"SYNC HAS BEEN A HUGE BENEFIT TO OUR CENTERS. WE'VE ALREADY SEEN OUR BAR BUSINESS DOUBLE ON LEAGUE NIGHT, AND OUR HALF-PRICE APPETIZER SALES ARE CLIMBING, JUST BY USING IN-GAME ADVERTISING. THE SYSTEM ALLOWS ME TO MARKET TO BOWLERS DURING THEIR TIME ON THE LANES. WITHOUT SYNC, THAT WOULDN'T BE POSSIBLE."

MARKETING DIRECTOR, ROYAL PIN LANES



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

COMPREHENSIVE CENTER MANAGEMENT

For decades, everyone has known that Brunswick means business when it comes to scoring and management systems. After all, we invented the first automatic scoring system. Throughout the evolution of Vector®, Brunswick focused on center network system innovations that make centers more popular and profitable. Sync takes that commitment to a higher level — enhancing many of the hardest-working management functions of Vector+HD and adding several potent new features for the first time.



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

LANE STATUS DASHBOARD

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

- Improved at-a-glance view of the status of each lane at every moment
- Immediate indicator of lane-on, lane-off, number of bowlers on the lane, elapsed time
- One-click access to score corrections function
- Global settings for standard lane prep for leagues and other special scoring arrangements
- Fully integrated with Internet Reservations to automatically display scheduled reservations
- Streamlined check-in process all from one screen — configure lane assignments and scoring experiences, send names to the lane, add products, total the customer's bill, and more

HERE'S HOW:

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

Game in play
Number of players



Current match number

Current frame number

Intercom call is in progress



Wait List/Service request



Text Notification (ball is stuck)



Blue ring around the center icon indicates Night Bowling

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

GUEST MANAGEMENT

ADVANCED RESERVATIONS

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

- Customers can purchase other items and/or packages when they make a reservation — from pre-ordering rental shoes to pizza and pitcher specials.
- Sync lets each center set its own reservation payment policies. You can require deposits (or full payment) to hold lanes, as well as prepayment for other items ordered in advance online.
- Sync lets you keep reservation tabs open, so you can easily add purchases made during the customer's visit to the bill.
- Sync prevents double-bookings by notifying staff of upcoming reservations on specific lanes.

LEAGUE AND TOURNAMENT MANAGEMENT

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

LEAGUEPALS

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

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

LOCKER MANAGEMENT

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

RENTAL CONTROL AND TABLE MANAGEMENT

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



ENHANCED INTERNET RESERVATIONS CAPABILITIES — MORE WAYS TO BOOK MORE LANES

INTERNET RESERVATIONS

Sync supercharges Internet Reservations, already one of the strongest revenue-driving features of Vector Plus. Many Brunswick customers have reported increasing their lineage by 30% by letting customers reserve lanes online. With Sync's enhanced Internet reservation capabilities, that sales bump continues to grow.

- Lets customers book lanes, tables, or other resources via a computer, smartphone, or tablet from anywhere at any time. The certainty of having a lane available when customers arrive eliminates one of their leading objections about going bowling.
- Ability to auto-create a deposit (or full payment in advance) to place an Internet reservation, reducing the risk of holding lanes open for no-shows.
- Optimized to run on smartphones and other mobile devices — reflecting the way more and more people are doing things online.
- Users can now log in via Facebook or another social network, instead of needing to set up a separate log-in account with Sync.
- Other products/packages (shoes, F&B orders, party packages, etc.) can now be attached to a Sync Internet Reservation.
- Don't worry about double booking. Internet Reservations tie automatically to in-center reservations, eliminating the potential for overselling a time slot or resource.
- Bowlers can enter their information ahead of time (number of bowlers, shoe size, etc.) and that information is directly imported as part of their reservation, giving a smooth and seamless customer experience for your bowlers AND for your staff.
- Reservation confirmation email sent from Brunswick Cloud.
- Internet Reservations tie directly into CRM, allowing customization options as well as bowler data to be stored in the cloud.

