



EXPERIENCES

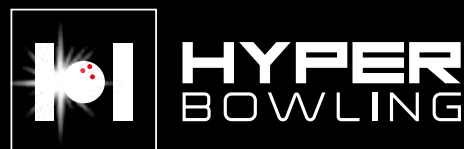
**TRANSFORM FROM OFFERING BOWLING
TO BOWLING ENTERTAINMENT**



WHAT IS BOWLING ENTERTAINMENT?

Creating an on-lane experience to delight each and every guest.

With BES X and HyperBowling, centers have a lot of compelling content and ways for their guests to play!



So how do you make it easy for guests to pick something right for them, the staff to seamlessly deliver and your center to make more money?

Look familiar?

It's a very popular and successful selling best practice used by restaurants...

Introducing:

BES X Experiences!

Make offering bowling entertainment as easy as 1, 2, 3!



HOW DO YOU WANT TO PLAY TODAY?

When your guests arrive, they will see a vibrant menu of bowling entertainment experiences to choose from...

<p>1 HYPERBOWLING \$35 PER LANE, PER HOUR</p> <p>THE ULTIMATE VIDEO GAME ON A BOWLING LANE!</p>	<p>1 COMPETITIVE FUN \$35 PER LANE, PER HOUR</p> <p>WINNING IS FUN, BUT EVEN MORE SO WHEN YOU ARE HAVING A BLAST!</p>	<p>1 TEAM PLAY \$35 PER LANE, PER HOUR</p> <p>WIN TOGETHER WITH THIS FUN AND COMPETITIVE SELECTION OF GAMES!</p>
<p>2 THE CLASSICS \$35 PER LANE, PER HOUR</p> <p>THE TRADITIONAL BOWLING EXPERIENCE EVERYONE LOVES!</p>	<p>2 CHALLENGER PRO SERIES \$35 PER LANE, PER HOUR</p> <p>SERIOUS CHALLENGES FOR THE PRO! WHEN THE URGE STRIKES FOR A LITTLE COMPETITION.</p>	<p>2 LATE NIGHT \$35 PER LANE, PER HOUR</p> <p>IT'S NEVER TOO LATE FOR FUN.</p>
<p>3 FAMILY FUN \$35 PER LANE, PER HOUR</p> <p>FUN AND GAMES FOR THE ENTIRE FAMILY!</p>	<p>3 THE FAST LANE \$35 PER LANE, PER HOUR</p> <p>BIG FUN WITH SHORTER GAME FORMAT. LESS TIME, MORE FUN!</p>	<p>3 POKER NIGHT \$35 PER LANE, PER HOUR</p> <p>WHEN THE SUN GOES DOWN, THE FUN PUMPS UP!</p>
<p>4 ANIMATE YOURSELF \$35 PER LANE, PER HOUR</p> <p>TAKE A SELFIE AND GET INTO THE GAME WITH YOUR AVATAR!</p>	<p>4 BOWLING ENTERTAINMENT \$35 PER LANE, PER HOUR</p> <p>WHEN ONLY THE BEST WILL DO! THE MOST SOUGHT AFTER CUSTOMER FAVORITES!</p>	<p>4 HALLOPIN \$35 PER LANE, PER HOUR</p> <p>EVERY DAY IS A GREAT DAY TO CELEBRATE!</p>



How does it work?

Within each Experience, guests will have several choices of themes, environments and games to play that will be available to them at the bowler console. To help you create the Experiences you want to offer, you start from a library of graphics, videos and predefined kits designed to target potential customer segments. The system combines this graphical content with your own custom names and language, and your price keys as configured in Conqueror to fill the display. Your staff will see the same Experiences on screen when opening a lane, which include descriptions to make it easy for them to explain the offer to the guest. All of this comes together dynamically to beautifully present the available options to your customers!



BES X EXPERIENCES BENEFITS

FOR YOUR GUESTS

- Make the choice **easy** for them – as simple as 1, 2, 3!
- Enhance their experience with BES X and HyperBowling content to create unique and memorable bowling visits!

FOR YOUR STAFF

- They can easily and **confidently upsell** the entertainment that BES X and HyperBowling can offer!
- BES X Experiences fit right into the normal front desk workflow, even at busy times – so there is no stress or slowdowns!

FOR YOU

- You'll be able to charge for the unique bowling entertainment choices you are offering as it positions bowling as an **attraction** to differentiate you from other bowling and non-bowling choices!
- BES X Experiences have the power to make it easier than ever for you to get the most from your investments in BES X and HyperBowling!



1 | **HYPERBOWLING** **\$40**
PER LANE, PER HOUR
(UP TO 8 PLAYERS)

HYPER BOWL HYPER BOWL PRO HYPER [SQUAD] HYPER ACTIVE

THE ULTIMATE VIDEO GAME ON A BOWLING LANE!

2 | **GET INTO THE GAME!** **\$35**
PER LANE, PER HOUR
(UP TO 8 PLAYERS)

STAR WARS

3 | **FAMILY FUN** **\$35**
PER LANE, PER HOUR
(UP TO 8 PLAYERS)

PLAY WITH YOUR FAVORITE CHARACTERS. PERFECT FOR FAMILIES!

4 | **CLASSIC** **\$30**
PER LANE, PER HOUR
(UP TO 8 PLAYERS)

TRADITIONAL BOWLING AS YOU'VE ALWAYS PLAYED

EXPERIENCES



TRANSFORM FROM OFFERING BOWLING TO BOWLING ENTERTAINMENT

QUBICA AMF

MAKING BOWLING **AMAZING**

TRANSFORM FROM OFFERING BOWLING TO **BOWLING ENTERTAINMENT**

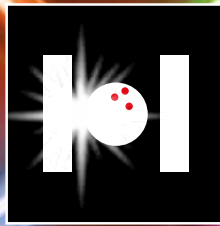
MAKE OFFERING
BOWLING ENTERTAINMENT
AS EASY AS 1-2-3!

ENDLESS
ON-LANE ENTERTAINMENT
CHOICES TO DELIGHT YOUR GUESTS!



HYPER
GAMES

THE AMAZING BLEND
OF BOWLING AND GAMING!



HYPER
BOWLING



HYPER
GLOBALMOODS

AMAZING VISUAL EFFECTS
TO WOW YOUR CUSTOMERS!

UNLEASH THE FULL POTENTIAL **OF BOWLING**