



Top 10 Proven Business Solutions for Bowling Proprietors

When you're choosing what new technology to invest in, you can count on Brunswick for the latest, most innovative business solutions specifically designed to deliver real return on your investment.

Check out these top 10 Brunswick product innovations that are proven to pay off in increased revenue, improved profitability, lower labor costs, and enhanced guest satisfaction.

1. SYNC SERVICE KIOSK DELIVERS A ONE MONTH PAYBACK

Centers using Sync Service Kiosk report that customers love using it, with as many as 80% of transactions taking place at the kiosk. Free up staff for other duties, reduce wait times, upsell on every transaction, and improve order accuracy with the Sync Service Kiosk.



2. ORDERNOW YIELDS ADDITIONAL \$1K OF F&B SALES PER LANE PER MONTH

OrderNow enables self-service sales at the lane, improving profitability by increasing average check total and letting you reduce or redeploy staff. Streamline operations with full integration to Sync POS and direct delivery to remote order printers.



3. ONLINE RESERVATIONS INCREASE LINEAGE BY UP TO 30%

Brunswick—the market leader for 20 years—delivers one of the strongest revenue-driving features of Sync with Online Reservations. Sync processed 616,422 online reservations in 2021 alone! Provide guests with the certainty of having a lane available on arrival, eliminating one of their leading concerns about bowling.



4. ONLINE ORDERING DRIVES INCREMENTAL REVENUE

Build a successful takeout business with the intuitive, convenient, mobile-friendly menu of Sync Online Ordering. Integration with Sync POS and direct processing to remote order printers ensure accurate and efficient order processing.



5. ATTRACTION MANAGEMENT AND DIGITAL WAIVERS MANAGE GUEST FLOW

With embedded waivers and timed-access capacity management, Sync's attraction management and digital waivers features support any attraction within your FEC, from trampoline parks to ropes courses. Manage guest flow and capacity in one system and allow staff to quickly confirm waivers during the check-in process, ensuring that only guests with signed waivers participate.



6. SPARK IMMERSIVE INTERACTIVE BOWLING DELIVERS A PROVEN 13-MONTH PAYBACK

Attract all segments of consumers, from tech-savvy families to professionals to millennials, as Spark incorporates the kinds of technology they use every day in a whole new way. Centers typically increase pricing by 30% for the premium experience that only Spark can deliver.



7. GS NXT FEATURES THE INDUSTRY'S HIGHEST FPS RATING

Brunswick's years of experience, advanced engineering expertise, and ability to integrate the latest technology have culminated in the GS NXT, the most forward-thinking free fall pinsetter ever designed. The GS NXT is easily serviceable by staff who aren't career-long bowling mechanics, with integrated self-diagnostics and easy-to-read displays that simplify troubleshooting.



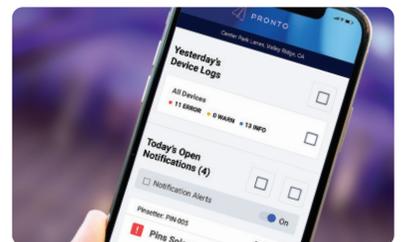
8. 360 CONTROLLER FOR STRINGPIN AND GS NXT SIGNIFICANTLY REDUCES MAINTENANCE REQUIREMENTS

The 360 Controller for GS NXT and StringPin® pinsetters provides on-demand setting control and troubleshooting with a touch-screen system and user interface that's easy to use, powerful, and versatile. Seamless integration with Sync and the Brunswick Cloud takes center operations and maintenance to the next level.



9. PRONTO CENTER OPS MOBILE APP: AN INDISPENSABLE TOOL THAT SAVES MECHANICS' TIME

Pronto is the new center operations mobile app that notifies mechanics and other personnel when bowling center equipment requires attention. This Brunswick exclusive becomes an indispensable tool as it saves mechanics time and ensures centers get the best performance from their equipment.



10. CENTER STAGE ONLANE DINING BRINGS FOOD AND BEVERAGE SERVICE TO THE LANES

Center Stage's OnLane Dining layouts keep customers at the lanes longer with plenty of space to enjoy a full meal. Space to store shoes and personal items is provided under the tables and out of the way.

