



Bowling with style

A company presentation



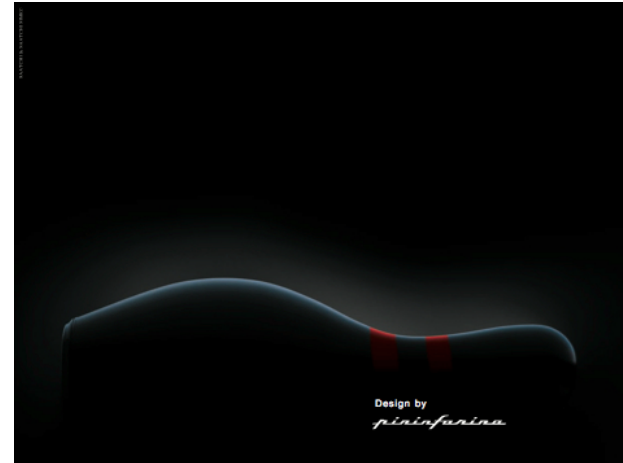
Who are we?

- A ten-pin bowling equipment manufacturer, designed by Pininfarina
- We are innovative & fresh
- Made in Europe, sold worldwide
- We believe in 'green' technology
- We have a combined 40 years of experience in Sports & Leisure market



Switch®
Bowling with style

A whole new environment of style
sport and speed



Brand Image

The Switch® brand image is all about style and sophistication. We are stand alone in the industry in this respect. We are fresh, modern, unique and beautiful. Aesthetics are key to our image.



Corporate Image

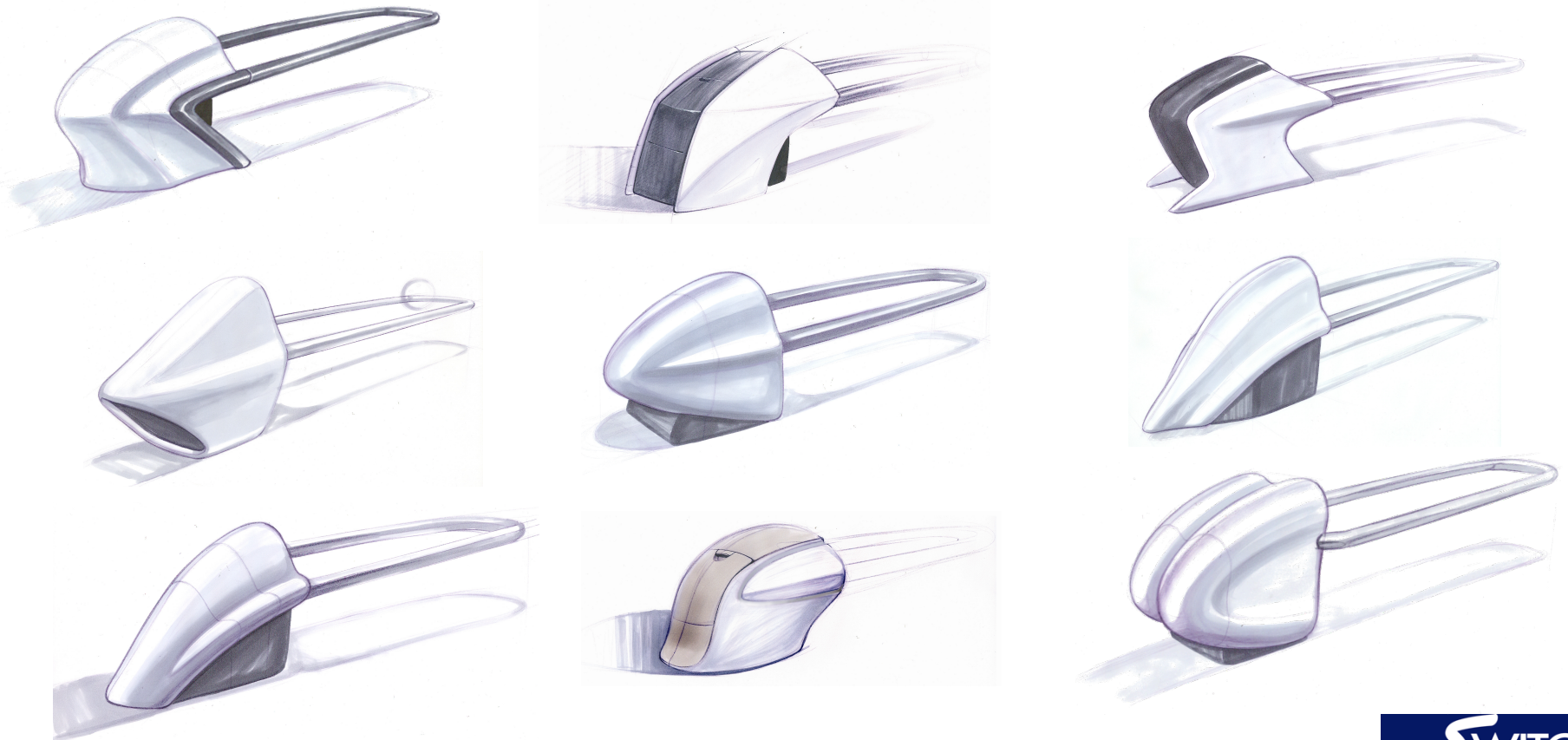
Switch® International is viewed as modern, different, stylish and innovative. We are the way forward in Bowling and all things associated with Bowling. We are the classy sports car amongst the station wagons.



