

OVER  
550 CENTERS  
ARE CHANGING  
THE BOWLING  
EXPERIENCE  
WITH ME.

550+ Centers

9,800+ Lanes

438+ Cities

62+ Countries

Change the experience and grow  
your business and *revenue* with BES X.





## Feedback, Insights, Experiences and Best Practices from BES X Centers:

### Centers reported:

A “rising tide” effect on ancillary and complementary revenues when adding BES X and its features.

Increases in bowling volume through both new customers and longer average play.

Your Lane Your Way is key to driving longer stays and more return visits by letting customers select both environments and games directly from the console.

BES X Marketing Kits, BES Xtras blog and webinars with experts on best practices help them to plan the right offerings and reach the right customers with their BES X driven offers.

Birthday parties have become a great source of referral-based business and lead to both more parties and more open play. They are a great way to expose many families to the center.

Parents LOVE the opportunity to personalize the birthday party and see their child as the star of the party with features like HD Welcome Screens, HD Signature Grids and HD Birthday Photos.





Monster Factory provides a great alternative way for kids to play – it’s easy, fast and fun and can be used in addition to, or in place of, the regular game.

Monster Factory provides the basis for “monster” themed parties and features a unique takeaway (monster printout with center logo) that makes a great value-add.

Exclusive BES X features extend parties to older kids by creating “Teen VIP Parties”.

Thinking beyond just “corporate” parties and targeting other groups (such as churches, schools, fund raising events and retirement parties) with the unique BES X features that focus on group entertainment—Battle on the Lanes, YouToons and Global Games.

Taking advantage of the many custom branding opportunities provided by Signature Welcome Screens and Signature Grids give the center a polished, professional look that groups may not expect from bowling.

Fr.15	1	2	3	4	5	6	7	8	9	10	Tot.	
	8 / 18	8 1 27	8 1 36	4 3 43							43	
	7 1 8	X 7 26	1 9 34	/ 44							44	
	X 19	8 1 28	X 6 46	2 54							54	
	9 - 9	7 18	2 28	9 /							28	
Player	Kirk										169	169
Team	Team 2										m.p.h. 17.39	169
Diff.	0	TOT. Pin fall	169	TOT. Hdcp	0	TOT. Bonus	0	TOT. Points	169			



See what Phil Huffman and Jeremy Dodge of BAM! Ultimate Entertainment Center (and their customers) have to say after installing BES X in their facility  
[www.qubicaamf.com/BESX/BAM](http://www.qubicaamf.com/BESX/BAM)



## “ HOW HAS BES X IMPACTED YOUR CENTER’S FINANCIAL PERFORMANCE? \_\_\_\_\_

*“We’ve certainly seen more business with BES X. We noticed that people stay longer because they enjoy the experience so much more. We’ve also noticed more visits and customers clearly give more value to what we offer as we have increased repeat visits. We are looking at a 20% increase for the open bowling part of our business and overall revenue (including our Kids Park, snack bar, etc.) has increased 30% compared with the same period last year. All this had been done without any increase to our bowling pricing.” – Robert Millar, The Dome Carlow*

***“Since installing BES X almost 18 months ago we’ve actually experienced a 20% increase in our revenue. We’re getting a higher price per game and driving close to 75 additional games per day on average. We’ve been looking forever for a way to get young people involved in bowling and Mad Games definitely seems to be able to do that.”***

Mike Leong, Bel Mateo Bowl

*“Bowling revenue has grown substantially since adding BES X. I do charge more now for games. We are making significantly more money per visit than we were with no complaints! So far this year, we are up on birthday parties too and are getting about 10% more per party than before. We can charge more because every child leaves with a printout of the Monster that they created and they are able to have much more fun!” – Chris Moyer, Paragould Bowl*

*“With BES X, we are able to increase revenue by getting more customers to play in the center. Customers find the system unique and entertaining that’s why they keep coming back to relax, unwind and enjoy the game. Our food and beverage revenues have been positively impacted as well.” – Maysie Alano, Paeng’s Eastwood Bowl*

*“The results from BES X have exceeded our every expectation and our numbers are fantastic. In our most recent year we increased open play by 19% over what previously had been a record year for us. Overall since installing BES X 2 years ago our bowling revenue is up 26%!” – Patrick Backe, Olympia Bowling*

