



QUBICAAMF

CONQUEROR X

THE HEART OF THE EVER-GROWING BOWLING
AND ENTERTAINMENT ECOSYSTEM



CONQUEROR OPS
CENTER OPERATIONS MANAGEMENT



CONQUEROR POS
POINT OF SALE



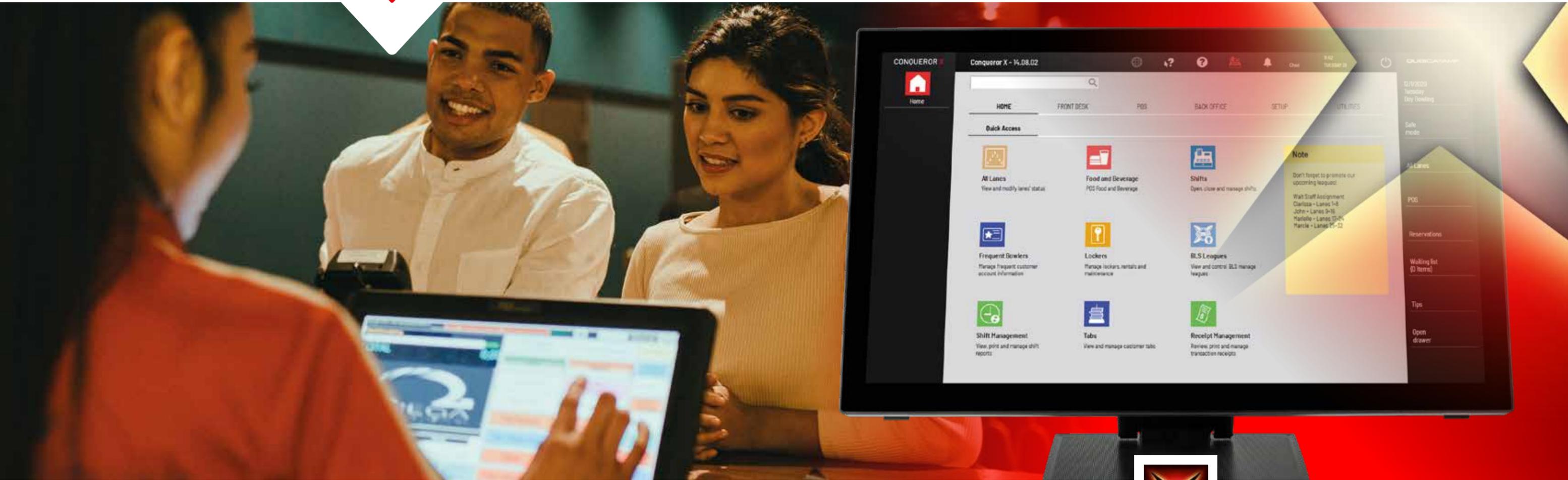
CONQUEROR XRM
EXPERIENCE RELATIONSHIP MANAGER



CONQUEROR BEX
BOWLING ENTERTAINMENT EXPERIENCE



CONQUEROR CMP
CONQUEROR MAXIMIZATION PROGRAM



CONQUEROR X

THE HEART OF THE BOWLING AND ENTERTAINMENT ECOSYSTEM

At the **center of the Making Bowling Amazing Ecosystem** is Conqueror X, the most powerful bowling management, POS, and marketing system ever available that drives the entire suite of products and modules. It provides an unmatched feature set and flexible, robust functionality, giving you **everything you need to take control** and get the most out of every product to the greater success of your business.

Conqueror X brings you the tools you need to **make your business thrive**. It is designed to improve your operational efficiency and drive profitability while allowing you to deliver the ultimate bowler experience. It is **aligned with the way you do business**. Every module, feature, and control is designed so the system can be fit to your business needs, not the other way around.

