



The world's only Bowler Entertainment System



**1977**  
AMF brings the world its first automatic scoring system



**1993**  
Qubica introduces the Bowland scoring technology and becomes, in less than 10 years, the scoring market leader of the entire bowling industry



**2002**  
Qubica introduces BES, the world's first Bowler Entertainment System



**2013**  
QubicaAMF introduces BES X, its biggest effort in scoring and management system development ever, and unmatched by anyone



## Extreme QubicaAMF innovation at work

At QubicaAMF your success is our priority. We know that we can't be successful unless you are.

That's why we take innovation so seriously, and aggressively invest to create products designed to grow your business and bring you the success you deserve.

We employ the best, largest and most experienced Research and Development team in the industry. No one else invests as much as we do in product innovation, every year. With a team of over 50, including product managers, designers, engineers, analysts and programmers on staff, we have the skills, knowledge, experience and development power necessary to truly innovate today's bowling business.

As a result of extensive market research, the implementation of a new process for product innovation and of over 3 years of investments in research and development, we are very proud to deliver BES X—the world's only Bowler Entertainment System.

BES X is a true revolution in modern automatic scoring and is the only system in the world designed with your customers in mind—to grow your business and make you more money.

BES X brings true game-changing potential to your business. No other scoring system introduced in the last 20 years gets even close to the innovative power of BES X.

Today, over 300 centers around the world are successfully using BES X. With 100,000 QubicaAMF equipped lanes installed in more than 80 countries, QubicaAMF remains the world's foremost industry authority—and the best choice to take your bowling business beyond what you can imagine.



## The Challenge

- *Do you find it hard to fill up your lanes, get your customers to bowl more or visit more often?*
- *You know that the experience you offer to your customers is critical to your success, but do you struggle to find ways to improve it in order to grow your business?*
- *The current economic environment has damaged your business and you need new ways to make your business shine again.*
- *You realize that every customer is different and needs specific entertainment options – but you do not know how to satisfy the individual and unique needs of each segment to maximize spending and visits.*

We know the challenges centers face today are real and the task of growing bowling is not an easy one.

Scoring systems revolutionized the bowling industry when they were introduced by extending the reach of the game. Today, automatic scoring is the expectation and on its own, is not enough to drive people to go bowling.

To find new ways to grow bowling, we started by understanding what problems proprietors feel are in the way of delivering a better bowling experience. That's why we interviewed hundreds of proprietors in over a dozen countries.

We also researched why people go bowling today and what we found is that there are common elements that together make the bowling experience compelling to most people.



## Did you know?

Most people go bowling because they like to:

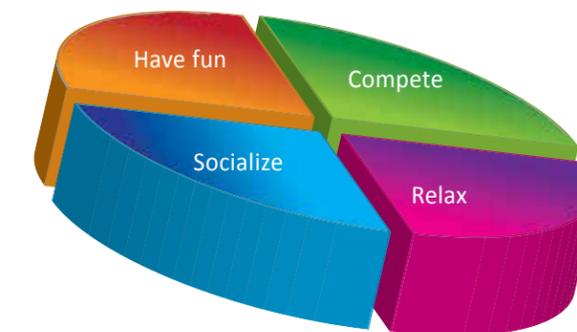
- Have fun
- Relax
- Socialize
- Compete

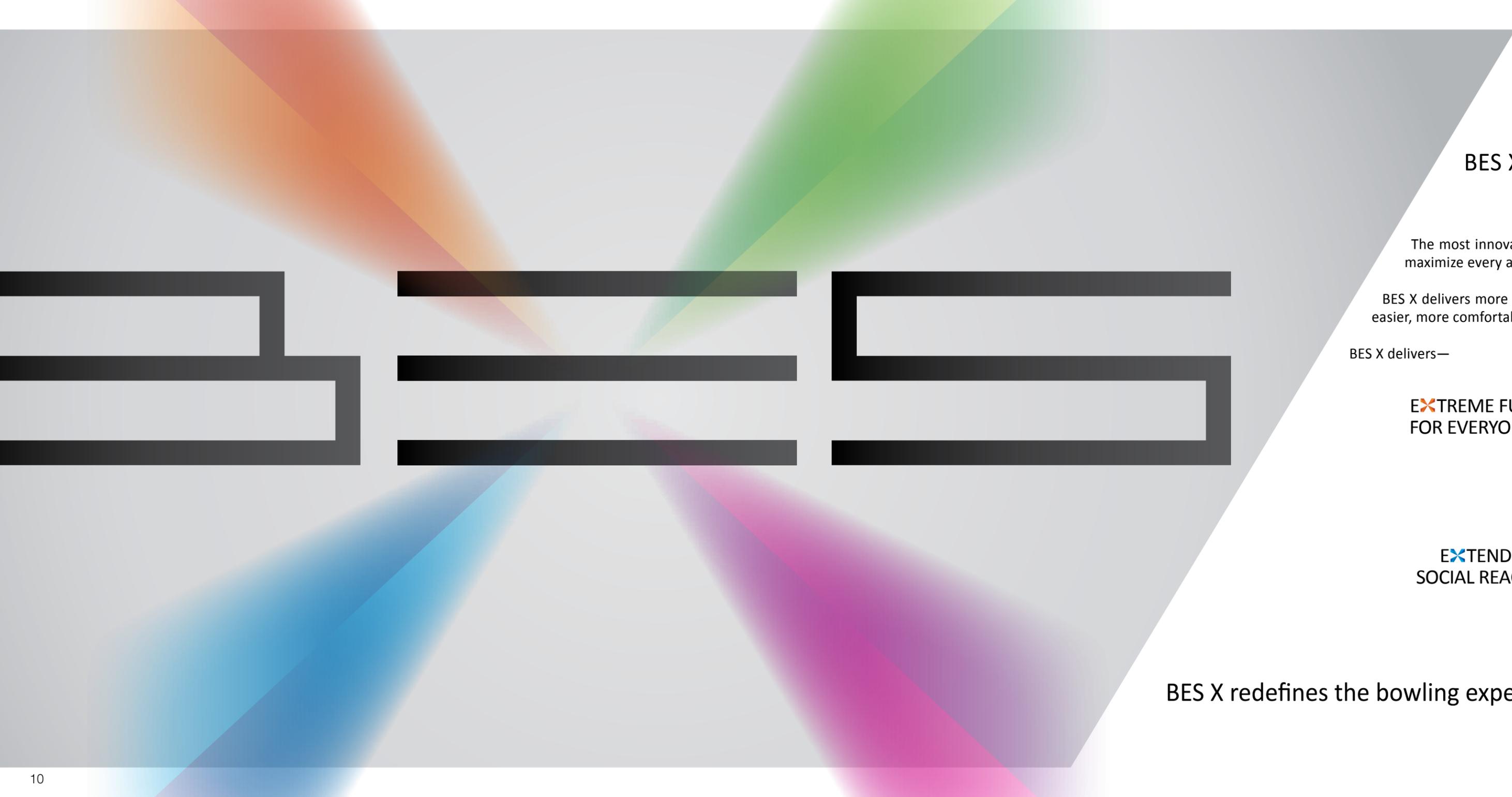
People find one or more of these elements of the experience attractive and compelling, and choose bowling in response.