Working with Pininfarina

Examples of original product designs by Pininfarina

Evolution of the ball return Original sketches by Pininfarina



The end result – Switch® Ball Return



Marketing with a difference

Switch®
Bowling with style

A whole new environment of style
sport and speed



www.switchbowling.com



Switch®
Bowling with style

A whole new environment of style
sport and speed



www.switchbowling.com



Marketing with a difference

Style attack.



Switch® is the new reality in bowling, created with cutting-edge technology for more entertainment, fun and speed. Designed by Pininfarina, the world's most famous design group, Switch brings with it time to Switch® the Switch for success.

Switch Entertainment S.A., Via Cavour 10/11, 10010 Nyon, Switzerland
tel. +41 (0)2 505 19 00, info@switchbowling.com



www.switchbowling.com

Bowling
with
style.

Switch® brings together the latest technology in bowling with the most concerned Italian industrial design to create a whole new environment for entertainment, fun and speed. Pininfarina, the same group that designs the world's most prestigious sports cars, has brought its design talent to Switch® for style, speed and speed to a compact range of Switch® bowling facilities. From seating and ball racks to lanes and electronic scoring. All designed to bring more entertainment, quality and performance to bowling. And to open the bowling market even wider.

Switch for success
www.switchbowling.com



Switch Entertainment S.A.
Via Cavour 10/11, 10010 Nyon, Switzerland
tel. +41 (0)2 505 19 00, info@switchbowling.com

What's
the score?



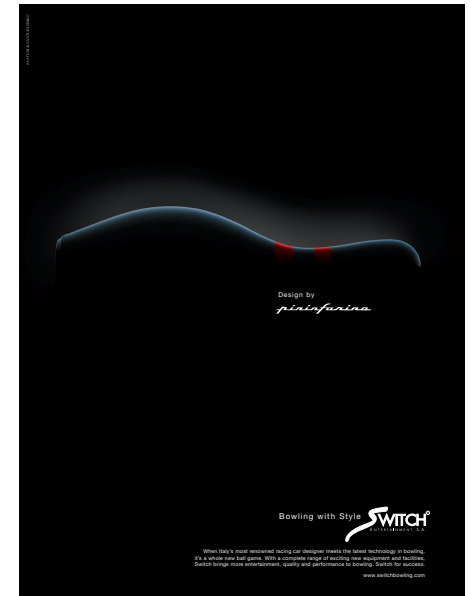
(Switch® bowling console)

Switch® automatic scoring and management systems give you the winning score in many ways. From technology to style. The strength of Switch scoring begins with its simplicity, thanks to highly advanced software and hardware. And being facilitated with all built systems, thermal treated glass keyboards, integrated marketing tools and on-line upgrades. The bowling's console, designed by Pininfarina, adds even more points to the winning score from Switch. Switch for success.

