

# WHY YOUR BOWLERS NEED SPECTO

## APPEAL TO THE YOUNG GENERATION

Considering the phone and app usage of kids, providing them a second screen of fun challenges is a great opportunity to keep them engaged in the center.



## CHALLENGE ACCEPTED

Challenge other bowlers in your center or bowlers from the other side of the world with Specto Challenges. Increase the "Competitive Environment" and lineage in your center.



## EXPAND YOUR PERFORMANCE

Receive live data for immediate feedback on performance and accuracy.



## PRACTICE MADE EASY

Use practice drills designed by coaches to improve your game.



## SPECTO BOWLING

### Specto - Tracking System - 157-8602

- Can be used with the FREE Specto Mobile apps and Coaches' App (PC)
- Up to 40 data points to analyze
- Lidar Sensor that captures about 60 readings per lane



## SPECTO BOWLING GO

### Specto GO - Portable Tracking System - 157-8611

- Portable set-up designed for temporary installs and can be moved between different locations
- Hard case for safe storage and transport
- Includes laptop with Specto Coaches' App Software pre-installed
- Custom-made bracket sits on the lane for quick and easy set-up

Plus continuous software and mobile app updates with the \$495 annual fee

Check our website to find Specto Centers, business plans and more information about our apps and requirements.

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



# FUN COMPETITION PRACTICE PROFIT

## SPECTO BOWLING



# WHAT IS SPECTO

Specto is a bowling ball tracking system that collects and uses data to create an unmatched bowling experience for bowlers of all ages and levels. Customers can use the Specto system and app to:

- Become better bowlers
- Have more fun bowling
- Keep their skills sharp

SPECTO SYSTEM



## SPECTO APP

The Specto Bowling app is a free app for all bowlers and coaches. It has specifically designed modules, from game-like practice programs to practice routines, designed by world-renowned coaches for every level and age of bowler.



## WORLDS

This is a game-like experience which helps bowlers develop their skills as they are guided through different levels. You begin by selecting a world and the difficulty level and the system will guide you through each game as you try to complete the world. Have fun trying to complete each task, achieve stars based on your performance, and enjoy practicing as you challenge your way through!

## PERFORMANCE

Here bowlers can find everything they need for a hard-core practice. This is the area for bowlers and coaches to find detailed stats, measure performance in a variety of areas, and see their numbers in the same way they are shown in TV matches.

## Challenges

Here bowlers can try different challenges to see how they stack up. They can compete with bowlers in their center, country, and the world to get their name on the leaderboards.



# WHY BOWLING CENTERS NEED SPECTO?

## INCREASED LINEAGE

Specto is a very attractive system for bowlers who could naturally increase center lineage by using Specto. Kegel also provides different business plan solutions for a variety of centers and situations; centers can create their own model or use an existing model. Monitor the usage and view how efficiently Specto is being used via our web-based dashboard.

## RETAIN AND GAIN BOWLERS

The Specto app gives bowlers many tools to improve their game while having fun. For new bowlers and kids, this is a great way to start them on their way to becoming lifelong, regular customers. League bowlers - or your serious bowlers - would benefit from Specto to record their performance, see their strengths and weaknesses and practice with or without a coach to improve.

## GIVE THEM THE "AS SEEN ON TV" EXPERIENCE

As Professional Bowling organizations use Specto for their television broadcasts, bowlers have become more familiar with having access to information about ball performance. Give your league bowlers the same experience they see on TV and allow them to compare themselves with the pros.

## STAND OUT FROM THE COMPETITION

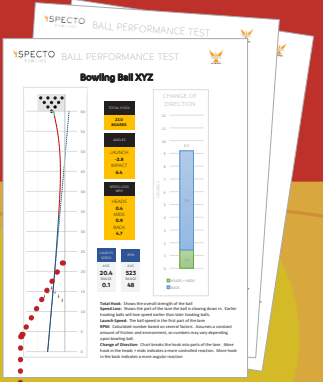
Having Specto in your bowling center helps you set yourself apart from other nearby locations. Bowling Centers with Specto will be featured on the Specto website and within the Specto mobile app to quickly connect to local customers.



# WHY PRO SHOPS & COACHES NEED SPECTO?

## NEW OFFERS FOR PRO SHOP SERVICES

Specto is a great tool for Pro Shop operators as it provides more data about a bowler's game before drilling a ball. It also generates **Ball Performance Reports** to help bowlers and Pro Shop operators create an arsenal. The Pro Shop can charge more for these extra services that Specto can provide.



## CHARGE MORE FOR AN ENHANCED LESSON EXPERIENCE

Specto is the most advanced ball tracking system supported by many apps for Coaches and Pro Shops. The Mobile app and the special Coaches Desktop App provide detailed data about the ball motion, and includes Practice Sets designed by world famous coaches.

## SUPPORT LESSONS AND SHOW IMPROVEMENTS

The Coaches can use the Practice sets, Challenges, or our game-like practice tool, Worlds, with their bowlers, high-school teams, college teams and more importantly kids and youth groups. Bowlers can easily see areas for improvement and track all of their performance improvements.

