

## Conqueror Pro, Your Gateway to Solutions

Our customer-centric outlook and innovative track record are the big reasons for choosing QubicaAMF. As the premier provider of integrated bowling center software, systems, hardware, in-center marketing, training, operating procedures and support, QubicaAMF delivers everything you want as an owner or operator. What makes us the premier provider is simply this: we always put your business needs first.

As part of our commitment to preserving the investment you make with QubicaAMF, and in an effort to offer all of our customers a path to new technology, we have developed Conqueror Pro for BOSS/XL. Once again, leaving no customers behind.

Operation, Management and Marketing, Conqueror Pro, Conqueror Pro for BOSS/XL and Conqueror POS provide total control for your center and are your Gateway to Solutions.

***So-lu-tion (n):** Integrated, modular and upgradeable product and/or service offerings that enable proprietors to grow revenues or operate more efficiently, solving a business problem and improving ROI, while increasing the value of their original investment.*

## HOW WOULD YOU LIKE TO BE A STAR IN THE POWER OF PARTNERSHIP?





At QubicaAMF, we are dedicated to working with our customers to deliver innovative, quality Solutions to help our customers grow their business.

**So-lu-tion (n):** Integrated, modular and upgradeable product and/or service offerings that enable proprietors to grow revenues or operate more efficiently, solving a business problem and improving ROI, while increasing the value of their original investment.

Business Building, Turn Key Solutions. Delivered.

Solutions are an innovative concept, an operational model, packaged as a turnkey approach designed to generate results.

Solutions include:

- Systems \*
- Operating Procedures
- Training
- Marketing & Promotional Materials
- Coordinated Merchandising (where applicable)
- Website Showcase (to add to your web site, where applicable)
- Intellectual Property Rights License (to use the Solution methodology, design, content & logos)
- Support.















































































\* Required Systems vary depending on Solution purchased.

QubicaAMF Solutions Partners:

We have been working with our Solutions Partners over the past 2 years to develop and test the various Solutions, Conqueror POS, Conqueror for BOSS/XL and many enhancements to BES and Conqueror Pro, the foundation for Solutions.

Our Solutions Partners have these products and Solutions installed andoperating in their centers, and continue to provide us performance and enhancement feedback on a routine basis. Please feel free to contact any of our Solutions Partners with questions you may have relating to the various Solutions.

Solutions Test/Implementation Time Line & Customer Meetings 2006 – 2007

	feb-06	mar-06	apr-06	may-06	jun-06	jul-06	aug-06	sep-06	oct-06	nov-06	dec-06	jan-07	feb-07	mar-07	apr-07	may-07	jun-07	jul-07
QubicaAMF Customer Meetings	US Customer Focus Group Tampa, FL	US Customer Focus Group Reno, NV			LTVMedals - Las Vegas, NV Chen Solutions Research - Las Vegas, NV European Focus Group - Georgia, GA			US Customer Focus Group - Tampa, FL UK Chain Meetings - London, UK	Solutions Partners & Training Meeting Bridgely Station - Venus, VA			Solutions Partners & Training Meeting Richmond, VA	Solutions Partners & Training Meeting Web Solutions - San Antonio, TX US Customer Focus Group Solutions Showcase - Chicago, IL		Solutions Partners & Training Meeting Players Club - Fort Lauderdale, FL		Solutions Partners Feedback Future Solutions Meeting Bowl Expo	
QubicaAMF Solutions Partners	 Naples, FL																	
	 Westminster, CO																	
	 Margate, FL																	
	 Tampa, FL																	
	 San Antonio, TX																	
	 Manheim, PA																	
 Lincoln, NE																		





# Birthday Solution



## You Spoke ...

"If we could provide a 'WOW!' birthday experience and create a 'buzz', like no one else in the area, we could increase our birthday revenues, and more importantly, attract new customers for open play."

## We Delivered...

QubicaAMF has developed complete Themed Birthday Party Packages, from the tableware to the animation on the screen. Customers can choose from 3 different themes that tie to our scoring environments, Oceano, Fairy Tales or Prehistorica. They then take these characters home via the Fun Box and interactive CD given to each child... reminding them to go bowling again soon. We also provide training for staff and all of the supporting marketing and merchandising materials you need to effectively promote this program within your center.

## What's Included:

Complete Center Marketing Kit (Posters, Banner, Stand Up Cut Out, Promotional Buttons, Brochures, Direct Mail, Bounce Back Coupons, MMS Ads, Email Campaigns, Party Host Success Training Guide and a Manager's Training & Procedures Manual), Themed Party Supplies & Tableware (Napkins, Cups, Placemats, Centerpiece), Balloons, Nametags, Stand Up Cut Outs, Themed Fun Boxes for each child (Interactive CD, Stickers, Tattoos, Keychain, Pencil and Coloring Book), Parent Survival Guide, Website Showcase, Staff Training (8 hours) & Support (10 hours), IPR License.