Switch Entertainment S.A., Via Cavour 10/11, 10010 Nyon, Switzerland
tel. +41 (0)2 505 19 00, info@switchbowling.com



www.switchbowling.com



Design by
pininfarina

Bowling with Style SWITCH®
entertainment s.a.

When Italy's most decorated design group meets the latest technology in bowling, it's a whole new ball game. With a complete range of exciting new equipment and facilities, Switch brings more entertainment, quality and performance to bowling. Switch for success.
www.switchbowling.com

Marketing with a difference

Welcome
to Switchland



Bowling with
style

SWITCH
BOWLING & BILLIARDS LLC
1020 Avenue M, Grand Prairie, TX 75050
Tel. 972-6-Switch / james@switchbowling.com

Switch®... the coolest thing in bowling since the invention of the ball.
Exciting creative ideas and dazzling colours from Italy's leading industrial
design firm add up to an eye-opening environment that brings a whole
new style to bowling. www.switchbowling.com

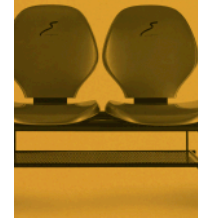
Welcome
to Switchland



Bowling with
style

SWITCH
www.switchbowling.com

Welcome
to Switchland



Bowling with
style

SWITCH
ENTERTAINMENT S.p.A.
www.switchbowling.com

Switch® creates a whole new atmosphere of entertainment, fun and sport
that goes beyond traditional bowling centers: with super-creative, dazzling
Italian design and the most advanced hi-tech bowling systems, Switch®
makes bowlers feel good. And opens the entire bowling market even wider.

Design with a difference



The Art of Seating... Pininfarina Design



- Switch puts the spotlight on Pininfarina design with highly advanced seating arrangements.



- There is an option for a slightly elevated seats for bowlers waiting for their turn.



- Sturdy shoe racks under the seating eliminates the clutter of shoes on the floor.



Why choose Switch®?

It speaks for itself

Standard bowling



Switch®



Switch® around the globe



- Some examples of stand out Switch® centres around the world
- Designed by top class architects