*“Income has grown considerably, and we are charging about 20% more on bowling, there has been no question on pricing from customers as they see they are getting a quality product in comparison to other centers they have visited.” – Edi De Pellegrin, WYNCITY Bowl*

*“We’ve been able to command a much stronger price on our bowling products and grow volume at the same time. Casual bowling revenues are significantly up in our first six months with the system. It’s really been a game changer for us.” – Phil Huffman, BAM! Ultimate Entertainment Center*

*“BES X has helped out our center quite a bit financially. We improved the bowling package along with building an FEC-type environment. Just the bowling end alone is up ahead of last year even on 25% fewer lanes. BES X definitely enhances the tie in with the entire experience and we believe we needed to do all of them to make them all successful.” – Terry Brennehan, Laser Alleys*

*“Business is up. We’ve been particularly successful with lots of parties—grad parties, birthday parties and more corporate parties.” – Mark Mattechek, North Bend Lanes*

## “ WHY DID YOU CHOOSE BES X FOR YOUR CENTER? \_\_\_\_\_

*“We picked BES X because it was the only system that provided the opportunity to take the business in a new direction. We knew that the public, including those outside the bowling world, would respond to the new features.” – Cory Michaelson, Spare Time Entertainment*

*“We picked BES X as we see it as an essential part of having more to offer and sell at our center as we transition our business to a hybrid model. We have had QubicaAMF scoring at several of our centers in the past and each time we put something new in our overall revenue went up. We anticipate even more from BES X!” – Scott Craddock, Plano Super Bowl*

*“We made the choice to go with BES X after reviewing the other alternatives because we felt like it was the best system on the market. No other manufacturer came close in terms of the level of technology or feature-set that BES X provides.” – Carl Mariotti, Jr., Mountaineer Lanes*

*“Once I saw the features of BES X it became a MUST HAVE rather than optional extra. It gave us a distinct point of difference, and also complimented the FEC that we were building.” – Edi De Pellegrin, WYNCITY Bowl*

*“At first it was difficult to grasp what the unique benefits were because I was in a ten frame frame of mind. I was looking to make an apples to apples comparisons when I realized it was more like apples and monkey wrenches! With selections like Mad Games, BES X offers a totally different experience that is unbelievably powerful. People want to play over and over again.” – Phil Huffman, BAM! Ultimate Entertainment Center*

*“We chose BES X for our center because when comparing the features to other scoring systems, there is no comparison. The features in BES X are much more elaborate, fun, and interactive compared to anything else on the market.” – Chris Moyer, Paragould Bowl*

***“The interactive nature and the change from traditional 10 frame bowling is what drew us to BES X. This system provides a way to push the whole industry forward—it’s unlike anything else out there and makes bowling a completely new experience for our guests. We’re reaching a new demographic, seeing increased customer loyalty and an increase in pre-booked business. It’s fantastic!”***

Pete Longo, Sunshine Lanes

*“QubicaAMF offered us much more content, and unlike the competition, gave the center something unique to sell. With features like YouToons, Facebook GameConnect and Lane Chatter – all brand new and cutting-edge in the marketplace – it made it an easy decision to go with BES X.” – Mark Mattechek, North Bend Lanes*





## “ HOW SATISFIED ARE YOU WITH BES X? \_\_\_\_\_

*“The broad appeal of BES X is impressive. To be able to grab everyone from preschoolers to families to group parties has had an exponential effect on introducing new people to the center. We’ve been able to command a much stronger price on our bowling products and grow volume at the same time. It’s really been a game changer for us.”— Phil Huffman, BAM! Ultimate Entertainment Center*

*“We’re very satisfied with BES X. The whole system works great and it runs circles around anything else out there.”— Bob Santini, Mt. Morris Lanes*

*“We’ve been in business 57 years in a small community and we needed a new product to give customers a reason to come back to the center. No question at all, our decision to install BES X was the right one.”— Mark Mattechek, North Bend Lanes*

*“We’re very much satisfied with our decision to purchase BES X and find the system very easy to use and have had no issues whatsoever. It’s great to be able to give nice and unique experiences to our customers like taking photos at the console, chatting with other lanes and posting their events through Facebook GameConnect. We would absolutely recommend BES X to other centers!”— Robert Millar, The Dome Carlow*