How powerful would it be if you were able to maximize every element of the bowling experience—to get more customers, increase their visit frequency, lineage and revenue?

How powerful? VERY.

Unlike any other automatic scoring system on the market today, only BES X has been specifically engineered to help you give today's customers what they want.





## BES X | Redefine the bowling experience. Grow your business.

The most innovative, and world's only, Bowler Entertainment System from QubicaAMF is designed to maximize every aspect of what makes bowling appealing to customers.

BES X delivers more fun, more ways to socialize and more competitive excitement—while making bowling easier, more comfortable and relaxing for people of all ages.

BES X delivers—

**EX**TREME FUN  
FOR EVERYONE



**EX**CITING  
COMPETITIVE PLAY

**EX**TENDED  
SOCIAL REACH



**EX**CEPTIONALLY EASY  
AND RELAXING

BES X redefines the bowling experience by giving today's customers what they want.

## REDEFINED FUN



## BES X equals | EXTREME fun for everyone

Having fun is the most important reason that brings people to bowling and entertainment centers. But proprietors have told us that the traditional 10 pin game is too long and not easy to understand for many customers. They also told us that traditional scoring systems don't adapt to the individual needs and tastes of different customer segments.

BES X has been designed to overcome these problems. Only BES X gives you the widest and most innovative variety of on-lane entertainment options anywhere—maximizing your ability to satisfy each and every one of your customers, maximizing on-lane fun.

From engaging graphical environments to new and exciting, cutting-edge game formats. BES X ignites all of your customer segments with fun designed specifically for each of them.

- Exclusive Mad Games
- Exclusive YouToons
- Exclusive Themed Birthday Parties
- Exclusive The largest selection of on-demand environments, games and game formats

### DID YOU KNOW?

89% of people said that the most important thing when they bowl is to *have a good time*

Based on research conducted by Strike Ten, 2006.





EXTREME fun for everyone

## Mad Games Shorter, Easier, More Fun and More Profitable

### Exclusive Mad Games

Many casual bowlers find the 10-frame format too long and the scoring calculation rules too hard to comprehend. The traditional grid doesn't intuitively appeal to them and doesn't help proprietors to attract and retain new customers on the lanes.

BES X exclusively solves these problems with the Mad Games collection. Four stimulating Mad Games allow you to let your customers bowl in a way that is easier to understand, faster to finish and uniquely aligned to their taste. At the end of the experience your players can also extend the fun—and talk up your center—with customized pictures they can take home and share.

Mad Games increase your opportunity to extend the reach of bowling to more consumers resulting in more games played, longer time spent on the lanes and greater revenue.

### Mad Games Highlights:

- Shorter, easy to understand formats
- Simpler ways to score
- Faster bowling pace to keep them entertained longer
- Game themes tailored to specific customer segments
- Videogame-like, 2D and 3D visuals
- Customized, take-home pictures from the system

### Mad Games collection:

- Monster Factory
- Character Factory
- Bowlin' Hood
- Battle on the Lanes





**EXTREME** fun for everyone

## Watch Your Customers Come to Life and Keep Them Engaged

### Exclusive YouToons

Take your players inside the game. Then sit back and watch them become diehard customers. Once they take their pictures of themselves, YouToons merges those images into the scoring animations, turning your customers into hilarious characters on the screen as they bowl.

It's great for corporate or team-building events, and even includes a "boss" character showcasing that critical role in the organization. YouToons even allows you to create customized giveaways for bowlers to take home.

Only YouToons allows you to get bowlers involved and keep them engaged in a way no one has ever experienced.

### YouToons Highlights:

- Customer's pictures taken at the front desk or from the SuperTouch LCD console
- Three pictures per customer are embedded into the system's animations
- Ideal for groups and corporate parties
- Highlights the role of group leader with special animations
- Also suited for teen and adult open play
- Customized take-home printed pictures from the system



EXTREME fun for everyone

## Celebrate More Profitable Days

### Exclusive Themed Birthday Parties

Every bowling center owner knows birthday parties are huge money-makers. And BES X Themed Birthday Parties are one of the best ways to capitalize on this opportunity.

Let your bowlers choose from three themed birthday parties all featuring dedicated graphical environments and games to best suit their celebration.