Switch Bowling @ Battuta Mall

Seating area



Lanes



Switch Bowling @ Mersin, Turkey

Seating area



Lanes



Bowling du Trefle @ Strasbourg

Bar area



Lanes



The Bowl Room @ 360° Mall, Kuwait

VIP area



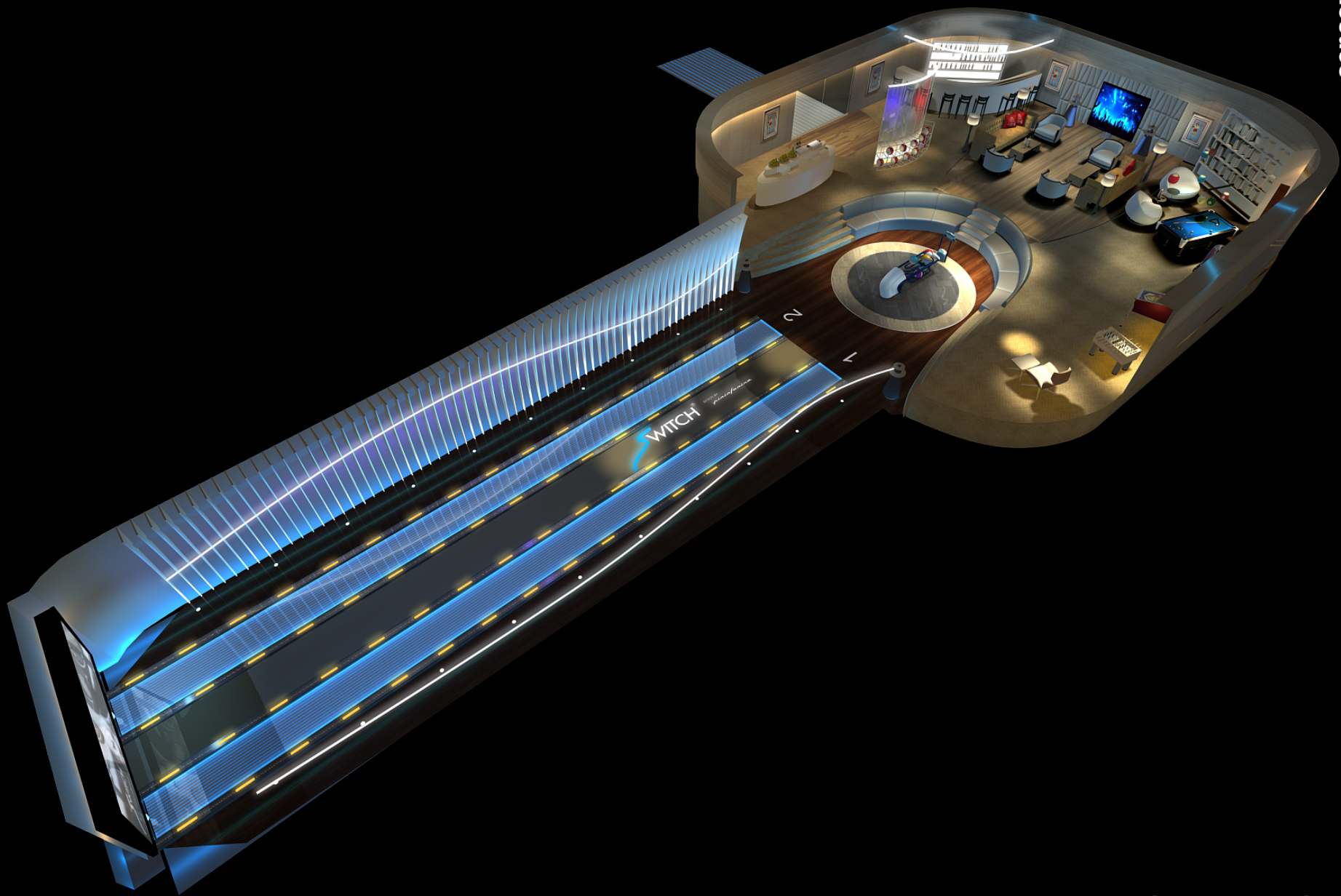
Lanes



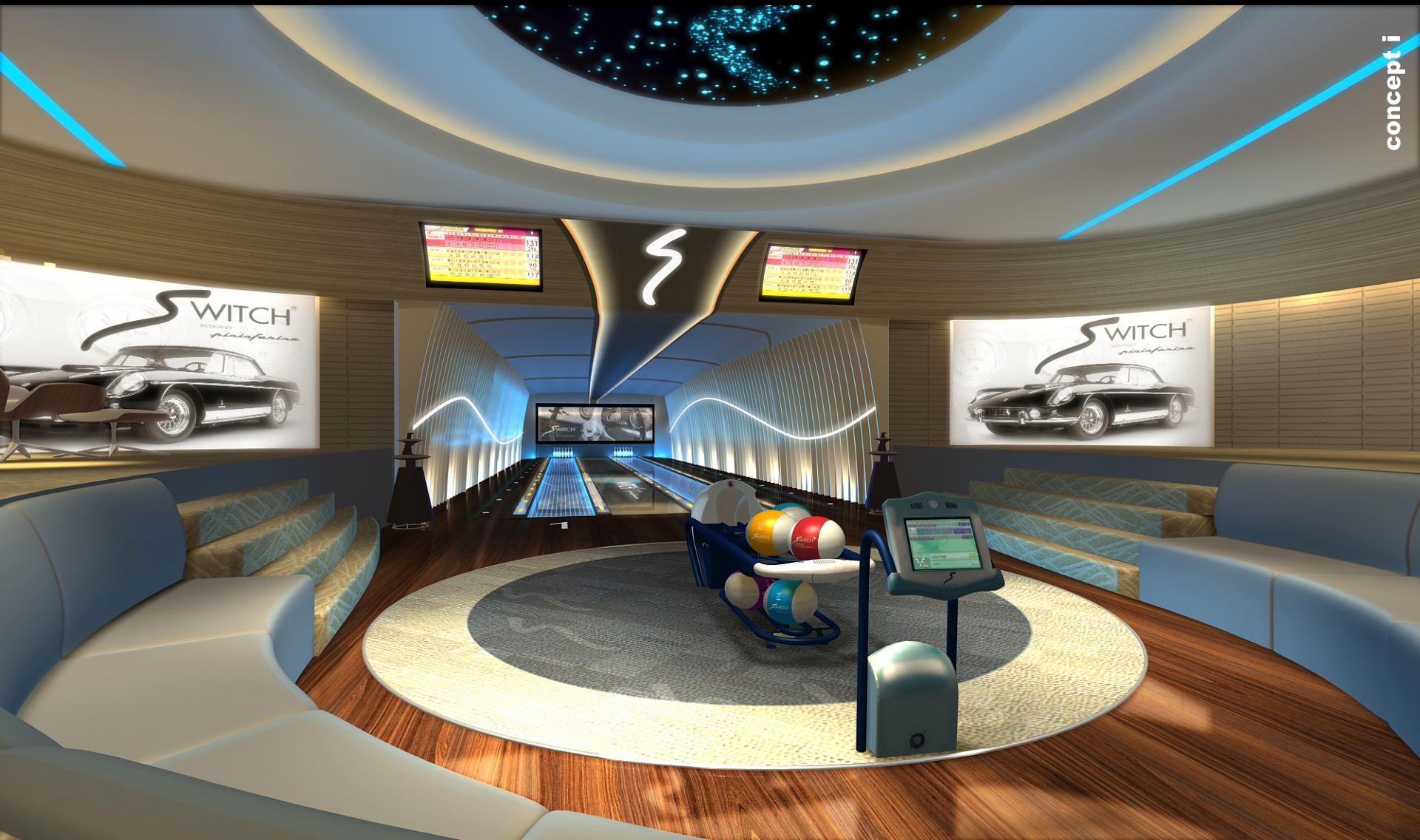
Switch® Future VIP Project



- Some examples of a new VIP bowling concept
- Designed by top class architects, Concept i of Bangkok