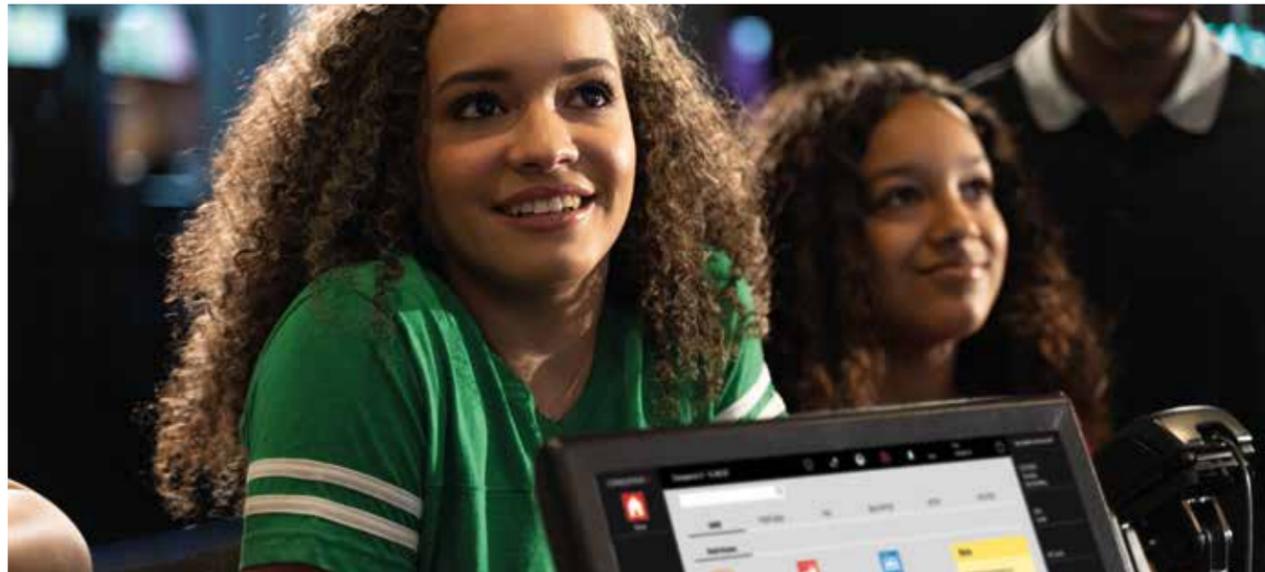
With Conqueror X you can truly **leverage every element of your investment** across the entire Ecosystem. Everything works better together, and through the power of Conqueror X all your products build on one another to help you deliver an AMAZING experience for your customers.



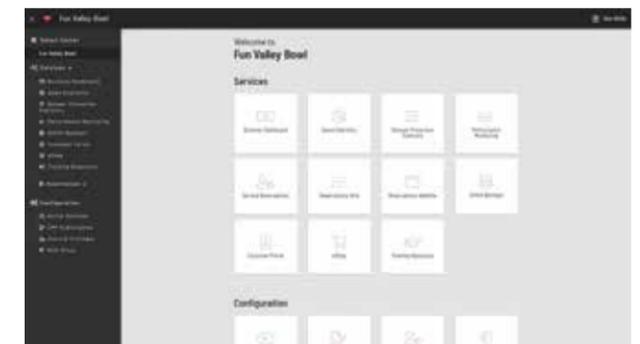
YOUR BUSINESS, YOUR WAY

Conqueror X is built for bowling and entertainment operations to be flexible to the wide array of business models and needs, and provides secure and intelligent control to run your business, your way.

- Conqueror X is **one complete system** where everything works together with a modern, user-friendly interface. Expansive center, terminal and security settings ensure not only is everything secure, but that everything runs the way you want it to in your business. All of this comes together to allow your staff to stay focused on what matters – delivering for your guests.



- Drive all types of bowling formats including tenpin, duckpin, mini-bowling and more, even side by side, with **Lane Management** as your command center. **Lane Options** let you configure every aspect of the on-lane experience to ensure a perfect visit for each and every guest. Use **Bowling Modes** and **BES X Experiences** as your “set it and forget it” templates for consistent and automated operations.
- Add the **Conqueror QPad** and extend the power of Conqueror X throughout your facility bringing service and control to wherever you need it. Manage the waitlist and reduce lines, control scoring and lanes, conduct bowling and F&B transactions anywhere. It’s the power of a front desk, back office and POS in your hand.
- Manage your leagues with the best competitive software, the legendary **Bowling League Secretary (BLS)** from CDE Software. Together with Conqueror X you can handle everything from setup to standings to payments and prize fund management. Host even the most complex tournaments with the integrated **Tournament Manager** – the reliable system of choice by sport associations.



