

## ***TOP 6 REASONS TO CHOOSE SYNC AS YOUR POS SYSTEM***

Want to increase in-center spending, return visits, and guest loyalty? The best point-of-sale (POS) systems will do all that by improving the reservation and wait processes, streamlining staff services, and automating personalized marketing messages and special offers. On the back-end, you need to be able to count on your POS to manage payments flawlessly and generate data to help you make both everyday and critical business decisions. Sync® is a robust, fully integrated, Cloud-enabled POS system, designed specifically for FECs to meet all these needs and more.

### **HERE ARE JUST SIX OF THE MANY REASONS TO CHOOSE SYNC AS YOUR FEC'S POS SYSTEM**

#### **1. The Sync Service Kiosk Provides Labor Savings**

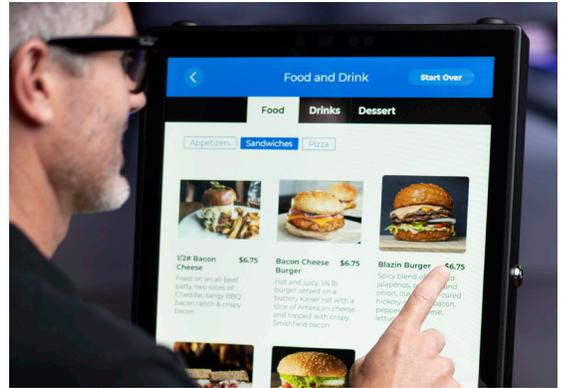
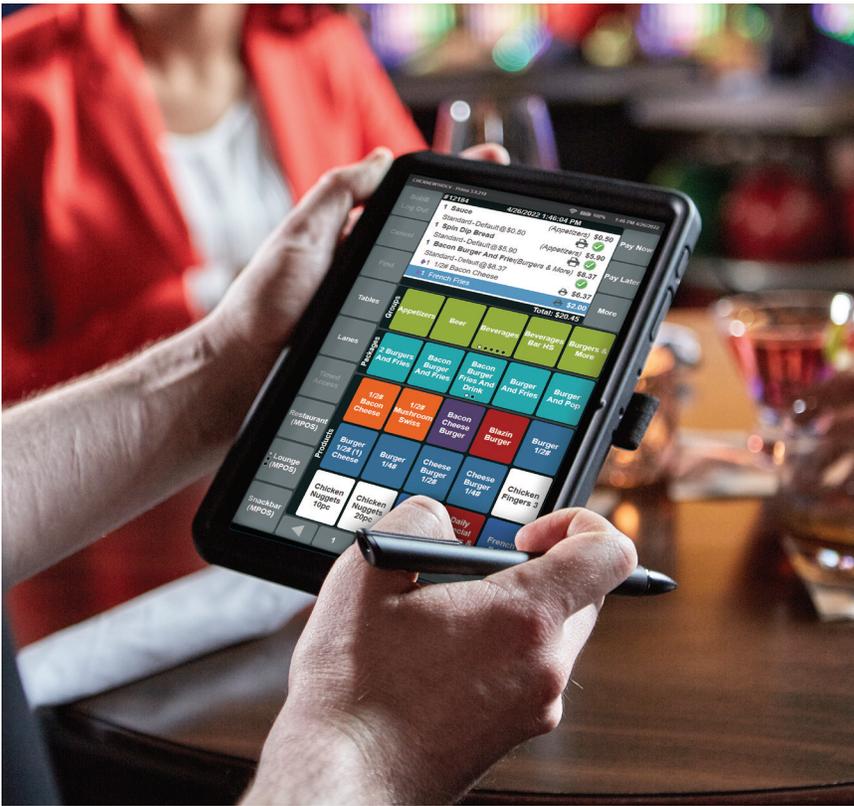
The Sync Service Kiosk elevates automation and guest empowerment as it does the work of up to three staff members during peak times. The Sync Service Kiosk minimizes wait times, optimizes ordering, enhances accuracy, and provides strategic upselling, using captivating digital displays to attract customers. Guests independently arrange bowling, food and drink, game cards, and attractions. Sync and the Kiosk automate the entire process, from reservations to intelligent notifications, requiring minimal staff intervention.

#### **2. Designed for Family Entertainment Centers**

Sync is the only FEC network system that aligns guest activity with what's happening behind the front desk and what goes on in your back office. Sync combines a powerful suite of POS, center management, and marketing tools with the most advanced bowling scoring features, all in one seamlessly integrated system backed by a 24-hour support line. Sell and manage access to a variety of attractions with Sync's attraction management function. Guest check-in is integrated with Sync's digital waivers, which streamlines the process for guests and staff. The system's real-time attraction capacity monitoring allows staff to make accurate decisions on guest placement, all on one easy-to-use screen.

#### **3. Automates Your Marketing**

With very little setup and minimal attention after that, Sync executes a variety of marketing tactics that continue to boost your bottom line day after day. Data collected by Sync POS helps you create, manage, track, and distribute offers and coupons via print or social media. Sync provides the deepest visibility to the total revenue (bowling, other attractions, food and beverage, in-center spending) associated with each offer. No other POS system can touch Sync's ability to provide data and actionable insights that will positively impact your marketing, offers, products — and revenue.



#### 4. Includes Robust Tools for Increased Profitability

Data is power (and profits) when harnessed by Sync. Quickly call up at-a-glance vignettes to compare one period to another, discover which attractions are most profitable, find out which employees generate the most sales (or voids), or see how one of your centers is performing compared to another. Sync makes these at-a-glance reports available from anywhere, anytime, via the Brunswick Cloud. Accurately calculate, collect, and track every dollar spent anywhere in your center — all in one easy-to-operate system. Inventory management tools improve order-filling accuracy and reduce waste/spoilage. Use Sync TimePro® to help you keep wages and salaries under control and make employee scheduling easier.

#### 5. State-of-the-Art Technology

Sync is intuitive and user-friendly, comes with excellent training support, and is an all-in-one system, making it easy to use for staff, customers — and you. Leading-edge technologies result in a system that performs far more functions far more powerfully than any other FEC management system on the market. Sync is cloud-enabled, protecting vital customer data from loss while allowing you to access data and marketing tools from anywhere at any time.

#### 6. Delivers the Best Guest Experience

Sync POS features powerful guest-management tools that improve table and lane management, facilitate internet reservations, and reduce wait times. Sync lets customers use the OpenLane app to connect with the center to enhance their bowling experience, reserve activities, and earn loyalty points, all from their mobile device. Sync provides text updates and estimated wait times. Owner/operators using Sync have reported lineage increases of up to 30 percent. And since Sync POS is fully integrated with Customer Relationship Manager (CRM) features, guest information is captured for future marketing.

Sync POS, designed specifically for FECs of all shapes and sizes, addresses the most intricate point-of-sale needs. Dynamic product creation and screen layout let any center build its own optimal POS interface and functionality. Sync delivers innovative POS functionality and reliability on par with rival enterprise solutions but is custom-designed for FECs that want to increase sales, automate a more effective marketing program, and better manage their operations.