### Themed Birthday Party Environments:

- Prehistorica
- Fairy Tales
- Oceano
- BES X Birthday

We also offer specific themed birthday training and marketing kits including table sets, fun boxes, posters, parent's guide, promotional birthday elements and more, to set your center apart and offer the best birthday parties available in the industry. Kids and their friends will love the party at your center. Parents will enjoy how easy it is to host a great party. And everyone will want to come back.

### DID YOU KNOW?

84% of parents we interviewed stated that having a Themed Birthday Party made their child's experience more enjoyable.  
83% of respondents said they believe it is worth paying more for a themed party. And 95% of parents reported they would recommend a themed bowling birthday party to other parents.

Based on research conducted by QubicaAMF, 2006/2007





**YLYW**

**EXTREME** fun for everyone

So Much to Offer,  
Your Bowlers May Never Leave

**Largest Selection of Environments**

BES X lets your bowlers enjoy 18 different environments, with animated and themed backgrounds, animated scoring grids and over 1,300 animations. The graphics are stunning and designed to appeal to each customer group. With all of these possibilities, running special events is super-easy.

**Largest Selection of Games and Formats**

BES X is so much more than a scoring system. Offer your players Classic, Hot Shot, Chance, Global, Skill and Mad Games. With 23 single-lane and multi-lane games the fun never stops—and your bowlers have that many more reasons to stay and play.

**Your Lane Your Way**

A QubicaAMF industry first, Your Lane Your Way gives customers the freedom to select their favorite environment or on-lane game, right from their bowler console, choosing from option sets you define. When players get what they want, they bowl more and visit more often.

**HD Signature Grids**

Show your players that it's all about them. These new high definition grids let them use their favorite image as the scoring background—by loading a picture at the front desk, or by taking one right at the lane with the camera-equipped LCD console.

**Best Quality**

Bring what customers see in the cinema and on TV right into your center. With captivating cartoons, sound, 3D effects and real-life videos, the graphic quality of BES X scoring grids, backgrounds, animations and games is unmatched—and will have your players talking.



**HD SIGNATURE GRIDS**

**YLYW**  
YOUR LANE, YOUR WAY

**HD SIGNATURE GRIDS**

**DID YOU KNOW?**

47% of customers we interviewed reported that being able to change their scoring graphic theme encourages them to bowl more often. And 80% of the people said that they would try other scoring graphic themes in the future.

Based on research conducted by QubicaAMF, 2006/2007

**PBA ESPN** Footage courtesy of ESPN Enterprises, Inc. and of the Professional Bowlers Association. QubicaAMF's BES library features action clips of professional bowlers on the PBA Tour. Watch the PBA on ESPN.

## REDEFINED COMPETITION



## BES X delivers | EXCITING competitive play

The competitive element is a key component of the bowling experience.

Young or old. Expert or novice. Everyone likes to win, whether beating friends at a friendly game or putting it on the line for the big tournament trophy.

With a wide variety of features, thrilling games and environments offered nowhere else, BES X enhances competitive play at any level—fun or sport.

BES X also offers the exclusive new Adaptive Skill Level Games to help the less experienced win, even against the most experienced bowler.

BES X helps keep the competition going—and the revenue rolling in.

- Exclusive Bowling Plus
- Exclusive Score Assist
- Exclusive Adaptive Skill Level Games
- Exclusive Skill Games
- Exclusive On-Lane Live Statistics
- Exclusive Largest Selection of Classic Games
- Exclusive Complete Tournament Support

### DID YOU KNOW?

38% of people consider *taking on a challenge* an important factor when they choose activities outside of home.

Based on research conducted by Strike Ten, 2006.

**BOWLING  
PLUS**

**SCORE  
-ASSIST-**

**SKILL  
GAMES**

**Atx  
Classic  
games**

**GLOBAL  
GAMES**

EXCITING competitive play



## The Competition Just Got a Little More Thrilling

### Exclusive Bowling Plus

Let everyone feel the excitement! Bowling Plus displays the top moments of the game—while the action is happening, providing easy-to-understand statistics: who's leading; how much you need to score to take the lead; highest number of strikes; and much more. It's like having your own personal commentator on the lanes! Scores and competition have never been so easy and exciting to follow.

### Exclusive Score Assist

A new feature within Bowling Plus, Score Assist helps aspiring bowlers improve their skills by familiarizing them with how to score the game. Put them on the road to becoming passionate, expert players, and familiarize them with how to score the game. BES X makes it easy.

### Exclusive On-lane, On-demand Live Statistics

BES X uniquely allows bowlers to review their game statistics on-lane, live and on demand. Let them enjoy the possibility to choose among many different informative screens, all easy to read and access only from the touch screen LCD.

### Exclusive Complete Tournament Support

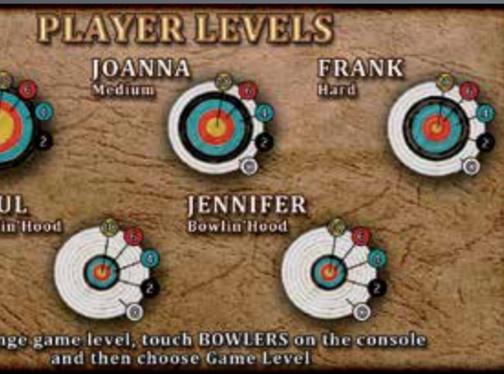
With BES X you can make every tournament the best anyone has ever had. It lets you preset every aspect of the event, sign-in bowlers, handle multiple events and squads, even automate the most complex lane movements. Plus, you can post standings throughout the center and beyond through comprehensive reports, along with our Multi Media System (MMS) and Online Scoring Module. You won't believe how smooth and easy tournaments will be for you and your staff.