- Technical operations are made easy with Conqueror X and the **Tech Wizard** expert system mobile app that notifies and provides guidance to your staff when needed. Along with the **Performance Monitoring** dashboard, you’ll have a complete overview of your pinspotter operations at your fingertips.
- Stay on top of revenues and financials from anywhere with real-time results on the **Business Dashboard**. The Conqueror X reporting suite includes comprehensive tools for staff and shift reporting, historical analysis and comparisons, operations statistics, and more.
- The **QPortal** is the online command center to access Conqueror Cloud-based tools including the data-rich dashboards, secure online backup, user management and more. It’s also the hub to access and manage a growing array of advanced modules and important services.



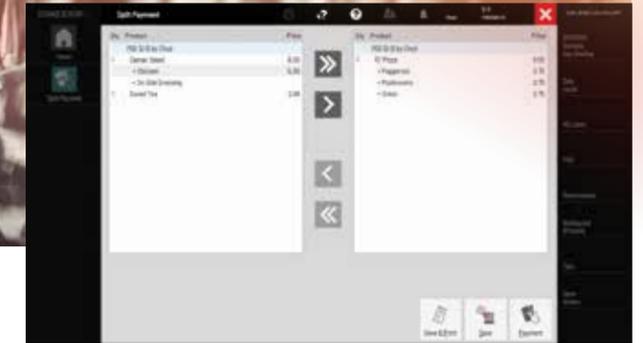
SEAMLESS TRANSACTIONS AND SERVICE AT EVERY INTERACTION

The Conqueror POS fits the broad needs of even the most complex food & beverage needs that is easy for your staff to use to deliver service that is seamless and maximizes convenience for your guests at every interaction.

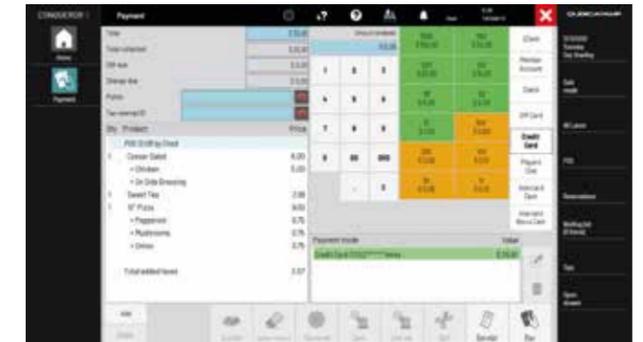
- Everything in Conqueror POS is built around managing **Seamless Transactions** with your guests. Provide them with **one bill** at checkout that covers all their activities and purchases during their visit. It's one system throughout Conqueror X with one **easy-to-use-interface** that is fully integrated to every module.



- Conqueror POS is built to power food and beverage operations big and small. Terminals are **highly configurable** so that your staff has access to the right functions in the right place. **Customize the layout** and display of categories and price key buttons and ensure quick, accurate transactions. Make things easy on your staff and fast for customers.
- **Dynamic Pricing** automatically adjusts based on the time of day, day of the week and holidays – saving you time, avoiding mistakes and ensuring you are maximizing profits. **Comprehensive Modifiers** make it easy to handle complex menus and orders, whether charged or not. And easily handle **mixed packages** to combine bowling and any POS elements including food and beverage, attractions, and more.
- Advanced **Order Management** tools ensure that everything gets to where it is supposed to go. Conqueror POS takes orders from staff on terminals and QPads, from guests on lanes via On-Lane Ordering and from the Advanced Reservation system for web booking and events. **Flexible remote printers** and an optional **Kitchen Display System** route order items for preparation and expedited readiness for your guests.