QUEUE WAITLIST MANAGEMENT

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

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



ALLOW YOUR
BOWLERS
AND STAFF
TO UTILIZE A
EVOLUTIONARY
WEB-BASED
WAIT LIST

EVEN THOUGH SYNC IS DESIGNED SPECIFICALLY FOR BOWLING CENTER OPERATION, IT RIVALS THE LEADING ENTERPRISE POS SYSTEMS WITH ROBUST TOOLS AND FLEXIBILITY.

SYNC POS

Built and perfected for large, complex FECs, and used by centers of all shapes and sizes, Sync POS cares for the most intricate point-of-sale needs. Dynamic product creation and screen layout let any center build its optimal POS interface and functionality. Using intuitive displays provides quick access to popular items and features to streamline the process for the staff and optimize service for guests. Whether your center features lanes, a restaurant, arcade and laser tag, or a more simplified offering, Sync delivers innovative POS functionality and reliability on a par with rival enterprise solutions.

PRODUCTS/DEPARTMENTS/ACCOUNTS

- Create an unlimited number of products, departments, and sub-departments
- Create special accounts for select customers, groups, or companies
- Track special event deposits
- Maintain accounts for league prize funds
- Customizable buttons and layout for each cash terminal, including placement, color, size, and use of images

OFFER MANAGER

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

RESTAURANT FEATURES

- Table Management — manage guests, seats, servers, and tabs in a straightforward interface
- Kitchen Display System — integrated with Sync POS
- Server-friendly stations — choose from client workstations, all-in-one kiosks, or agile tablet options to mobilize and meet the needs of your tech-savvy workforce
- Set up modifiers for appropriate products (e.g., pizzas, hamburgers, other specialty sandwiches)
- Improve order-filling accuracy
- Improve inventory control to reduce waste/spoilage

PRICING

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

TABS

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

PAYMENTS

- Accept/process credit/debit/game/gift card payments with many of the leading processors
- Apply percentage or dollar discounts to individual products or transaction totals
- Add gratuities automatically or with each customer's individual payment
- Brunswick Cloud integration/coupon scanning (including via smartphone interface/receipts/transaction data/metrics) available
- Apple Pay/Google Pay/NFC support (available through certain processors)

REPORTING

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

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



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



WHEN IT COMES TO RUNNING YOUR BACK OFFICE, SYNC HAS YOUR BACK.

BACK OFFICE

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

DAILY DASHBOARD

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

SECURITY

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

MEMO

- Send messages and track open rates

REPORTS/AUDITS

- Powerful and flexible reporting for all financial, lane usage, and inventory usage needs
- Comprehensive audit preparation, XML-based interface support modern accounting platforms
- Ability to schedule reports to be emailed automatically

TAX MANAGEMENT

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

PINSETTER MANAGEMENT

AUTOMATIC PINSETTER SHUTDOWN

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

GS-X AND STRINGPIN ON-DEMAND PINSETTING WITH 360 CONTROL

Sync seamlessly interoperates with GS-X and StringPin pinsetters, using our 360 controller to fully deliver its unique pinsetting capabilities.

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



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



On-demand pinsetting



OUR NEWEST GAME, MYSHOT SPARE TRAINER, ALLOWS THE BOWLER TO PICK A PATTERN AND REPEAT THE ATTEMPTS AT THE PATTERN. MYSHOT TAKES FULL ADVANTAGE OF THE UNIQUE PINSETTING CAPABILITIES OF THE GSX AND STRINGPIN PINSETTERS



SYNC SEAMLESSLY INTEROPERATES WITH GS-X AND STRINGPIN PINSETTERS WITH OUR 360 CONTROLLER TO FULLY DELIVER THEIR UNIQUE PIN-SETTING CAPABILITIES



CONTROL PERSONNEL COSTS, EFFECTIVELY AND AUTOMATICALLY.