# BOWLING PLUS

**BOWLING PLUS** SCORE  
-ASSIST-

EXCITING competitive play



## Now Every Bowler Can play to Win

### Exclusive Adaptive Skill Level Games

Now every bowler can have fun and play to win. With our new Mad Games, like Battle on the Lanes and Bowlin' Hood, the less experienced bowlers can win against even the most experienced—because every bowler can choose their own skill level. The system automatically does the rest—keeping the competition fair and exciting for everyone.

### Exclusive Skill Games: Head Hunter and Last Pin Standing

These skill games enhance the fun component of the competitive experience. They allow bowlers to compete in a new way that is easier to follow by eliminating the complexity of computing spares and strikes from the score, while still offering a competitive challenge. These games make it easy to keep everyone's attention with their shorter duration and simpler score calculation when compared to the traditional 10-frame game.

### Exclusive Largest Selection of Classic Games

Your serious competitive bowlers long for no-frills action. Here's your chance to keep them coming back with games they can integrate right into their match. Only BES X offers a complete set of six classic variations on the traditional bowling game: No Tap; 3-6-9; Odd-Even; Best Ball, Best Frame; and Low Game plus 2 new games, "Odd Duck" and "Even Better", another BES X exclusive.

### Global Games

A memorable experience with games involving all lanes, each one bowling against the other, live. This is also an opportunity to make it special for groups, letting them have their own "global" challenge, even with more than one organized group or party at a time. Bowling all together is better, make it their night or special event a memorable experience and let your center become "their" place.





## REDEFINED SOCIAL

## BES X empowers | EXTENDED social reach

People go bowling to socialize, but traditional scoring systems don't allow them to extend their reach beyond the lanes. Let them share their experience with their social network and socialize with other people in the center, and you've made a "friend" for life.

BES X lets you do exactly that. Dedicated to keeping you on the forefront of today's trends, it provides exciting ways for your customers to socialize with their on-lane companions, and "share" their experience.

- Exclusive Facebook® GameConnect
- Exclusive Lane Chatter

**DID YOU KNOW?**  
79% of people like to *socialize with their friends or family* when they bowl.

Based on research conducted by Strike Ten, 2006.



Facebook® and  are registered Facebook trademarks.

EXTENDED social reach



## Make New Friends

### Exclusive Facebook® GameConnect

Put your players in touch with their “friends”—right from the lanes. With BES X, they can “Like” and “Check In” at your center, and publish game events directly to Facebook—all from the LCD bowler console.

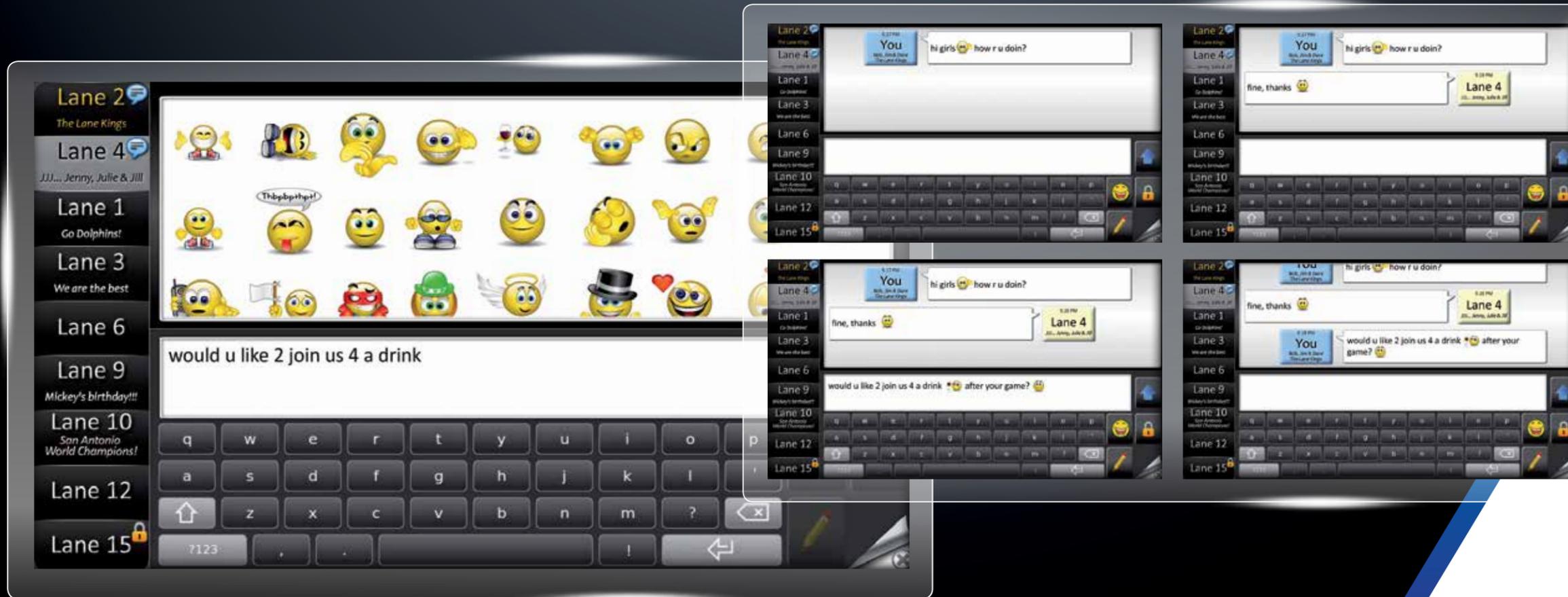
Facebook® GameConnect keeps bowlers involved in the game while letting them share their fun on Facebook, without interrupting play. GameConnect enables them to post exclusive content from their game, including bowling graphics, achievements, and results, automatically—something they couldn't accomplish with their smartphone.