- Fast and flexible **Guest Management** puts your staff in control of service. Keep tabs for individuals, groups, tables, lanes, and events. Simple views make it easy for servers to create, edit, and split tabs and checks, generate bills and receipts, and more.
- Securely accept **credit, debit cards and contactless** for pre-authorization and final payments at traditional POS terminals and via wireless terminals anywhere needed in the center. Conqueror X systems are **EMV-compliant** and fully compliant with the latest guidelines from the PCI Security Standards Council regarding credit card data processing.
- Conqueror POS is interfaced with **Cashless Control Systems** for those centers looking for the flexibility of using game cards throughout their operation. Add stored value, use value for POS purchases and more with Intercard, Embed, Sacoa or Cointech systems.
- Interfaces with optional **beverage control systems** by Berg and Azbar give centers extra protection and staff accountability when managing bar operations.
- Complete **tax management** makes it easy to accommodate your accounting needs. Conqueror POS brings support for both added and included taxes and easy handling of tax exemption and special circumstances. Plus, Conqueror X is a fiscally compliant solution in a number of worldwide markets.
- Flexible and **comprehensive Real-time Reporting** lets you generate per-employee or per-shift reports, with details such as tips, incomes, suspect activities and more. Review statistics such as hourly sales and see hot items at a glance. Monitor **results in real time** on the Business Dashboard, run ad hoc reports, automatically export to Quickbooks and interface with optional Dassel for advanced accounting needs – Conqueror X supports it all.





ONE SYSTEM FOR THE ULTIMATE CONSUMER JOURNEY

The Conqueror Experience Relationship Manager (XRM) is an expanding suite of marketing technology and tools that empower you to create the Ultimate Consumer Journey through your business! XRM brings the most important elements to elevate every touchpoint you have with your customers – before, during, and after their visit.

It's **one system** where everything works together across all of Conqueror X and the entire Making Bowling Amazing Ecosystem. No longer will you need to juggle different systems from a variety of providers. Having everything designed to work together seamlessly makes the complex, simple, for you and your customers.

Consumer demands of service and technology are extremely high and XRM delivers by **maximizing convenience** for your customers at every turn. They can find the right programs and entertainment for them, conduct transactions that are a breeze, and enjoy loyalty that is truly rewarding. And importantly, XRM **provides them the control** of their experience that they expect and deserve so that they can have it their way.

For you, XRM is truly executable. Everything is **turnkey** and puts you in command of your offers, programs, and campaigns. It provides your center with a **highly automated** way to communicate, promote, **continuously upsell**, take bookings and orders, and reward your customers. XRM does the work so that you and your staff can stay focused on taking care of your guests.

Positively influence customer behavior, deliver better service, engender fierce loyalty, drive more visits, and increase spending throughout your business with the Conqueror Experience Relationship Manager.



- Conqueror X **Advanced Reservations** is the complete and flexible booking management tool, and the only one with realtime interaction with the lanes so you can manage events, web bookings and walk-ins simultaneously and without conflict. Manage event deposits, food and beverage orders, lane and bowler options, and more.
- Have complete management of your customers and their activities, know their detailed purchase history and play habits with the **Frequent Bowler Tracker** customer

- database. Powerful and flexible reports and tools help to identify those segments to promote and communicate to.
- With the **Players Club**, you can allow members to earn points and pay with those points, promoting repeat visits and **customer loyalty**. Manage special promotions to increase earn and drive additional play. And, leverage loyalty tiers to reward your most important customers.

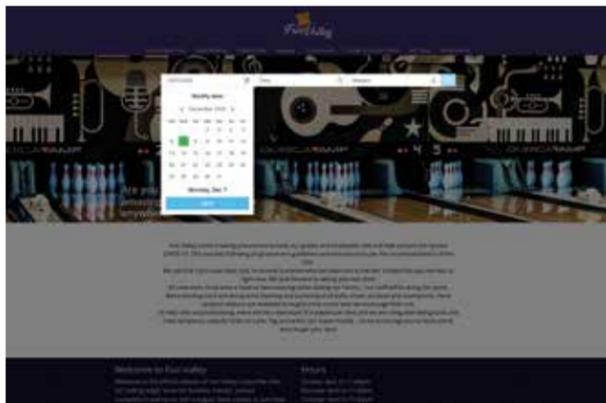


CONQUEROR WEB



Conqueror Web is the only booking tool designed to drive bowling entertainment and help nudge guests to spend more in your center.