TIMEPRO® LABOR MANAGEMENT

Wages/salaries are one of the largest costs in every center's budget; at the same time, making out and managing employee schedules has always been a tedious and tricky task. Sync addresses both these issues head-on with TimePro, the best labor management system ever incorporated into a bowling scoring and management system.

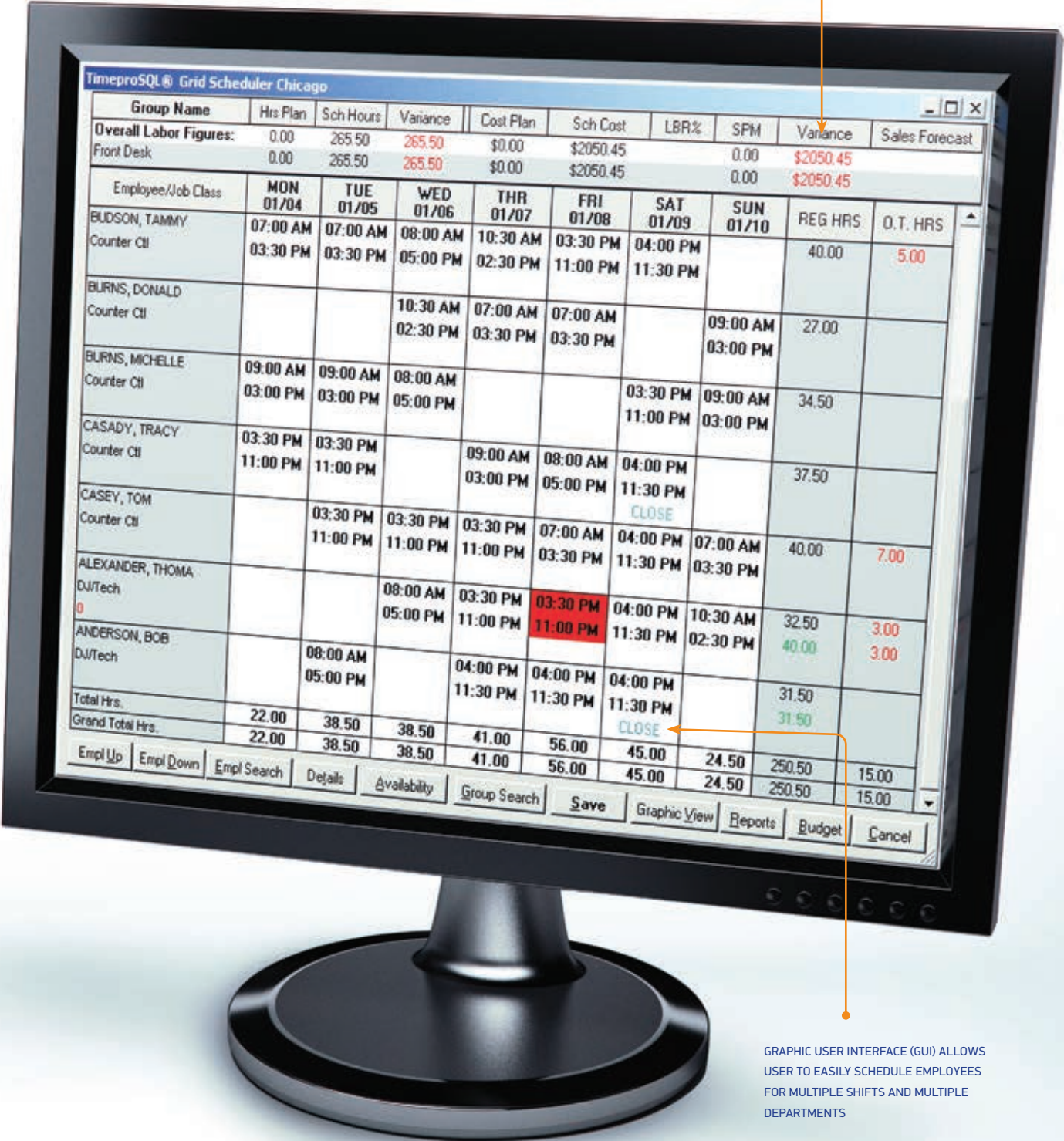
- Easily develops work schedules to cover all center manpower needs while accommodating for each individual's scheduling restrictions (days/hours each person can/can't work, min/max hours per week/month that each individual can work, etc.)
- Powerful analysis and reporting to flag potential and actual issues, including overtime, insufficient hours to comply with workers' requests, absenteeism
- Seamless integration with optional time-clock hardware/software, reconciling schedules with actual hours worked by individual employees
- Real-time sales reporting for better labor cost management



