



High impact, immersive content

LED Wall Solutions

Turn Every Screen into a Revenue Driver

Brunswick's LED Wall Solutions go beyond displays—they're a Sync-powered content and control system that transforms every screen in your center into an active part of your operation.

From real-time scoring and lane assignments to promotions and dynamic content, every screen works together to engage guests, streamline operations, and drive revenue—adapting in real time to center activity.

More Than Displays. A Complete System.

You're not just adding LED walls—you're unlocking a centralized platform that controls what plays, where it plays, and when across your entire center.

Powered by Sync, your displays become:

- Real-time scoring and leaderboards
- Live waitlists and lane assignments
- Automated promotions and in-center marketing
- Dynamic, event-driven content

Drive Revenue Through Engagement

Turn every moment into an opportunity to increase spend with automated, targeted content. Promote food and beverage, highlight specials, and deliver targeted messaging across your center—all automatically.

Captivating visuals keep guests engaged longer, encourage repeat visits, and create experiences worth sharing.

Content can adapt in real time to center activity, maximizing relevance and impact.

Complete Control with Smart Software

Manage your entire display network through a cloud-based content management system.

- Schedule content by time of day or event
- Customize messaging by screen or location
- Layer promotions, scoring, and entertainment
- Update content instantly across your center in real time

Simple to use. Powerful by design.

Seamless Sync Integration

Fully integrated with Sync, LED Wall Solutions connect directly to your scoring, POS, and operational tools—ensuring every screen reflects real-time activity across your center as part of the Sync ecosystem.

Compatible with Spark, OpenLane, and Sync marketing tools, your displays become a unified extension of your entire Sync ecosystem.

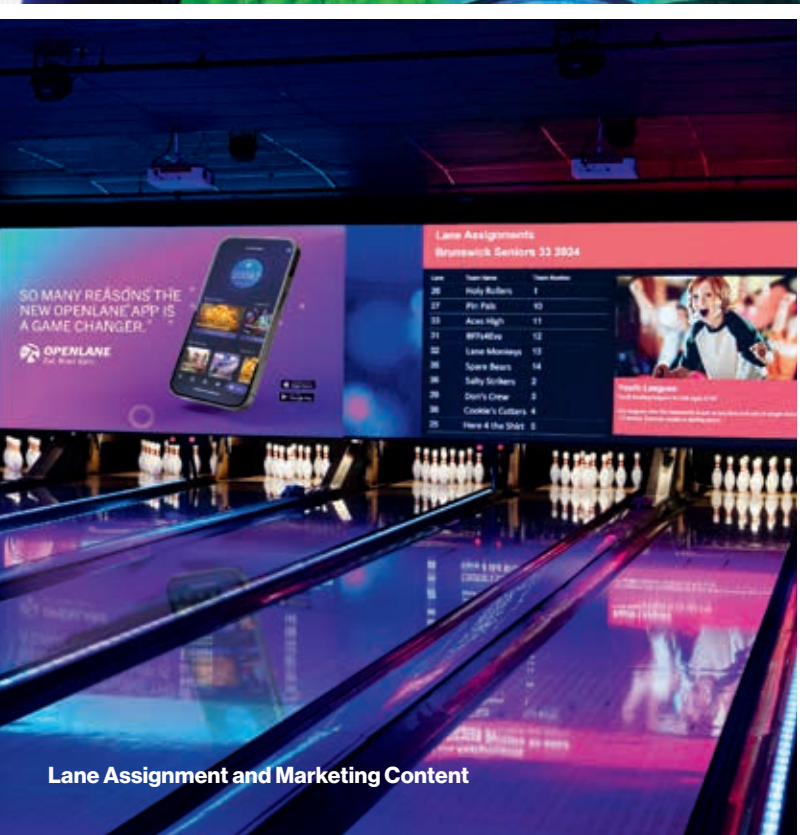
Flexible, Vendor-Agnostic Approach

You're not locked into a single hardware provider. Brunswick works with leading LED partners—or collaborates with your preferred vendor—to deliver the right solution for your space and budget.