*“BES X is the latest and greatest when compared to anything – it allows us to market our center and improve open play. QubicaAMF has really helped us to drive business with the different features and packages in the system.”— Greg Joseph, Valley Bowling Center*

*“Love the system, it’s fantastic! We installed BES X as part of a new building and other new improvements, and it’s been an important addition to the overall experience. Everyone has been flooding the center to check things out. The word of mouth around campus is that everyone likes how high tech and fun BES X is.”— Jason Hansen, HUB Games, University of Washington*

*“Since installing BES X we have noticed a higher level of customer satisfaction. Not only are our customers smiling more, but they really are enjoying the game and experience of bowling like never before!”— Ivar Hoff, Metro Bowling*

***“BES X has, without a doubt, revolutionized the interaction with our guests and their experience in our center. It creates a unique and personalized experience for every bowler and allows them to play exactly how they want to play—5 frames, 10 frames, competitive or just for fun. It’s hard to imagine, but once you see the system in use you know it’s something special. BES X adds a whole new level of fun to the game and has exceeded our expectations.”— Roger Philipi, Spare Time Entertainment***



## “ WHICH FEATURES OF BES X DO YOU FIND MOST IMPRESSIVE AND VALUABLE FOR YOUR CENTER? \_\_\_\_\_

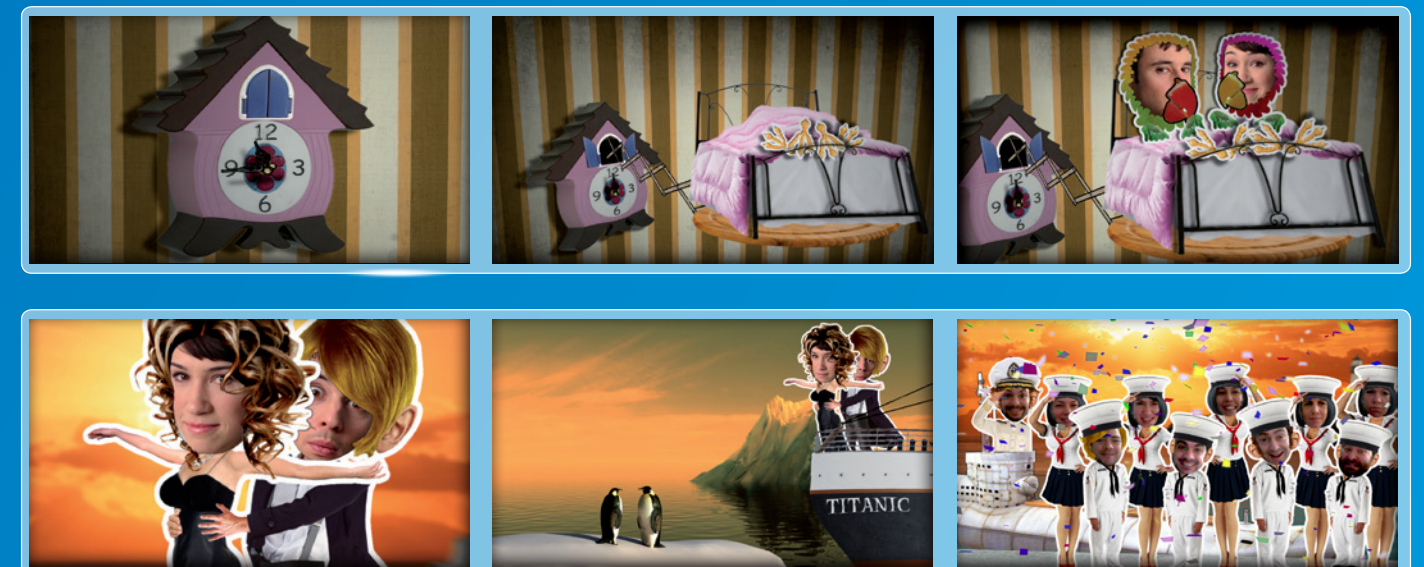
*“When bowlers come in they love that they can choose what they want to do with Your Lane Your Way and that they don’t have to look at the same thing all the time. Plus, everyone loves being able to put their picture up on the big screen!”— Bob Santini, Mt. Morris Lanes*