- At the core of the system, you can create Web Offers that **feature unique bowling content**, packages, bundled activities and more. Far beyond simple booking, guests can see all your programs making it **easy for them to buy up** by finding their perfect bowling experience.
- **Never Say No** to a customer again. With features like Smart Search and calendar rules, you can always nudge guests to find available offers—even driving customers to later periods on peak days for extra revenue.
- To meet the needs of a wide array of bowling and entertainment businesses, Conqueror Web is **highly flexible and customizable**. Using built-in libraries, centers can select from a variety of visual themes and media that can be tailored to match the existing look&feel of their website and brand.



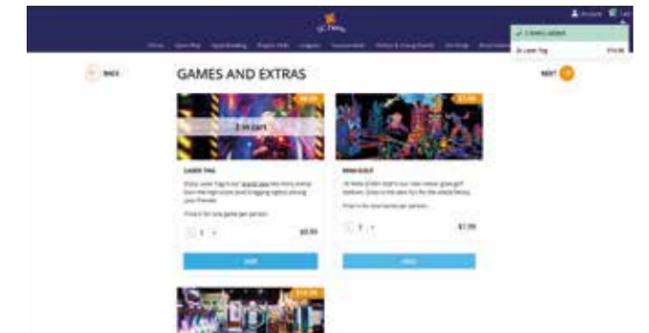
Web Offers - Far beyond simple booking, at its core is the endless flexibility to create compelling Web Offers that feature unique bowling content, packages, bundled activities, and more. Every step along the way Conqueror Web is working to make it easy for your customers to assemble their perfect bowling experience!



Highly Customizable - To meet the needs of a wide array of bowling businesses, Conqueror Web is highly customizable. You can select from a variety of visual themes that can be tailored to match your existing website and brand. In addition to look, elements throughout are highly configurable to support smart operations. Everything is manageable in a friendly, turn-key way.



Always Upselling - Conqueror Web makes it easy to showcase food and beverage, activities and non-bowling extras – it's always upselling. You can even tailor add-on options to match with Web Offers, so guests can quickly find complementary items that add to their average spend before they've even walked in the door.



Experience Relationship Manager - Conqueror Web is the first element in the Conqueror Experience Relationship Manager – an expanding suite of marketing tools to create the ultimate consumer journey through your business. It's one system where everything works together across the entire Ecosystem, providing a seamless and convenient experience for your guests.



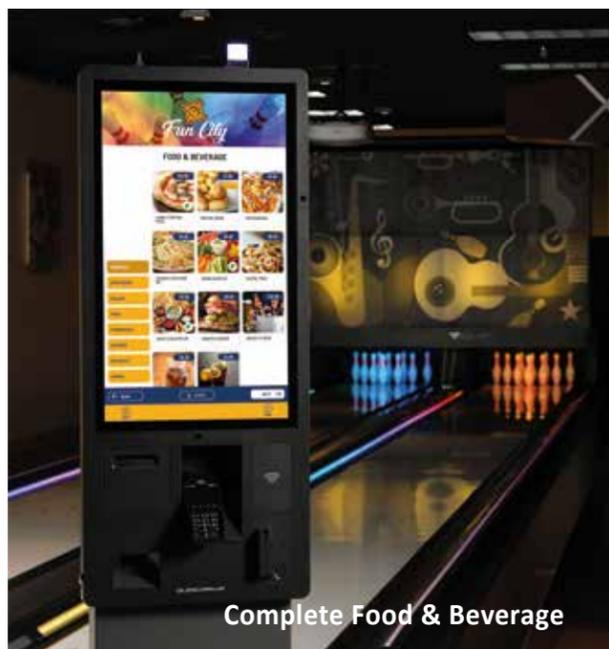
Available in the U.S.A.



CONQUEROR KIOSK



Easy Check-In with Conqueror Web



Complete Food & Beverage

THE ULTIMATE CONSUMER JOURNEY

The Conqueror Kiosk is part of the Experience Relationship Manager (XRM) growing suite of marketing technology and tools that empower you to create the Ultimate Consumer Journey through your business.

As part of the Ecosystem, the Conqueror Kiosk works together with your existing Conqueror X management system and POS, as well as the Conqueror Web booking system. This allows your guests to have an easy and seamless experience whether they start on the web or walk in through your front door. For you, setup is turnkey, and your look, feel and branding are consistent through every interaction.

