Redefine the bowling experience. Grow your business.

SYSTEM FEATURES	BES X	BES X ULTIMATE
Grids & Environments		
HD Signature Grids	x	x
HD Signature Grids with Bowler Pictures	x	x
Classic	x	x
Bubble Gum	x	x
Sport	x	x
Birthday Graphics & Animations	x	x
Games		
Lucky Train	x	x
Lane Lotto	x	x
Poker	x	x
Sledge Hammer	x	x
Classic Games 3-6-9, No Tap, Odd/Even, Low Game, Best Ball, Best Frame, Odd Duck, Even Better	x	x
Strike Challenge**	x	x
Your Lane Your Way	x	x
HD Signature Welcome Messages	x	x
Advertising & Display Module	x	x
Expansive Language Support	x	x
Complete Tournament Support	x	x
Extend bowling session from the bowler console	x	x
Live On-Demand Statistics	x	x
Virtual Waiter*	x	x
Video Intercom*	x	x
Kids & Birthdays Bundle Includes: Oceano, Prehistorica, Fairy Tales, Birthday Joy, Birthday Wheel, Bowlopolis	optional	x
Family Fun Bundle Includes: Bowlin' Hood, Monster Factory, Hallopin, Christmas Joy, Christmas Wheel	optional	x
Teens & Young Adults Bundle Includes: Facebook® GameConnect*, Lane Chatter*, Character Factory, Energy, Disco, Magic Wheel	optional	x
Competitive Fun Bundle Includes: Bowling Plus, Last Pin Standing, Head Huner, PBA Tour, Red Pin, Striker, Mega Slot	optional	x
Corporate & Group Events Bundle Includes: YouToons*, Battle on the Lanes, Rocky Road Race, Vintage	optional	x

EXCLUSIVE FEATURES	BES X	All other systems
EXTREME FUN FOR EVERYONE		
Mad Games - Four short and easy to score games	●	O
YouToons - Turn customers into characters on the screen!	●	O
Three themed birthday environments - Oceano, Prehistorica and Fairy Tales	●	O
Largest selection of on-demand environments, games and games formats	●	O
Number of graphical themes and games	44	Up to 25
Number of animations	Over 1,300	Up to 350
All games are part of the scoring system	●	◊
True graphical environments with animations, themed grids, backgrounds and sound	●	O
Your Lane Your Way - Theme and game selection from the bowler console	●	◊
Customizable theme and game selection from the SuperTouch LCD console	●	O
Signature Grids - HD scoring grid with bowler pictures	●	O
Customizable grid background	●	◊
EXCITING COMPETITIVE PLAY		
Bowling Plus	●	O
Score Assist	●	O
Live, on-demand bowler statistics from the SuperTouch LCD console	●	O
Complete Tournament Support	●	O
Online scoring available	●	◊
Adaptive Skill Levels	●	O
Skill Games	●	O
Complete set of Classic Games	●	O
Global Games	●	◊

* Requires SuperTouch LCD Console.

* *Requires MMS

● Exclusive
◊ Available in some systems provided by other companies
O Not Available

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EXCLUSIVE FEATURES	BES X	All other systems
EXTENDED SOCIAL REACH		
Facebook® GameConnect - Lane activity published on social media from SuperTouch LCD console	●	o
Lane Chatter - Chat between lanes from SuperTouch LCD console	●	o
AN EXCEPTIONALLY EASY AND RELAXING EXPERIENCE		
Virtual Waiter - Order F&B live from the SuperTouch LCD console	●	o
Video Intercom - Video call to front desk from the SuperTouch LCD console	●	o
SuperTouch LCD Console - Tablet technology, LCD console	●	o
Embedded camera for bowler pictures	●	o
EasyKey - Individual key lit keyboard consoles	●	o
LED Color Effects - Color lights on bowler consoles for color wash effect	●	o
Extend Bowling Session from the bowler console	●	o
Dynamic and Customizable Signature Welcome Screens	●	o
Multi Media System (MMS) - Integrated digital signage system available	●	◊
Trouble Call System (TCS) - Integrated mechanic call system advises customers on overhead monitors	●	o
EXTREME MARKETING POWER		
Complete in-center 'Coming Soon' marketing kits to promote system	●	o
Complete in-center marketing kits to target specific customer segments	●	o
Animated advertising on scoring monitors	●	o
Scoring monitors and SuperTouch LCD consoles used as digital signage output	●	o
TECHNOLOGY & DESIGN		
True HD system output and HDMI connection between system and monitors	●	o
System based on today's state-of-the-art technology and design	●	o
Industrial-strength hardware with no hard drive and no moving parts	●	o
One scoring electronic box every two lanes	●	◊
Wireless option for keyboard consoles	●	◊
Extensive language support	●	o

Patents and IPR

The Birthday Themed Party Solution is protected by U.S. Patent No. 8,152,636. BES X is protected by U.S. Patent No. 7,837,571 and No. 5,683,080. YouToons is protected by U.S. Patent No. 8,687,066. Trouble Call System is protected by U.S. Patent No. 8,628,428. Additional patents are pending for BES X, SuperTouch, the Easykey Keyboard and the LED Color Effects in US and Europe