*“The new shorter format Mad Games and Skill Games in BES X deliver a huge impact! I’m amazed at how well these games have been received. They’re fast-paced, which is perfect for kids and open bowlers. Plus, skill level doesn’t matter. And, we’re seeing people come back again specifically to play these games. Everyone LOVES taking their picture on the lane. I rarely see a monitor without a personal photo uploaded. They get a unique and personalized experience every time they come to our center that they can’t get anywhere else.”— Pete Longo, Sunshine Lanes*

*“People love YouToons! We offer it all the time and people expect to play with it. It’s the greatest thing ever!”— Jason Hansen, HUB Games, University of Washington*

*“The BES X Marketing Kits are great! The work is already done for us and with just a couple of clicks of the mouse we can personalize it with our center name and logo. Plus, there’s content for each different customer segment making it so much easier for us to target specific groups and ages for various events. We don’t have to think about it—it’s ready to execute.”— Dave Small, Bowl 32*

*“YouToons and the other areas for taking bowler pictures have been the most used so far by our customers. We’ve also started using Signature Grids to display company logos as part of our fundraising events—this has been well received. The On-Lane Ordering system for food & beverage is great! Our league bowlers are really into it and the staff likes it a lot.”— Shane Leween, Pla Mor Lanes*





# “HOW HAVE THE CUSTOMER SEGMENTS THAT BES X WAS DESIGNED TO REACH RESPONDED TO THE AVAILABLE FEATURES?”

## KIDS & BIRTHDAYS

*“We have a big base of family business and are always busy with kids’ parties on the weekend. Right away the Mad Games offered by BES X jumped out at us as way to have a unique offering to make our parties more appealing and more efficient. Kids would much rather bowl a couple of Mad Games than regular games and it allows us to move them through the experience faster thereby freeing up more lane time for more parties.” – Thompson, BowlXtreme, Worcester, UK*

*“Birthdays are a huge business for the center and big part of our overall business. We knew that we wanted help to grow this segment and it was a big part of our choice to go with BES X.” – Doug Cottom, Ross Cottom Lanes*

*“Since installing BES X we have seen a significant increase in our party business. We charge almost double for our BES X birthday parties and these parties have increased drastically. The word of mouth around parties is amazing too. People will book their child’s party on the spot after being a guest at a party. We couldn’t be happier.” – Pete Longo, Sunshine Lanes, Deland, FL*

*“We’ve especially seen an impact with kids and birthday parties. Kids absolutely love taking their picture and seeing themselves on the screen, and adding the Monster Factory game to the birthday party package has been a hit.” – Andy Bartholomy, Andy B’s Bowling*

## TEENS & YOUNG ADULTS

*“People love having the camera on the SuperTouch console – everyone wants to take selfies!” – Mike Leong, Bel Mateo Bowl*

*“Facebook GameConnect has been an early success for us. Teens (and adults too) log in at the lane and it spreads the word of our center to their many followers. We even have seen people come later in the same day when they know where to find their friends!” – Brian Cain, Cain’s Lanes*

*“One thing that we’re sure that has brought a lot more new people to the center is the built-in Facebook GameConnect on the SuperTouch. It has been a big marketing tool for us, because when a customer logs in to Facebook and likes the center page, we make an impact on people that we haven’t reached yet.” – Eduardo Astiazaran, Bolerama Obregon*

*“Teens & young adults use the Lane Chatter function like it’s texting! Every school group we have you see kids standing at the SuperTouch screens messaging each other and talking. Also, just like most others, they love taking pictures of each other.” – Chris Moyer, Paragould Bowl,*

*“The late night crowd likes things like Lane Chatter and being able to put their pictures up with Signature Grids and YouToons. As soon as one person starts, everyone else sees and wants to follow.” – Alex Guntrum, FunFest Entertainment Center*

## FAMILIES

*“We had a grandmother and grandson come in. The kid had bumpers but was getting frustrated with his score and wanted to quit. We suggested they try Monster Factory and the kid absolutely lit up – it changed his entire day. We actually saved a bowler by offering this new feature.” – Greg Joseph, Valley Bowling Center*

*“Monster Factory is really great for kids. Having the monster creation process and giving them the monster to take away and share is quite unique. It is a big part of promoting birthdays and other family time.” – Lucinda Stanford, University Bowl*