Convenient Self-Service

The Conqueror Kiosk is built with the consumer in mind – and delivering the convenient and easy interaction they seek. Consumer expectations of service, convenience and technology are extremely high, arguably higher than ever before. They also expect to be in control of their experience. The Conqueror Kiosk is the perfect way to provide service the way they want – helping them find the right programs and entertainment for them and conducting transactions that are a breeze.

Always Upselling

The Conqueror Kiosk is the perfect way to showcase your offerings and the only system built to upsell your customers to play and spend more while reducing lines and wait times. It literally never tires of upselling – always promoting your bowling programs and packages, food and beverage, activities, and more. All of which helps drive higher spend. When your guests are enticed by the extras that they want at the right time, they will buy them.

Greater Staff Flexibility

In a time when finding staff and managing overhead is difficult, the Conqueror Kiosk is a great way to improve service and better deploy your staff. The Conqueror Kiosk speeds up lines, conducts complete transactions, moves guests through the arrival and purchase process, always shows up on time, never calls in sick, and always tries to upsell with special offers and additional items. One staff member can easily manage and oversee multiple kiosks, and the kiosk can advise the staff when extra help is needed by a guest.



Walk In and Play Now

Make Conqueror Kiosk the first touchpoint for your guests when they arrive. Through the “Play Now” service they can explore programs and select their perfect bowling offer, customize their experience with food & beverage and extras, enter their names and preferences, and complete their payment. Everything can be completely automated, including lane assignment and opening, and instructions for their next steps – like stopping by the desk to pick up shoes. If their choice isn’t available just yet, guests can pick the next open time slot and be notified by text as soon as their lane is ready.



Easy Check-In with Conqueror Web

Consumers are looking for fewer touch points and easier ways to interact with your business. For those who start their journey on your website and book through Conqueror Web, it could not be faster or easier. They simply scan their confirmation QR code at the Conqueror Kiosk, review their selections, are encouraged to buy extras, and complete any payments – then the system does the rest. If the lane is ready, they can be sent straight away. Or if there is a bit of a wait, they will be advised by text message when the lane is available.



Complete Food & Beverage

With the dedicated Food & Beverage Conqueror Kiosk service, you can shrink lines, showcase options, take payment, and generally improve the entire process for your guests. Guests are presented with a beautiful graphical menu complete with always up-to-date dynamic pricing, specials, and availability of items. Modifiers ensure that they can make their order just right. Complete payment flows and multiple custom options for delivery location (to the lane, to the table, pickup, etc.) allow for a complete hands-off experience for your guests.



Walk In and Play Now



TRANSFORM FROM BOWLING TO BOWLING ENTERTAINMENT

Conqueror X gives you the tools to deliver an amazing Bowling Entertainment Experience that leverages your bowling anchor and delights your guests by driving the many unique products and elements across our ever-growing bowling and entertainment Ecosystem.

- **BES X is the biggest evolution in the history of automatic scoring** and more than just a scoring system – it’s a Bowler Entertainment System. Also, it’s the only system designed to help you deliver truly unique on-lane entertainment to everyone with an **endless collection of choices for your guests**. Conqueror X puts you in complete control to leverage and manage every aspect of the system, ensuring you can delight every customer segment that visits your center.

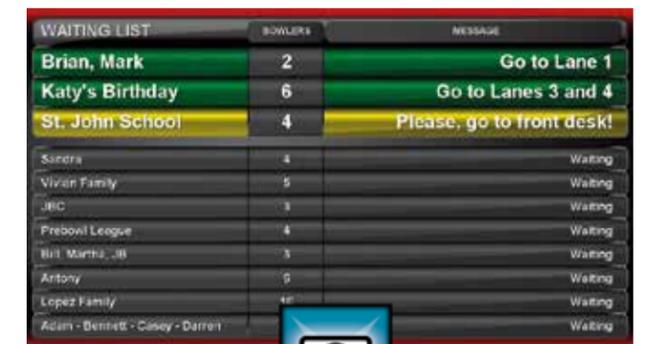


- **HyperBowling** is the revolutionary bowling-based attraction that takes bowling to the next level. It’s an exciting and engaging fast-paced game that’s like playing a **physical video game on a bowling lane!** Players face challenging moving color targets, progressive levels and score multipliers, allowing everyone a chance to get in on the game and win big. From Conqueror X you can manage the business side of the game – including an intelligent **Bumper Protection System** that monitors play and helps protect your investment.