## Systems Required:

BES with Themed Birthday Software (2007 Version), Conqueror Pro 5.03.00 or higher.





## Customer Relationship Management & Loyalty Solution



### You Spoke ...

"I would like a program that will give our customers an incentive to keep coming back."

### We Delivered...

QubicaAMF has developed a complete Customer Relationship Management & Loyalty Solution, Players Club. Your customers can now earn points every time they visit your center. They can redeem their points for Q Cash, Best Buy gift cards or use them toward immediate gratification items with our exclusive set of themed merchandising. Track your customer's purchasing habits, so you can better market to particular segments. This Solution includes cooperative marketing with Best Buy and ties to your website.

### What's Included:

Complete Center Marketing Kit to target and enroll 2,500 members and upgrade 1,000 members to Gold Level (Posters, Direct Mail, Table Tents, Promotional Buttons, Brochures, MMS Ads, Email Campaigns, Enrollment Kits & Letters, Training & Procedures Manual), Customized Players Club Cards with your center's logo (2,500 standard cards and 1,000 Gold Level cards), Center Merchandising Kit, Best Buy\* Kit, Website Showcase, Staff Training (16 hours) & Support (18 hours), IPR License.

### Systems Required:

Conqueror Pro or Conqueror for Boss/XL 5.03.00 or higher, Frequent Bowler Software, Conqueror POS as center's POS system, POS-specific training from scoring trainers (min 10 hours).

### Systems Strongly Suggested:

Web Reservations and Firewall Security System, Conqueror Advanced Reservation Software, Advanced Reservation Training from scoring trainers, Web Reservation Solution (Training, Support and Marketing items).



**PLAYERS Club**

**MAKE BOWLING A REWARDING EXPERIENCE**

Become a Players Club Member Today!

**Spend \$1, Earn A Point... It's That Simple**

Don't wait another minute... **REWARD** yourself today!

**BEST BUY gift CARD**

**MAKE BOWLING A REWARDING EXPERIENCE**

Become a Players Club Member Today!

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**MAKE BOWLING A REWARDING EXPERIENCE**

Become a Players Club Member Today!

**Spend \$1, Earn A Point ... It's That Simple**

You can then convert your points into QCash that can be spent almost anywhere in the center, purchase our themed Prehistorica, Oceano or Fairy Tales merchandising items or convert your points into a **BEST BUY™ gift card**.

Don't wait another minute... **REWARD** yourself today!

**BEST BUY gift CARD**

Ask one of our friendly sales associates how you can become a member and start earning points right away or visit our website.

**PLAYERS Club**

[www.centerwebsite.com](http://www.centerwebsite.com)

**START REDEEMING YOUR POINTS TODAY.**

The rewards are striking! Choose from:

Themed Character Cut Outs: 1000

Party Tote Bag: 1000

Virtual playland CD: 1000

Party Favors: 1000

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# Web Reservation Solution



## You Spoke ...

"I would like to offer my customers the convenience of booking on the web with a system that is integrated with our in-house reservation software, allowing us to compete with cinemas and other entertainment options in the area."

## We Delivered...

QubicaAMF has developed a Web Reservations system which allows bowlers to reserve their lanes on-line, in advance, and is linked to your reservation system. This provides an easy way to capture your customers' profile as they book their online reservation.