With BES X you can deliver the social experience your customers want, and have come to expect.

### Exclusive Lane Chatter

Nothing gets players excited and bowling longer than having fun and socializing with friends. With BES X they can extend their ability to meet people and exclusively chat and text with other lanes—right from the LCD bowler console.

Enhancements like emoticons help people break the ice, meet new people, and expand their social reach. The result is a better social experience, more time spent in your center and more revenues for you.



### DID YOU KNOW?

On average, 955 million people use Facebook every month and 552 million people use Facebook every day.

Based on information on Facebook® web site, June 2012



REDEFINED EASY



BES X provides | an EXCEPTIONALLY easy and relaxing experience

It's simple. People bowl because the experience is enjoyable, relaxing and worry-free. And they don't bowl when it isn't.

That's why we made sure BES X is the easiest and smartest system in the world to interact with, slashing the time customers spend trying to figure things out, and helping them stay focused on the game. BES X innovative consoles, intuitive interfaces and new ways of communicating all combine to help you give bowlers the most comfortable and relaxing on-lane experience available today.

- Exclusive Virtual Waiter
- Exclusive Video Intercom
- Exclusive SuperTouch LCD Console
- Exclusive EasyKey Keyboard
- Exclusive Color Effects LED Lighting
- Exclusive Extend the Bowling Session from the Lane
- Exclusive HD Signature Welcome Screens

DID YOU KNOW?

74% of people consider being able to relax an important factor when they chose activities outside of the home. And 58% of people consider being easy to do an important factor when they chose activities outside of the home.

Based on research conducted by Strike Ten, 2006.





an **EXCEPTIONALLY** easy and relaxing experience

## Personalized Service at a Lower Cost

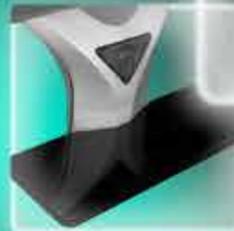
### **Exclusive Virtual Waiter**

Virtual Waiter allows customers to order F&B very comfortably, as if a real waiter was always available on the lane, at their full disposal. The system provides menus right on the lane through the LCD touch screen console and allows the customer to order making a video call, when he is ready. The remote waiter talks to the customer and sends the order straight to the kitchen. Your staff can also video call the lane console screen proactively, to see if the customers need anything.

Now the staff can serve bowlers without running back and forth while maintaining the personal touch needed to provide great service. For customers it is easy to order since they won't have to wait in line. Virtual Waiter technology provides new opportunities for increased F&B revenue minimizing servers cost.

### **Exclusive Video Intercom**

Make old intercoms, and old ways of communicating, obsolete with the world's first video call system available on a bowling lane! Now your front desk staff can have a video call with any lane from the Conqueror Pro management system. It makes every interaction more personal, and lets your staff look at what's happening on lanes without leaving their station.



an **EXCEPTIONALLY** easy and relaxing experience

## Put Bowlers in Touch with the Best

BES X consoles design and functionality, truly take bowler interaction and on-lane customer experience to the next level. Our R&D team worked countless hours to fine-tune every detail.

Infused with high-tech engineering and designed to attract today's bowlers, they come with simple yet powerful interactive screens featuring our exclusive SuperTouch and EasyKey technologies.

They're also very rugged, take up little space and are designed to add so much to your bowlers' experience and your center's appeal.

### **Exclusive SuperTouch LCD Bowler Consoles**

SuperTouch gives a real new purpose to on-lane touch screen consoles, beyond score corrections and name inputs. They offer a sleek, super-modern look and feel just like you'll find on the latest tablets and smartphones—and provide a user interface conceived for extreme ease of use. Along with access to innovations like YouToons, Facebook® GameConnect, Lane Chatter and Virtual Waiter, they also let bowlers review game statistics, individual standings, frame progression, and much more—all “live” and at their fingertips with a simple touch.

The attractive design, sophisticated functionality and simple user interface of the SuperTouch provides bowlers what they have come to expect today and will dramatically improve the on-lane experience you provide to your customers.

### **SuperTouch Highlights:**

- Tablet design, look, feel and technology
- Exclusive LED Color Effects
- LCD Touchscreen user interface designed for extreme ease of use
- Embedded camera for bowlers pictures
- Virtual Waiter
- YouToons
- FaceBook® GameConnect
- Lane Chatter
- Video Intercom
- Two configurations: one per lane or one per pair

Facebook® and  are registered Facebook trademarks.

**super**  
TOUCH



an EXCEPTIONALLY easy and relaxing experience

## EasyKey Keyboards—Intuitive Keys Light Up Navigation

### **Exclusive EasyKey Keyboard Consoles**

Clean, simple and effective, with nothing between your players and incredible bowling. That's what EasyKey keyboards are all about. Their intuitive navigation ensures only relevant keys light up. Plus, they have a high-tech look and feel that makes anyone—pros or beginners—actually want to interact with the scoring system.

### **Exclusive LED Color Effects**

With the new LED Color Effects light feature, BES X consoles are capable of projecting over 16 million colors on the pedestal and surrounding floor, creating a fabulous effect in your center. They also provide a sophisticated way to help your players find their way to their lane, after check in, fast. You have to see it to believe it!

### **EasyKey Highlights:**

- Smooth, black surface keypad design
- Only relevant keys are highlighted during play for extreme ease of use
- Backlit LED technology behind each key
- Designed to take up minimal space
- Three configurations: one per lane (single), one per pair (shared), one per pair with twin keypads



an **EXCEPTIONALLY** easy and relaxing experience

## Welcome Your Customers—Make it Their Lane

### **Exclusive Extend Bowling Session Directly from the Lane**

BES X can automatically prompt your customers at the end of their game allowing them to extend their prepaid session—without having to leave the lane. The transaction is very smooth and the staff is immediately prompted with the request for the additional bowling to be added to the lane tab.