*“The very first parent I spoke with after trying Monster Factory said: ‘That was great; we really liked it and will definitely be back!’ PERFECT! That’s what I love to hear!” – John Losito, Sun Valley Lanes*

## CORPORATE GROUPS

*“With BES X when you go out on a sales call you’ve got a lot of weapons to share with people and want to match an event to what they want to have. We use Battle on the Lanes and Rocky Road Race for corporate teambuilding and Classic Games like Odds & Evens in Baker style for team bowling even if they aren’t really bowlers and just want to come in for fun.” – Mark Mattechek, North Bend Lanes*

*“We’ve used Battle on the Lanes a lot with company events with great success. Character Factory goes well with groups too. It’s funny to see adults trying really hard to build a specific crazy character and then asking for printouts so they can take them back to the office!” – Kevin Morris, Sparetimes*

*“Our corporate parties have been taken to a new level. Battle on the Lanes and YouToons are strong choices that let us build great teambuilding programs – they are great ways for groups to intermingle and play. We now have a professional offering that people really respond to and we can go after the business and not just hope we fall into it.” – Jeremy Dodge, BAM! Ultimate Entertainment Center*

*“BES X gives us ability to upsell, which is great! When people call to book a party we invite them to the center and are able to build a custom party around what they want, giving them a very personal and special experience for their event.” – Dave Small, Bowl 32*

## COMPETITIVE

*“Having new environments and grids along with statistics and recaps has been well received by our league bowlers. They get to choose what they want from more active displays to really simple grids and colors that are popular with seniors.” – Greg Joseph, Valley Bowling Center*

*“When the average league bowler goes down to the lanes they would normally just bowl on the first grid they see...until we show them Your Lane Your Way. It really makes them willing to dive in and try new things.” – Mike Leong, Bel Mateo Bowl*

*“Our competitive bowlers like having different options. Poker is very popular. Plus, with so many different features and adjustments we can configure the system any way the bowlers want to perfectly match their needs.” – Bob Santini, Mt. Morris Lanes*