- With BES X and HyperBowling, you have a lot of compelling content and ways for your guests to play! **BES X Experiences** can make it easy for guests to pick something right for them, your staff to seamlessly deliver and your center to **make more money**. Conqueror X brings the advanced controls to design each Experience and lets the system dynamically control the pricing, availability, and display.



- **CenterPunch** is the only intelligent lighting collection that gives you the power to create and conduct coordinated lighting displays connected to what’s happening on your lanes. Fully controlled through Conqueror X, it makes it easy for your staff to create powerful, **coordinated lighting shows** using both pin deck lighting and capping lighting that are fully automated. Not only is the control smart, but it is incredibly powerful!



- **The Multi-Media System (MMS)** makes it easy to communicate with your customers – automatically. You can display advertising and promotions, dynamic price lists, waiting lists, live scoring and more throughout your center. Everything can be configured and scheduled within Conqueror X to show the right content in the right place at the right time.



Conqueror X is backed by the **Conqueror Maximization Program**, the complete center operations software, cloud and services maintenance plan that provides everything you need to get the most out of your investment in Conqueror X and your entire Making Bowling Amazing Ecosystem for the long-term. Get the peace of mind that comes with frequent updates and improvements, business-building features and services, access to experts, readiness for the future and avoidance of unexpected expenses for software and support.



The program includes:

- **Automatic and continuous Software Updates** for all products you own in the ecosystem including scoring, core management system, POS, marketing tools and more. New content keeps the **entertainment fresh** for guests. New features help **drive more revenue** and keep **operations at peak efficiency** and staff focused on maximizing the experience for your customers.
- **Conqueror Cloud** services provide the growing technology platform for your most powerful **business-building** Conqueror X modules, features, tools, and services. Drive your business today and be fully ready for exciting future products and capabilities.
- The **QPortal** is your window into the Conqueror Cloud and home for direct access to features which help you efficiently run your business, including dashboards, access to services, Conqueror Maximization account management, staff and user management, settings and more. It is always securely and conveniently available to you from any browser and internet connection.
- **Technical Support Services** and **unlimited access to QubicaAMF experts** via phone and e-mail for all of Conqueror X, POS, scorings systems and all technology products in the ecosystem. Conqueror Cloud tools make it easier to remotely troubleshoot in case of issues and work to get a fast resolution.
- **Training Services** including an **extensive resource library** with guides and videos, access to live **virtual training** sessions on a wide array of Conqueror X and technology products hosted by experts, and consultation with a training specialist. Ensure that you and your staff are configuring, using and **getting the most out of your software and systems** and be ready to tackle your daily operations.
- **Marketing Services** featuring an extensive library of **turn-key campaigns and collateral**, Marketing Kits for key products with images, videos and templates, access to the exclusive and interactive BES Xtras blog and consultation with a marketing specialist. **Unlock the full potential** of the bowling and entertainment ecosystem and drive more business and revenues.

CONQUEROR MAXIMIZATION PROGRAM	BUSINESS PREFERRED	BUSINESS ESSENTIALS	BASICS	ARCADE / RESIDENTIAL
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Includes automatic and continuous software updates, including new features and improvements, for all products in the ecosystem:

Core Conqueror X management system updates	Included	Included	Included	Included
BES X scoring system content, new games and graphics updates	Included	Included	Included	Included
Point of Sale updates	Included	Included	Included	---
HyperBowling, Multi-Media System, BES X Experiences and other technology product updates	Optional	Optional	Optional	Optional

Includes Conqueror Cloud services required for the following modules and features:

Tech Wizard smartphone application	Included	Included	Included	Included
SMS Text Messaging for Waiting List*	Included	Included	---	---
Online Scoring*	Included	---	---	---
Fiscal interface (EFSTA FR)Δ*	Included	---	---	---
Conqueror XRM Experience Relationship Manager	Optional	---	---	---
Conqueror Web	Optional	---	---	---
Conqueror Kiosk	Optional	---	---	---
Dassle Suite interface	Optional	Optional	Optional	---
Fiscal interface (EFSTA DE)Δ*	Optional	Optional	---	---

Includes tools and dashboards through QPortal online center management:

Business Results dashboard	Included	Included	Included	Included
Performance Monitoring dashboard	Included	Included	Included	Included
Game Statistics dashboard	Included	Included	Included	Included
Secure Online Backup	Included	Included	Included	Included
Cloud feature setup, configuration, roles and user management	Included	Included	Included	Included
HyperBumper Protection System dashboard	Optional	Optional	Optional	---

Includes the following Technical Support Services:**

Support for Conqueror X, POS, scoring system and other technology products	Included	Included	Included	Included
Support for QubicaAMF pinspotters	Included	Included	Included	Included
Remote troubleshooting in case of issues at the center	Included	Included	Included	Included
Remote installation support for selected add-on products and modules	Included	Optional	Optional	Optional

Includes the following Training Services:***

Training Resource Library	Included	Included	Included	Included
Live Virtual Training Sessions	Included	Included	Included	Included
One-to-one training consultation with a MaxTraining specialist	Included	Optional	Optional	Optional

Includes the following Marketing Services:***

Marketing Campaign and Collateral Library	Included	Included	Included	Included
Product Marketing Kits	Included	Included	Included	Included
Exclusive BES Xtras blog	Included	Included	Included	Included
Access to custom print solutions for marketing materials	Included	Included	Included	Included
One-to-one marketing consultation with a Virtual Marketing specialist	Included	Optional	Optional	Optional

Δ - Available only in selected countries.

* - Feature is included and available to activate upon request through the QubicaAMF Technical Support team.

** - QubicaAMF Technical Support for direct markets. Some territories will be 2nd level support through local Distribution Partners.

*** - Not available in all markets outside of the US. Some content available in English only.

"Optional" features may require additional purchases or equipment.



CONQUEROR X	BUSINESS PREFERRED	BUSINESS ESSENTIALS	BASICS	ARCADE / RESIDENTIAL
Bowling, scoring and lane management	Included	Included	Included	Included
Business automation, Bowling Modes, calendars	Advanced	Advanced	Basic	Basic
Security, roles and user management	Advanced	Advanced	Basic	---
Shift management, financial, historical and statistical reporting	Advanced	Advanced	Basic	---
QuickBooks interface	Included	Included	Included	---
Waiting List management	Included	Included	Included	---
League management	Included	Included	Included	---
CDE BLS, BTM and T-Brac interfaces	Included	Included	Included	---
Swedish & Danish league management Δ*	Included	Included	---	---
Tournament management	Included	Included	---	---
Time games management	Included	Included	---	---
Lockers management	Included	Included	---	---
Time tracking	Included	Included	---	---
Point of Sale	Advanced	Advanced	Basic	---
Seamless transactions and tab management	Included	Included	---	---
Integrated customer-present credit and debit card processing Δ*	Included	Included	---	---
Cashless systems (Standard interface: Intercard, Embed, CoinTech, Sacoa)*	Included	---	---	---
Beverage control systems interface (Berg, Azbar)*	Included	Included	---	---
Kitchen display system interface (MicroPlus) Δ*	Included	Included	---	---
Fiscal interfaces (WinTic IT, WinTic RO) Δ*	Included	Included	---	---
Booking system, Advanced Reservations and event management	Advanced	Basic	---	---
Customer database management, Frequent Bowler Tracker (FBT)	Advanced	Basic	---	---
Players Club loyalty program	Included	---	---	---
Lanetalk interface*	Included	Included	---	---
BowlGames interface Δ*	Included	Included	---	---

Includes software management and support for the following OPTIONAL purchases:				
HyperBowling	Optional	Optional	Optional	---
CenterPunch Deck Lighting	Optional	Optional	Optional	Optional
CenterPunch Capping Lighting	Optional	Optional	Optional	Optional
Intercom	Optional	Optional	Optional	Optional
Automatic bumpers	Optional	Optional	Optional	Optional
Foul detection system	Optional	Optional	Optional	Optional
Conqueror QPad	Optional	Optional	---	---
Multi-Media System	Optional	Optional	---	---
BES X Experiences	Optional	Optional	---	---
Time games controller (Favero)	Optional	Optional	---	---
Conqueror Training Station	Optional	Optional	Optional	Optional
Conqueror Remote Terminal	Optional	---	---	---

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