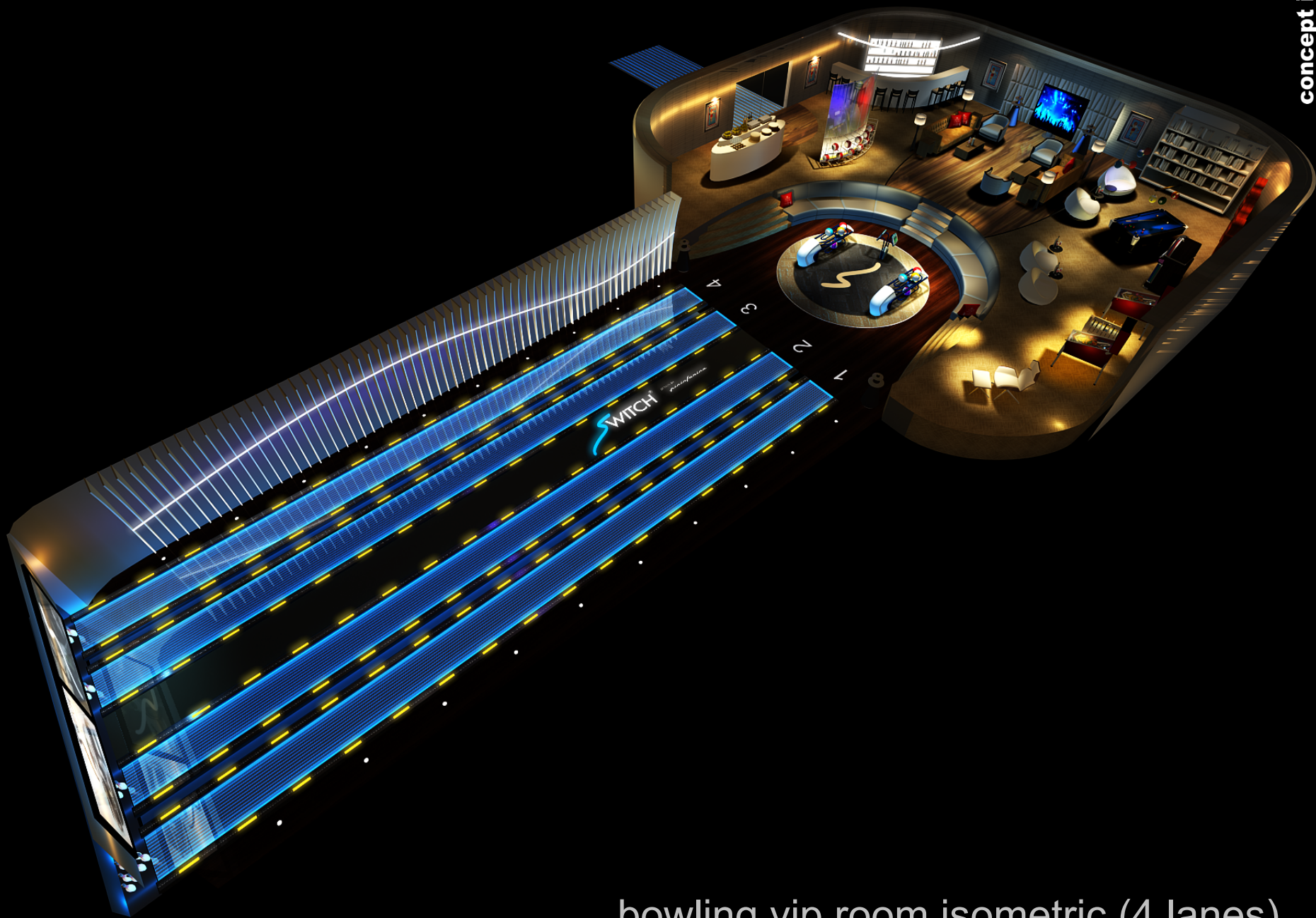
bowling vip room isometric (2 lanes)



bowling vip room (2 lanes)



bowling vip room (2 lanes)



concept i

bowling vip room isometric (4 lanes)



bowling vip room (4 lanes)

Making concepts a reality

Designed by Concept i



The Bowl Room,
Kuwait





Making concepts a reality

-
-
- ❑ What could you imagine?
 - ❑ We can make it a reality

Switch® in a new direction



Switch® in Space



Switch® on the open seas



Switch® in the jungle





Switch® - a Company with a vision

GREEN

We made sure to focus our internal energy on efficient energy consumption. All new Switch® product introductions for 2014/2015 have been designed to help keep our planet as green as possible. We believe in green.

We want to hear from you!



- We are based in Izmir, Turkey
- Call us on +90 232 799 03 44
- Write to us at info@switchbowling.com
- Ask us for more information & material
- Visit our website
- www.switchbowling.com