# A Special Thanks to:

Sun Valley Lanes • Woodside Lanes • University Bowl • Cain’s Lanes • Coral Lanes • Star Lanes • Port Hueneme Bowling Center • Palm Coast Lanes • Camping La Croix Du Vieux Pont • Strike-N-Spare Entertainment Center • Beacon Bowl • Headpinz • Lucky Strike • The V • VA Medical Center • Bowlingcenter Norderstedt • Good Times Olean • Solon Freeway Lanes • University Of Washington • Town Hall Lanes • Northsea Bowling • Paeng’s Midtown Bowl • Leisure Lanes • Midway Lanes • Suburban Lanes • Bowling L’elan • Mor-N-C Lanes • Playhall • Bowland Port Charlotte • North Bend Lanes • Recorcholis Leon • Mt. Morris Lanes • AMF Smithtown Lanes • Ross Cottom Lanes • Hovey Lanes • Bowl Inn Latem • Plum Hollow Family Center • Colony Park Lanes - East • Complexe Volta • Bowl Arena • Action Zone • Spare Time Lanes • Sun Ray Lanes • Action Zone • Century Lanes • Trails At Timberline • Bolwerland • Royalbowl • Joy Station • Valley Bowling Center • Detroit Athletic Club • Showplace Entertainment Center • Wadena Lanes • El Cor Del Lanes • Crossroads Bowl • USA Bowl • Rinaldi’s Riverdale Bowl • Eifel Lanes Bowling Center • Yorkville Bowl • Bochumer Bowling Treff • Lokay Lanes • Eastwood Bowl • Fulton Alley • Tianjin Tuanbo Bowling Center • Bowling Le Clovis • Bowlmor AMF Bowlero Lanes • Suzhou Huofeng Century Bowling Center • Quillorama Chateauguay 2 • Leisure Bowl • Pheasant Lanes • King Faisal • Spare Time Entertainment • Corporacion Club Social La Aguadora • Main Event Tempe • AMF Wallington Lanes • Bowl-M-Over Lanes • Bowling Harderwijk • Timeone Entertainment Pvt Ltd • Club 300 Bowling & Bar • Phantom Warrior Lanes • Corvette Lanes • AMF Friendly Hills Lanes • AMF Woodlands Lanes • Toru Bowling • Bowland Bowling Center • Eagle Bowling Palace • Mountaineer Lanes • Andy B’s Bowling • Timeone Entertainment Pvt.Ltd. • AMF Midland Park Lanes • AMF Milford Lanes • Bowling De L’ouest Lyonnais • River City Lanes • Sormovo • Funcenter Colombo • AMF Strike ’N Spare Lanes • AMF Chesapeake Lanes • Delta-Bowling • Metro Bowling • AMF Northglenn Lanes • Centertainment21 • Kowloon Tong Club • Alboa Altabrisa • Lucky • Combo • AMF Sheridan Lanes • AMF Boulevard Lanes • AMF Western Branch Lanes • Sherwood Lanes • Gasco Asab • Mansfield Strike Lounge • Wyncity Bowl & Entertainment • King Pin Lanes • Costa Mesa 55 Tavern & Bowl • AMF Westview Lanes • Kingston Lanes • Bel Mateo Bowl • Hua Yi Bowling Club • SM Bowling Megamall • Sequoia Pro Bowl • The Energy Hua Hin • AMF Winston-Salem Lanes • Kamilo&Jazz • Lili Resort Bowling Center • Centro Social De Oficiales De La Policia Nacional • AMF Rodeo Lanes • O’learys Sports Bar Bowling Askersund • Express Bowling • Dubai International Bowling Centre • CETC54 • National No.1 Club • Futuro Quilles • Strike City • Middleburgh Lanes • Main Event - Alpharetta • Bowling Quai121 • Olympus Hills Lanes • Fresno State • Bowling De Courbevoie • O’learys Event Center Halmstad • Bowling De Flon • Main Event - Pharr • Defiance Recreation • Salon De Quilles Clermont • Rolling Lanes • Salon De Quilles Le Riviera • Point Lookout Lanes • Strike Zone Lanes • The Firehouse • Daigaku Bowl Mito • Main Event Monterrey San Antonio • City Coyoacan 3 Bowling • Main Event Warrenville • Spare Time @ Lake Norman • Alboa Cuernavaca • Paso Bowl • The Palazzo Clubhouse • Gardner Ten Pin • Pinheadz Entertainment • Karo Vegas 22 • West Bowling • Maple Lanes • Zama Bowl • Bowling Inside • Rancho Bowl • Astro Bowl • Lion Bowling Center • Crazy Pinz • Battlefield Lanes • Airborne Lanes • Montvale Lanes • Monmouth University • Bowling 1 Elverum As • Stewart Lanes • The Clubhouse Family Entertainment • Rich Lanes • Best’s Bowling • Katterbach Bowling Lanes • Cowtown Bowling Center • Royal Family Bowling Center • Loisirs Saint Hilarion • Golden Lanes • Kapiti Ten Pin Bowling • CMR • Bowling La Favorita • Main Event - Atlanta • AMF Country Lanes • Ocean Park Family Entertainment Center • Strike N Spare • Lava Lanes • Monterey Lanes • Presidio Bowling Center • Olround Veenendaal • Prime Time • Bowling Oltremare • Albany Bowl-A-Rama • Main Event - Oklahoma City • Wild Game Bowling • Albany Lanes • Bowlxtreme • Stump’s Lanes • Sandy Hill Lanes • Drive In • Indy Bowling Paris Porte De La Chapelle • AMF East Meadow Lanes • Centrum Rekreacji Oborniki • Bowling Old Wild West • Keep Fit Bowling • AMF York Lanes • Bowling Scheveningen • Potomac Lanes • Cactus Bowl • Universal Bowling Center • Liberty Lanes • Sunshine Bowling Center • Yosemite Lanes • Strike X • Pioneer Lanes • Leisure Lanes • Valley Plaza Lanes • AMF Hanover Lanes • Sparetime Bowling Center • Menlyn Shopping Centre • Recorcholis Nuevo Veracruz • Seabank Bowling • Alboa San Luis • Strikers Bowling Center • Northwest Lanes • Sounders Lanes • Thunderhead Bowl • AMF Saratoga Lanes • Sparez Davie • The Bowler • Port Said Company For Tourism • Sandusky Star Lanes • Plano Super Bowl • AMF Chelsea Piers Lanes • Kristof’s Entertainment Center • Vestlia Resort • Plano Super Bowl • Bowling Starbowl • AMF Mar Vista Bowl • Shibuya Bowling • Sim’s Bowling Alley • Connxtion Entertainment • 300 Bowling • Petržalka Bowling Center • Bowling Mega Mall • Premier Lanes Oxford • Main Event Tulsa • Atsugi Lanes • Yokosuka Bowling Center • Bowling 1 Vestkanten As • Seven Stars Bowling Center • AMF Pro 300 Lanes • Corry Bowling Center • Lisburn Bowl Ltd • Pinz • Bowling- En Partycentrum Breda • East Windsor Bowl • Ocean • Recorcholis Toreo • Rynish Bowling Center • Gold Country Lanes • Mayport Bowling Center • Hooch And Blotto’s • Atoll Rotterdam • Roslags Bowling • Maplewood Lanes • Gardena Bowl • Qubic Bowling Center • Spare Time Bowling Center • Gator Bowl • Tini World Halong • Imperial Bowl • AMF Mardi Gras Lanes • Fun Club • Quonset Lanes • Magic Arena • Marblehead Lanes • Shore Lanes • Pejabat Kebawah Duli Yang Maha Mulia Sultan Terengganu • Bowling ’S Heerenberg • Paragould Bowling Center • Hollywood Super Bowling • Ed Rec’s Room • Ertfal Bowling • The Dome Carlow • Pierside Lanes • Uddevalla Bowling Center • Kingpin Darwin • Bowling Brunswick • Stars Recreation Center • Linn Lanes • Lippman Residence • Scott Center Strike Zone • Fun Fest Entertainment Center • Panorama Bowling • Yankee Lanes Portland • Extra Bowl • Evergreen Lanes • Big Bowl • Spare Time Vernon • Bowling De Waterburcht • Main Event Entertainment • Point Mugu Bowling Center • Taroko Jinan • Bowling Miami • Paderbowling • Arrowhead Bowl • Roughrider Lanes • Sagebrush Lanes • Main Event Entertainment • Alboa Andamar • Bowl 32 • Recorcholis Coacalco • Stryxe • Bombay Bowling • Hall Memorial Lanes • Copenhagen Bowl & Event • Radisson Sas Resort Hotell • Taroko Suzhou • Bowlingcenter Wismar • Shk Thani Bin Abdullah Althani • Main Event Austin • Hao’s Bowling • Classic Lanes • Bowl-A-Vard • Cmf Constructora S.a. • Puas Bowling • Shatto 39 Lanes • Park Bowl • Pla Mor Lanes • Brunswick Zone XL • Kennesaw • Main Event Independence • Rock’n Bowl • Landmark Lanes • Shape Sport Gmbh • Holiday Bowl, Inc. • Bowling Bergen Op Zoom B.v. • Joyvillage Roma • Strike Zone • Yalla Bowling Magic Planet Mirdiff • Sour Apple Bowl Center • Pla Mor Lanes • Sportpark Erfurt • Gable House • Rancho El Mirage • White House • Sully’s Bowling • Game Time Gulf Coast Town Center • Main Event Memphis • Alboa Patriotismo • Dragon Lanes • AMF Bowling • Hanscom Lanes • Crazy Bowling • Lincoln Bowl • Cozmo Sabah Al Salem • Valley Lanes • Country Club Lanes • Paradise Lanes & Fec Inc • Orote Point Lanes • Chong Bungalow Leisure Farm. • Rollins • Bowling Ventura • Alboa León • Arena Lanes • King Bowling • Scene 75 Cincinnati Entertainment • Sun & Ski Inn And Suites • Recorcholis Tlalnepantla • Castro Village Bowl • Sm Seaside Bowling Center • Taroko Bowling Center • Chengdu Beicheng • Pearl Harbor Bowl • Escape Bowling Center • Diego Garcia Naf Bowling Center • Strikers Bavaro Palace Deluxe • Hickam Bowling Center • Gerlach’s Bowling Center • Gecko Lanes • Sea N’ Air Lanes • AMF-Puyat Qplaza Bowling And Billiard Center • Main Event Avondale • Main Event Fort Worth North • Bowling City Jonkoping