## What's Included:

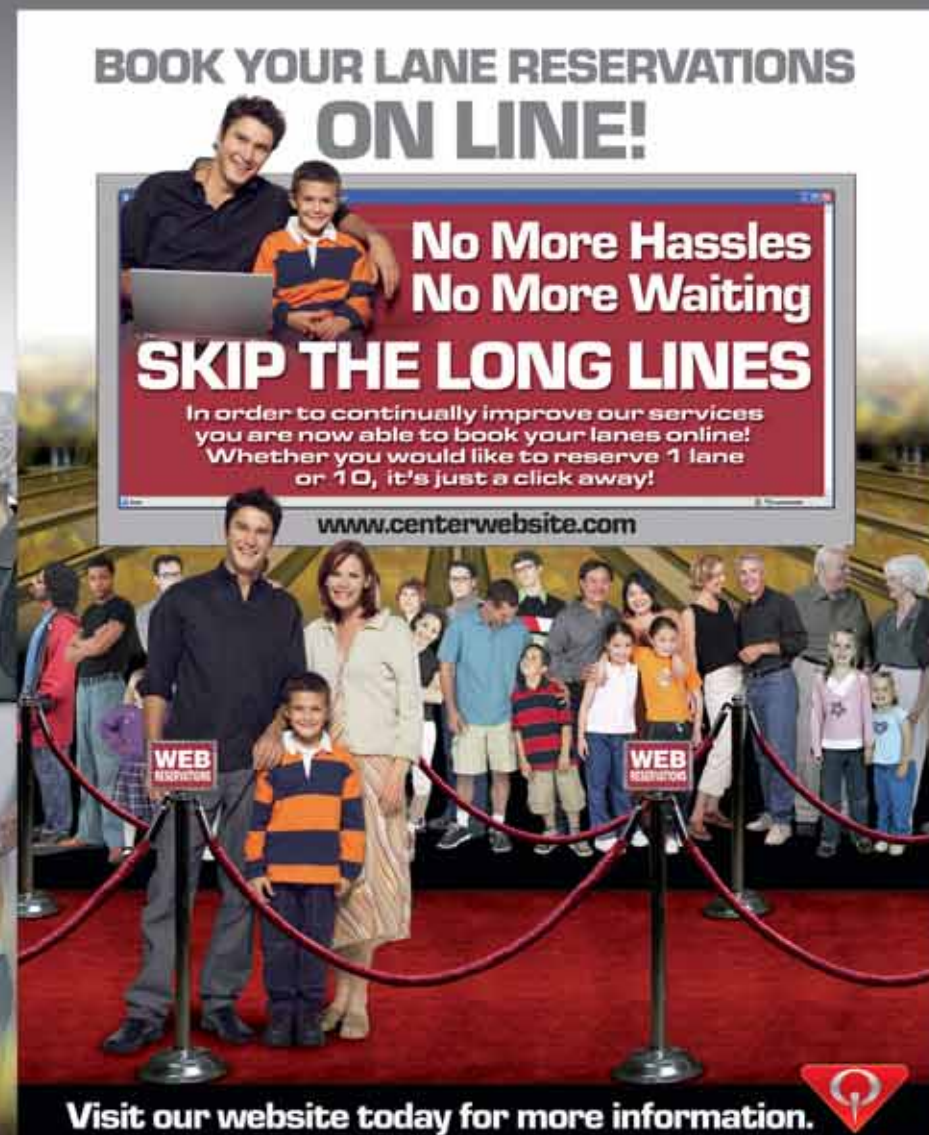
Complete Center Marketing Kit (Flyers, Posters, MMS Ads, Direct Mail, Email Campaigns, Bounce Back Coupons, Training & Procedures Manual), Center Signage, Staff Training (12 hours) & Support (10 hours), IPR License.

## Systems Required:

Conqueror Pro or Conqueror for Boss/XL 5.03.00 or higher, Conqueror POS as center's POS system, POS-specific Training from scoring trainers (min 10 hours), Web Reservations and Firewall Security System, Conqueror Advanced Reservation Software, Advanced Reservation Training from scoring trainers.

## Systems Strongly Suggested:

Frequent Bowler Software, Frequent Bowler Software Training from scoring trainers, Players Club Solution (Training, Support and Marketing items).





## Bowler Entertainment & Marketing Solution



### You Spoke ...

"If my customers could choose their entertainment experience every time they visit my center, or every game they bowl, they would come back more often and bowl more games...and would choose my center over the competition."

### We Delivered...

QubicaAMF has developed Bowler Entertainment & Marketing Solutions including Your Lane, Your Way and HalloPin. YLYW allows customers to choose their environment every time they bowl, at the console or at the desk, providing variety at the lanes. HalloPin creates a means for you to market a specific environment to your customers. Both, enticing them to come back again and play more games.

### What's Included, YLYW:

Complete Center Marketing Kit (Posters, Table Tents, Promotional Buttons, Staff Counter Cards, Training & Procedures Manual), Manager's Toolbox for Success (a checklist for managers/staff members to jump start the program), 8 Simple Ideas for Success, System User Guide, Website Showcase, IPR License.

### What's Included, HalloPin:

New Scoring Environment, Electronic Center Marketing Kit (CD containing Posters, Promotional Buttons, Email Campaign, MMS Ad, Training & Procedures Manual), Success Guide, 5 Frightfully Fun Ideas, System User Guide, Website Showcase.

### Systems Required:

Conqueror Pro 5.03.00 or higher, Bowland X or BES with YLYW software (2007 Version) for YLYW and BES for HalloPin.

