

HYPER
BOWLING

UNLEASH THE FULL POTENTIAL *OF BOWLING*



How do you reinvent the bowling experience to reach the millions of people who don't bowl today?

How do you attract the huge population that plays video games?



HYPERBOWLING

Extend the reach of bowling beyond your imagination!

With 280,000,000 people that don't bowl and over 150,000,000 people who routinely play video games the opportunity is huge!

What is HyperBowling?

HyperBowling is the revolutionary **new bowling-based attraction** that takes bowling to the next level. It's an exciting and engaging fast paced game that's **like playing a physical video game on a bowling lane!** Players face challenging moving color targets, progressive levels and score multipliers, where everyone can get in on the game and win big.

Why do people like it?

HyperBowling makes bowling exciting even for those who don't bowl often enough to fully enjoy traditional competition. They love HyperBowling because:

- It's easy to learn and levels the playing field
- It features unique and dynamic gameplay
- They can compete and have a chance to WIN, even with "good" bowlers
- They feel fully engaged throughout the game
- It's a lot of fun!

HyperBowling provides an endless variety of challenges so they want to keep playing longer and come back more often!

Why is it great for your business?

With HyperBowling you can reinvent and double up your offering. You will continue to offer classic bowling but also have a new game that will be even more relevant for the majority of the population.

Consumer research on HyperBowling shows:

- more than 90% of people enjoy it and would recommend it to their friends
- more than 70% said they like HyperBowling more than classic bowling
- they would visit 3 additional times per year if a center had HyperBowling
- 83% of people who don't bowl today would visit a center with HyperBowling

HyperBowling delivers the **perfect blend of bowling and gaming** and is the ideal way to tap into the huge potential audience not fully served by bowling today, like Gen Z and Millennials.

It's bowling reinvented and your guests will absolutely love it!



IAAPA

2018 Brass Ring
Award Winner



1ST PLACE
2018 IAAPA
BRASS RING AWARD
BEST NEW PRODUCT



HYPER GAMES

THE AMAZING BLEND OF BOWLING AND GAMING!

HYPERBOWL For everyone looking for fun and to get to know HyperBowling. Take aim at the colorful targets on the lanes that multiply your pinfall. It may look easy at first but watch out! Each level increases in difficulty.

HYPERBOWL PRO For those looking for something more challenging and seriously engaging. HyperBow Pro features more complex targets that move and change size, shot after shot. The greater level of difficulty makes this game ideal for people looking for more exciting competitions, competitive skilled players and league bowlers.

HYPERSQUAD For groups, parties and other events looking for fun team competition. HyperSquad is a strategic team game that is different every time. Each team uses their own strategy and skill to claim territory on the playing field. With every shot they paint the lane with their color and try to outplay their opponent!

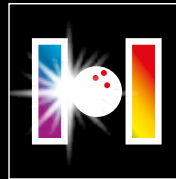
HYPERACTIVE Great for groups, kids and fun competitions. HyperActive is a wild and crazy game with fast changing colorful targets! The combination of both skill and a little luck make this game appropriate for all audiences. HyperActive also allows guests to become part of the on-screen animation by taking selfies right from the console.



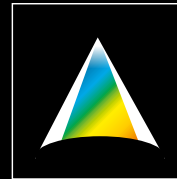
HYPER GLOBAL MOODS

AMAZING VISUAL EFFECTS TO WOW YOUR CUSTOMERS!

Hyper Global Moods creates a blending of **vibrant intelligent lighting** across the lanes and on the pins that is fully integrated into the bowling experience. Centers can create different looks to **set the “mood”** by combining the Bumper Lights, Deck Lights and Capping Lights.



BUMPER
LIGHT



CAPPING
LIGHT



DECK
LIGHT

Use it to **amaze your guests**. Go from quiet and relaxed to energetic and vibrant in an instant. Plus, guests love that the **lights respond to events on the lanes** like strikes, spares, gutter balls and more.