550+ Centers

9,800+ Lanes

438+ Cities

62+ Countries

Over 50 Million Games Bowled

No other system is more tested or trusted at driving business results and revenue than BES X. BES X allows you to change the bowler experience and keep up with today’s consumers and their specific entertainment demands and expectations. BES X centers are routinely reporting positive changes in consumer traffic and word-of-mouth advertising with:

- New customers
  - Spending more per visit
- Longer average stay
  - Coming back more frequently

Change the experience and grow your business and *revenue* with BES X.



## A Special Thanks to Contributing Centers

We would like to extend a warm thank you to the following proprietors and managers who not only trusted QubicaAMF with their investment, but were willing to share the ways that BES X is redefining the bowling experience in their centers!



**Andy Bartholomy**  
Owner  
Andy B's Bowling  
Bartlett, TN  
44 Lanes



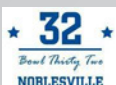
**Phil Huffman**  
Owner  
Jeremy Dodge  
General Manager  
BAM!  
Ultimate Entertainment Center  
Holland, MI  
29 Lanes



**Mike Leong**  
Owner  
Bel Mateo Bowl  
Bel Mateo, CA  
24 Lanes



**Eduardo Astiazaran**  
Owner  
Bolerama Obregon  
Ciudad Obregon, Mexico  
24 Lanes



**Dave Small**  
President  
Bowl Thirty Two  
Noblesville, IN  
32 Lanes



**Rob Thompson**  
Owner  
BowlXtreme  
Worcester, UK  
16 Lanes



**Brian Cain**  
Owner  
Cain's Lanes  
Manheim, PA  
12 Lanes



**Jamie Brooks**  
Managing Member  
Cowtown Bowling Center  
Ft. Worth, TX  
32 Lanes



**Alex Guntrum**  
General Manager  
FunFest Entertainment Center  
Pittsburgh, PA  
34 Lanes



**Jason Hansen**  
General Manager  
University of Washington,  
HUB Games  
Seattle, WA  
12 Lanes



**Terry Brenneman**  
Owner  
Laser Alleys Family Fun Center  
York, PA  
24 Lanes



**Ivar Hoff**  
Owner  
Bente Thorgrimsen  
Center Manager  
Metro Bowling  
Lørenskog, Norway  
18 Lanes



**Carl Mariotti, Jr.**  
President  
Mountaineer Lanes  
Bluefield, WV  
28 Lanes



**Bob Santini**  
Owner  
Mt. Morris Lanes  
Mt. Morris, NY  
8 Lanes



**Mark Mattechek**  
Owner  
North Bend Lanes  
North Bend, OR  
14 Lanes



**Patrick Backe**  
Owner  
Olympia Bowling  
Helsingborg, Sweden  
20 Lanes



**Maysie Alano**  
Manager  
Paeng's Eastwood Bowl  
Quezon City, Philippines  
20 Lanes



**Chris Moyer**  
General Manager  
Paragould Bowl  
Paragould, AR  
12 Lanes



**Shane Leween**  
Owner  
Pla Mor Lanes  
Watertown, NY  
16 Lanes



**Scott Craddock**  
General Manager  
Plano Super Bowl  
Plano, TX  
48 Lanes



**Doug Cottom**  
Owner  
Ross Cottom Lanes  
Harrisburg, IL  
16 Lanes



**Cory Michaelson**  
Owner  
Spare Time Entertainment  
Owatonna, MI  
20 Lanes



**Roger Philipi**  
Southern District Team Leader  
Spare Time Entertainment  
Huntersville, NC  
40 Lanes



**Kevin Morris**  
Proprietor  
Sparetimes  
Hampton, VA  
32 Lanes



**John Losito**  
Owner  
Sun Valley Lanes  
Lincoln, NE  
32 Lanes



**Pete Longo**  
Owner  
Sunshine Lanes  
Deland, FL  
28 Lanes



**Robert Millar**  
General Manager  
The Dome Carlow  
Carlow, Ireland  
8 Lanes



**Lucinda Stanford**  
General Manager  
University Bowl  
San Antonio, TX  
32 Lanes



**Greg Joseph**  
Owner  
Valley Bowling Center  
Waverly, NY  
32 Lanes



**Edi De Pellegrin**  
Managing Director  
WYNCITY Bowl & Entertainment  
Point Cook, Australia  
24 Lanes