Virtual Time Clock Solution



DYNAMICALLY MANAGE LABOR COSTS AND EMPLOYEE SCHEDULING, AND EASILY COMPARE AGAINST BUDGETED SALES AND LABOR COSTS



GRAPHIC USER INTERFACE (GUI) ALLOWS USER TO EASILY SCHEDULE EMPLOYEES FOR MULTIPLE SHIFTS AND MULTIPLE DEPARTMENTS

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

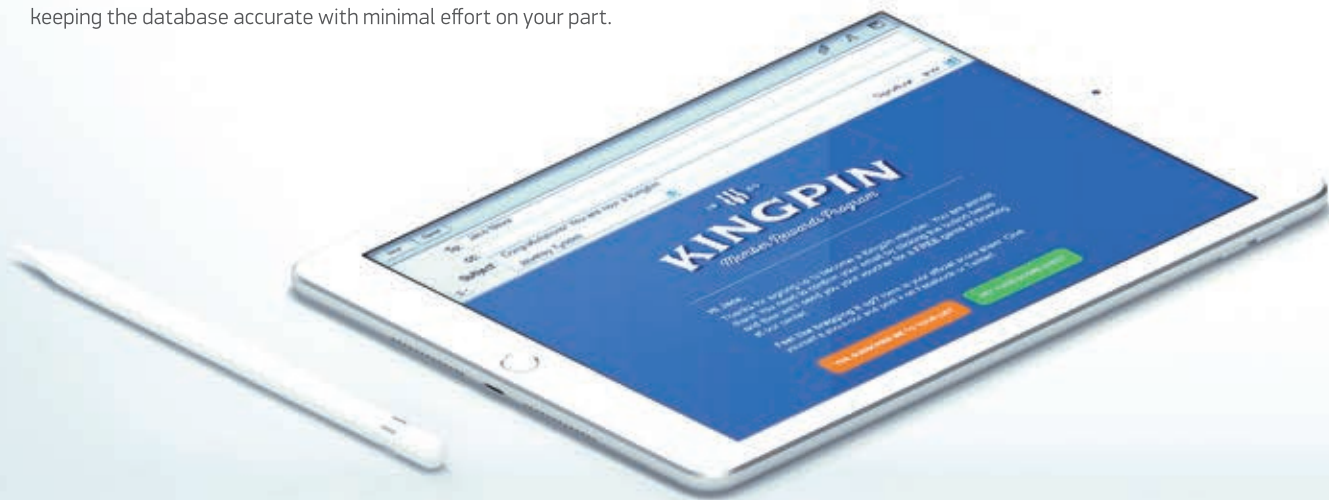
SYNC AUTOMATED MARKETING

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

DATA COLLECTION

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

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



"THE REAL GAME CHANGER IS THE BRUNSWICK CLOUD. IT'S EASY TO CREATE AND MAINTAIN OUR MARKETING CAMPAIGNS FROM ANYWHERE. IT'S A POWERFUL AND FLEXIBLE CLOUD PLATFORM CREATED SPECIFICALLY FOR A PROPRIETOR'S NEEDS. BRUNSWICK HAS CREATED SOMETHING I WOULD EXPECT FROM THE LIKES OF AMAZON OR GOOGLE. SYNC IS INNOVATING FAR BEYOND A SCORING OR POINT-OF-SALE SYSTEM."