How many times do they think about bowling one more game, but the session is already closed? You hope that they go to the front desk to ask, but they don't always. Make it easier for them to stay longer, bowling that extra game they are thinking about—while spending more too.

### **Exclusive Dynamic HD Signature Welcome Screens**

As soon as the lane is opened, BES X displays all the information bowlers need to get to the right place. An oversized lane number, the names of the bowlers, the name of the group for reservations, or the name of the team and of the event for leagues and tournaments—are automatically displayed. There is also the option to add a custom picture for each lane, which can be chosen when the lane is opened, or even preset in advance for reservations and competitive events.

You can make it “their lane” with a truly personalized service and minimal impact on your staff. It will also make it easier for them to find their lane, helping to reduce walk-down times.

### **QubicaAMF MMS and TCS Integration**

BES X enhances the power of QubicaAMF's Multi Media System (MMS) and Trouble Call System (TCS). Seamlessly integrating with both. With MMS it can use the scoring monitors and LCD touch screens to display advertising, waiting list, price lists, and scores from other lanes right on the bowler's lane. With TCS, it can speed problem resolution times and prevent bowler frustration by informing technicians and bowlers when technical problems occur.





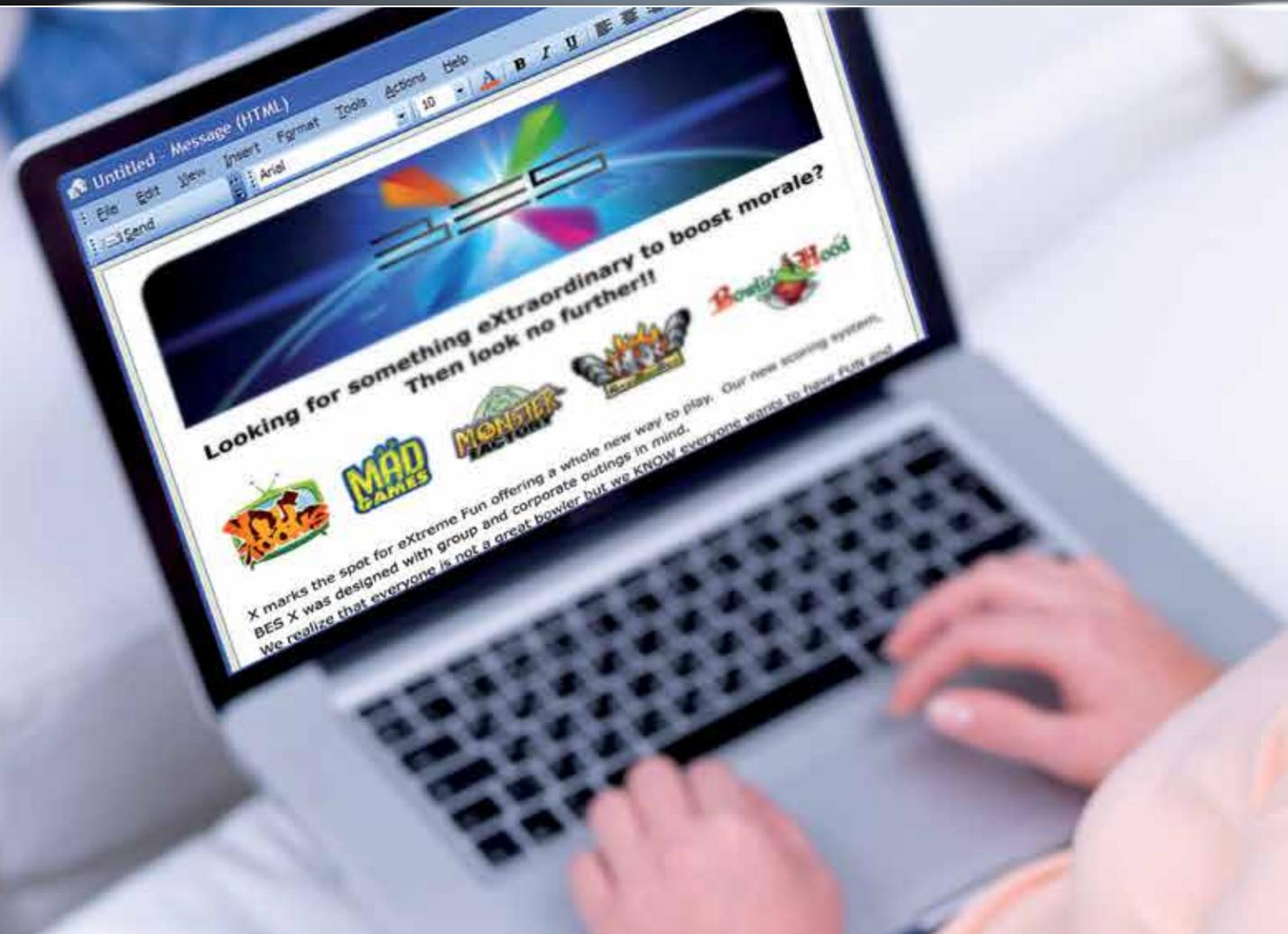
BES X unleashes | EXTREME marketing power

Growing your business and competing with all the consumer entertainment options is a big challenge. To succeed, centers like yours must continually reach out to attract and re-engage customers, while constantly improving the bowling experience itself.

But it's not easy. Marketing takes lots of time, and requires a high level of expertise. What's more, visually appealing, professionally designed materials are both expensive and hard to come by. Until now.