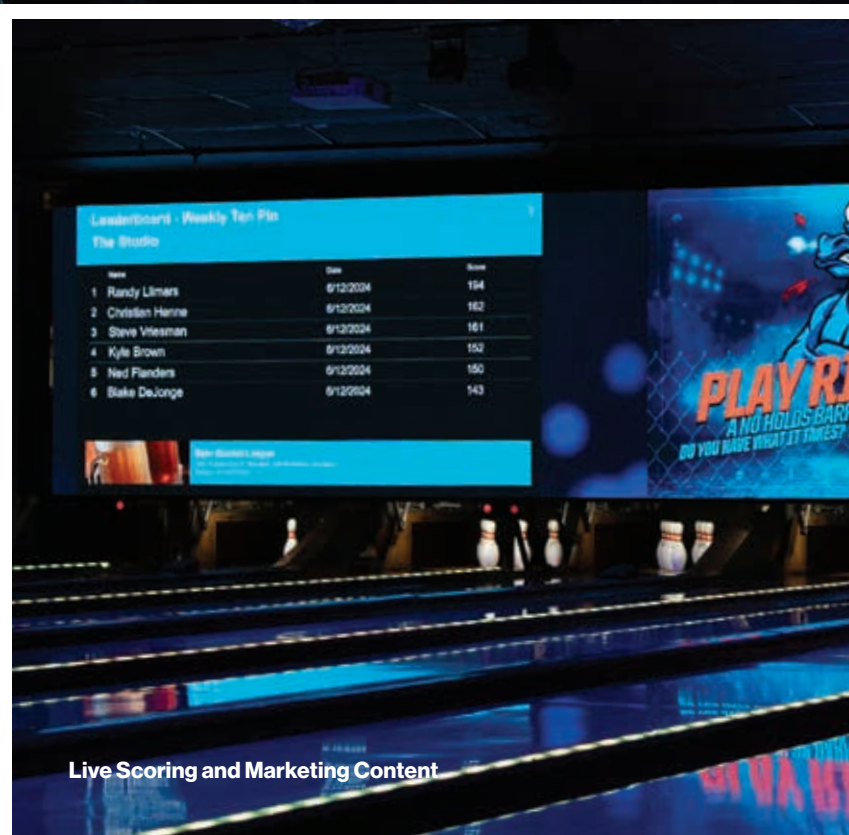
We guide the process from planning through deployment to ensure a seamless experience.

Built to Evolve with Your Center

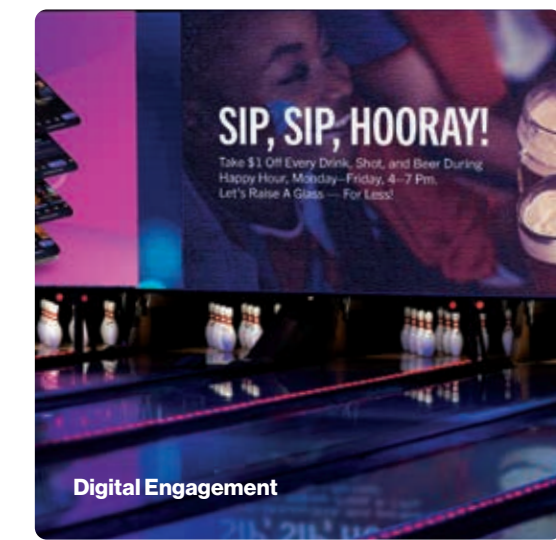
As your business grows, your content evolves with it. With ongoing updates and expanding integrations, your system stays current without reinvestment or disruption.



Lane Assignment and Marketing Content



Live Scoring and Marketing Content



Digital Engagement



Animated Celebrations

Streamlined Content Delivery for a Smarter Bowling Experience