MARKETING DIRECTOR, ROYAL PIN LANES



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

BRUNSWICK CLOUD CUSTOMER DATA



SCHEDULE FACEBOOK POSTS WITH BRUNSWICK CLOUD TO CREATE COHESIVE CAMPAIGNS



HIGH-QUALITY IMAGERY AND CONTENT TO CREATE TARGETED MARKETING CAMPAIGNS



PRE-DESIGNED MARKETING MESSAGES FOR TWITTER AND FACEBOOK

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

CAMPAIGN CREATION

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

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

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

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

OFFER MANAGEMENT

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

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

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





SYNC'S MAIN DASHBOARD LETS YOU VIEW YOUR MOST EFFECTIVE OFFERS AND THE TOTAL REVENUE (BOWLING, F&B, IN-CENTER SPENDING) ASSOCIATED WITH EACH OFFER



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



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

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

DISTRIBUTION

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

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

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

SUPPORTED CHANNELS INCLUDE:

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

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

- Social media

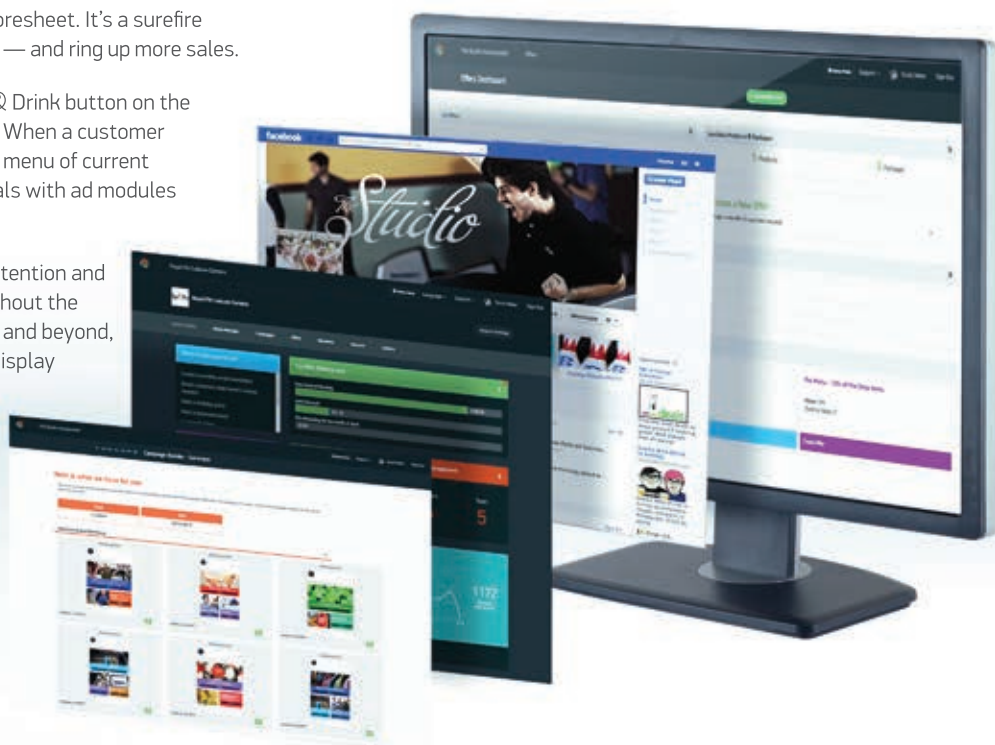
- Email

- Receipt

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

ANALYSIS

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





DISTRIBUTE THE CAMPAIGN
THROUGH A MARKETING CHANNEL
OF YOUR CHOOSING



SELECT A TARGETED
MARKETING CAMPAIGN
FOR DISTRIBUTION



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



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

OPENLANE AND SYNC PASSPORT

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

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

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

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

BENEFITS FOR CUSTOMERS

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

BENEFITS FOR PROPRIETORS

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



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



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



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



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



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