BES X has true cutting-edge features that redefine the on-lane experience. But how do you market them to drive traffic and revenue? How do you make sure the system is fully utilized and the experience is actually improved? How do you match the many BES X innovations to the right types of customers? BES X Marketing Kits.





Unleash EXTREME marketing power

Attracting Players has Never Been so Simple

Ready-made marketing kits. Colorful, powerful—and the first of their kind in the bowling industry, BES X Marketing Kits have everything you need to attract players like a magnet, providing a simple, yet comprehensive way to—

- Quickly launch exciting new marketing programs
- Target, reach and motivate all customer types
- Promote the great experience awaiting them with BES X
- Consistently communicate with customers—inside and outside your center
- Elevate the image of your center with ads, videos, Web showcases and more
- Edge out the competition

**All kinds of tools. For every kind of customer**

BES X comes with six marketing kits to promote the arrival of the system and target all major consumer groups:

- BES X Introduction, including 'Coming Soon' Teaser
- Kids and Birthday Parties
- Teens and Young Adults
- Corporate and Group Events
- Competitive Play
- Family Fun

BES X Marketing Kits help you grow your business by reaching out to more customer segments—for more revenue and profits.

**Each of the six marketing kits includes:**

- How-To Promote Guides: Marketing ideas to make the most of your new system to a specific target audience
- Animated and static ads for MMS in-center monitors and BES X overhead monitors
- In-center posters and banners
- Point-of-sale displays
- Print ads
- A plug-and-play showcase to promote BES X on your website
- Email campaigns
- Press releases
- Flyer templates
- Phone messages/DJ greetings
- Radio campaign language

BES X Marketing Kits are made available based on specific license or bundles purchased.



## Reach All of Your Customer Types with BES X

The extensive set of options provided by BES X is structured in bundles including a complete set of games and environments dedicated to each customer segment—kids and birthdays, family fun, teens & young adults, competitive fun and corporate & group events.

Just identify which part of your clientele you want to target, and choose the right BES X option to attract them.

KIDS & BIRTHDAYS

FAMILY FUN

TEENS & YOUNG ADULTS

COMPETITIVE FUN

CORPORATE & GROUP EVENTS

- Birthday Joy
- Oceano
- Prehistorica
- Fairy Tales
- Birthday Wheel
- Bowlopolis\*

- Bowlin' Hood
- Monster Factory
- Christmas Joy
- Hallopin
- Christmas Wheel

- Energy
- Disco
- Magic Wheel
- Character Factory
- Facebook GameConnect 
- Lane Chatter 

- Head Hunter
- Last Pin Standing
- Bowling Plus
- PBA Tour
- Red Pin
- Striker
- Mega Slot

- Battle on the Lanes
- Rocky Road Race
- Vintage
- YouToons 

 Requires SuperTouch LCD

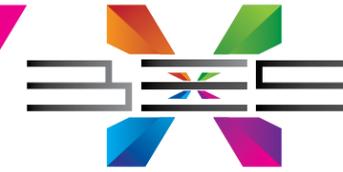
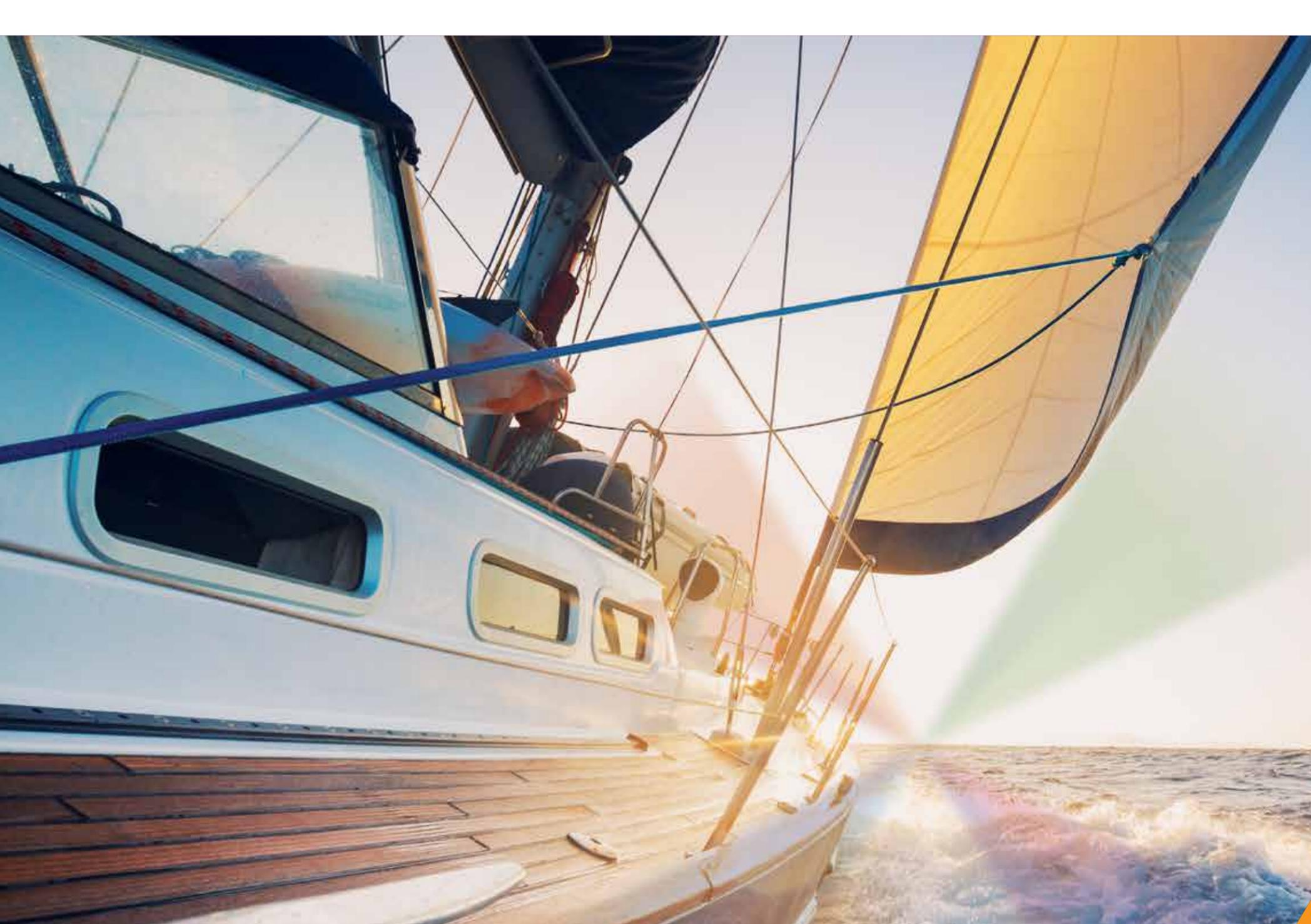
\*The center must be a Bowlopolis® registered BPAA customer in order to purchase/activate the environment. Available only in US and Australia