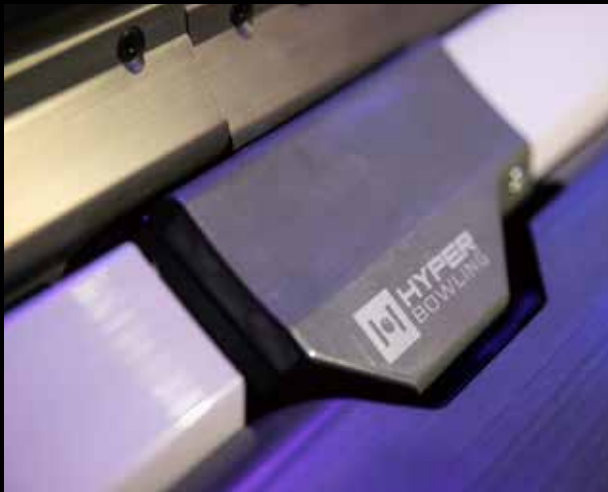
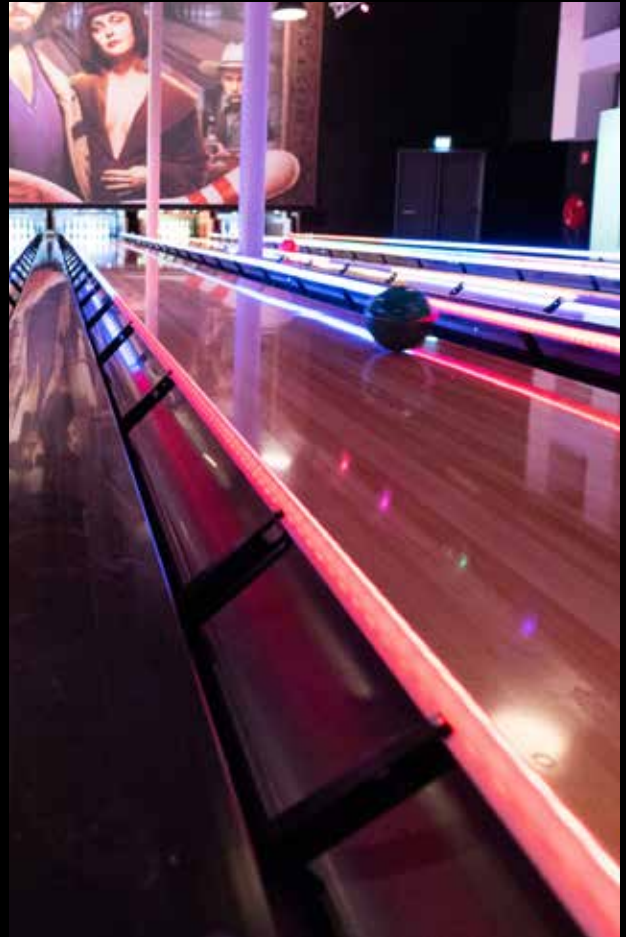
The shows are all **automatically controlled** from the Conqueror Pro management system using a library of effects and easy to use tools. Hyper Global Moods provides a **powerful and beautiful** addition to your center that allows you to leverage HyperBowling beyond the new games.

HYPERBUMP TECHNOLOGY

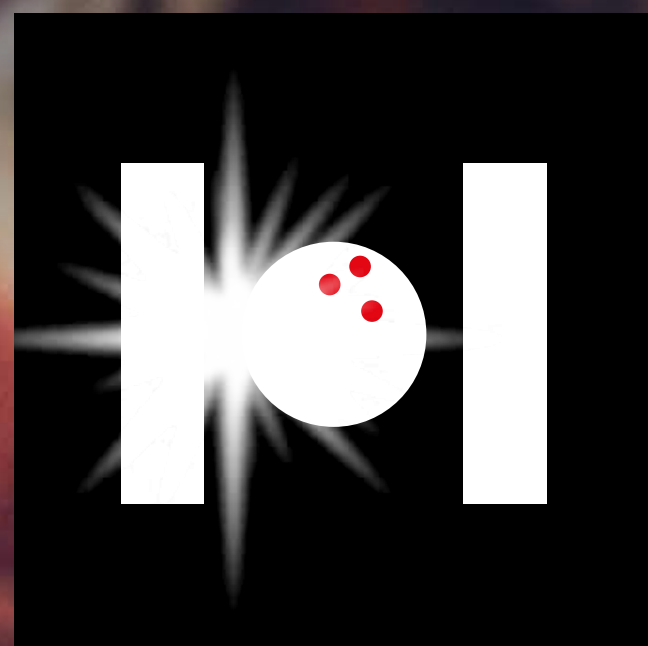
THE TRUE NEXT GENERATION PRODUCT

At the physical heart of HyperBowling is an all-new bumper system – designed, built and tested specifically with the new games in mind and to allow anyone and everyone to play. Its unique design supports sustained impacts by any bowler. The HyperBump was built to be a beast!

Patent pending, the engineering effort behind HyperBump has resulted in a true next generation product – the first of its kind. In addition to being super-strong, the HyperBump brings all new lighting technology and a sensor system to keep track of all of the action on the lane.



SOLD OUT IN 2019! 65+ CENTERS 1,000+ LANES 10+ COUNTRIES



**HYPER
BOWLING**

**HYPER
BOWL**

**HYPER
BOWL PRO**

**HYPER
[SQUAD]**

**HYPER
ACTIVE**



TRANSFORM FROM OFFERING BOWLING TO BOWLING ENTERTAINMENT

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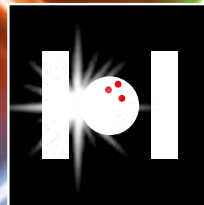
MAKING BOWLING **AMAZING**

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
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HYPER
GAMES

THE AMAZING BLEND
OF BOWLING AND GAMING!



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