Facebook® and  are registered Facebook trademarks.



Footage courtesy of ESPN Enterprises, Inc. and of the Professional Bowlers Association. QubicaAMF's BES X and BES libraries feature action clips of professional bowlers on the PBA Tour. Watch the PBA on ESPN.

**DID YOU KNOW?**  
 BES X is the world's only true High Definition scoring and entertainment system, with the best graphics and readability on the market. With its industrial-strength design, and no hard drive, fan and moving parts it's the easiest system to own and run. Only BES X offers unmatched day-to-day reliability and performance.



## Redefine the bowling experience. Grow your business.

BES X has been designed to take every aspect of what makes bowling appealing to people, to the next level.

It redefines the on-lane experience for every customer, delivering more fun, more competitive excitement and providing more abilities to socialize—all while making the experience easy and relaxing.

With BES X your customers will enjoy bowling in your center more, they'll want to visit more often and bowl longer. You'll enjoy happier players, loyal repeat bowlers, higher revenues and greater profitability.

See BES X in action.

**Watch the video at [www.qubicaamf.com/en-US/Bowling-Scoring-System-BES-X](http://www.qubicaamf.com/en-US/Bowling-Scoring-System-BES-X)**

Visit us online at [www.qubicaamf.com](http://www.qubicaamf.com) or call your QubicaAMF representative today! And be sure to ask about our Conqueror Pro management system and related options.



Make  the next big thing for your center!



## Redefine the bowling experience. Grow your business.

SYSTEM FEATURES	BES X	BES X ULTIMATE
<b>Grids &amp; Environments</b>		
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
<b>Games</b>		
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
<b>Your Lane Your Way</b>	X	X
<b>HD Signature Welcome Messages</b>	X	X
<b>Advertising &amp; Display Module</b>	X	X
<b>Expansive Language Support</b>	X	X
<b>Complete Tournament Support</b>	X	X
<b>Extend bowling session from the bowler console</b>	X	X
<b>Live On-Demand Statistics</b>	X	X
<b>Virtual Waiter*</b>	X	X
<b>Video Intercom*</b>	X	X
<b>Kids &amp; Birthdays Bundle</b> Includes: Oceano, Prehistorica, Fairy Tales, Birthday Joy, Birthday Wheel, Bowlopolis	optional	X
<b>Family Fun Bundle</b> Includes: Bowlin' Hood, Monster Factory, Hallopin, Christmas Joy, Christmas Wheel	optional	X
<b>Teens &amp; Young Adults Bundle</b> Includes: Facebook® GameConnect*, Lane Chatter*, Character Factory, Energy, Disco, Magic Wheel	optional	X
<b>Competitive Fun Bundle</b> Includes: Bowling Plus, Last Pin Standing, Head Hunter, PBA Tour, Red Pin, Striker, Mega Slot	optional	X
<b>Corporate &amp; Group Events Bundle</b> Includes: YouToons*, Battle on the Lanes, Rocky Road Race, Vintage	optional	X

EXCLUSIVE FEATURES	BES X	All other systems
<b>EXTREME FUN FOR EVERYONE</b>		
Mad Games - Four short and easy to score games	●	○
YouToons - Turn customers into characters on the screen!	●	○
Three themed birthday environments - Oceano, Prehistorica and Fairy Tales	●	○
Largest selection of on-demand environments, games and games formats	●	○
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	●	○
Your Lane Your Way - Theme and game selection from the bowler console	●	◇
Customizable theme and game selection from the SuperTouch LCD console	●	○
Signature Grids - HD scoring grid with bowler pictures	●	○
Customizable grid background	●	◇
<b>EXCITING COMPETITIVE PLAY</b>		
Bowling Plus	●	○
Score Assist	●	○
Live, on-demand bowler statistics from the SuperTouch LCD console	●	○
Complete Tournament Support	●	○
Online scoring available	●	◇
Adaptive Skill Levels	●	○
Skill Games	●	○
Complete set of Classic Games	●	○
Global Games	●	◇

\* Requires SuperTouch LCD Console.

\*\*Requires MMS

● Exclusive

◇ Available in some systems provided by other companies

○ Not Available



## Redefine the bowling experience. Grow your business.

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

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

**E**XTREME FUN  
FOR EVERYONE



**E**XCITING  
COMPETITIVE PLAY



**E**XTENDED  
SOCIAL REACH



**E**XCEPTIONALLY EASY  
AND RELAXING

Redefine the bowling experience. Grow your business.

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Make  the next big thing for your center!