

WinBowling

Given the success of the Ticket Redemption installed in arcades located into the Bowling Centers, it was thought to involve the players of this sport in Prizes Operation made through the redemption.

Elmac has therefore designed and implemented, since 2005, an **UNIVERSAL** machine, independent of the score and type of machine used, which allows the dispensing of a specific ticket number for each frame played and for each strike, called **WinBowling**. So, at the end of the game, the player will find himself with a certain number of tickets won and will certainly be tempted to play even on the Ticket Redemption machines to get the most value prizes.

The ticket won will be counted from the **Galileo Ticket Eater** that releases a receipt or charge them on the appropriate loyalty card that the player has received by the arcade's operator.



The **WinBowling** consists of a special metal container (W 36 D 17 H 61) and is used for each pair of lanes. It contains two ticket dispensers, two mechanical counters, a key supply, a microprocessor board, two red and one green LED. It is usually fixed on the floor or on the command console, and it's necessary to pass 2 cables to 6 wires, from the scoreboards to the point of attachment of **WinBowling**, in order to realize the full installation.

- The counters indicate the number of tickets distributed per lane.
- The electric key is used to enable (green LED) or disable **WinBowling**, depending on the commercial strategies chosen by the operator (such as excluding it during tournaments or training teams, etc.).
- The winnings can be programmed as desired: for example, 2 tickets for each frame and 10 tickets for each strike.
- The red LED indicate when the container is out of ticket, the capacity is 4000 tickets for each lane.

The main advantages of this device are:

- a) The acquisition of new customers to the **Prizes Operation**. In fact, the bowlers usually make 2-3 games, drink a beer and go home, ignoring the other bowling's attractions.
Instead, in this way, having in their hands physical tickets, they become curious by this new and are "forced" to discover the Ticket Redemption department with its relative loyalty to the local through magnetic cards that allow the collection points
- b) The facility of installation on all types of bowling, regardless of the management software and the mechanical operation.
- c) The final distribution of tickets among the players on a single lane is another reason to socialize with each other, for example, the boyfriend who gives the tickets to his girlfriend, etc.
- d) Easy exclusion of dispensing tickets, in the case of tournaments or use of lanes by professional teams, schools, etc.
- e) The control of the tickets percentage generated by **WinBowling** and "spent" in the Prizes Operation. In fact, using the Galileo PRO Ticket Eater and ELMAC Management Kit it's possible to recognize and store the tickets dispensed by **WinBowling** than those dispensed from Ticket Redemption, this happens equipping **WinBowling** of ticket with a bar code different from the one located on the Redemption's tickets.

In the example below you can see the number of matches ("Total Games Bowled") to play each "lane" and the average ticket ("Avg Tickets for the Game") dispensed by each of them.

LANE NO.	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	Total
Open Ticket Meter	7244	7138	7111	7226	8022	8134	7000	6485	3396	3952	2758	3516	3131	2309	2297	2241	81960
Close Ticket Meter	10749	11799	10431	10958	10910	10791	9636	7757	5302	5310	4170	5288	4393	3409	4033	4333	119269
Total Tickets Dispensed	3505	4661	3320	3732	2888	2657	2636	1272	1906	1358	1412	1772	1262	1100	1736	2092	37309
Open Bowling Frame Count	489359	822936	942853	1130241	886034	1061341	1022688	1041304	1067119	791633	803359	223578	741237	717849	23241	586685	
Close Bowling Frame Count	490791	824886	944181	1131832	887206	1062626	1023815	1041919	1067961	792246	803883	224278	741721	718480	23977	587583	
Total Games Bowled	130,18	177,27	120,73	144,64	106,55	116,82	102,45	55,91	76,55	55,73	47,64	63,64	44,00	57,36	66,91	81,64	1448,00
Avg Tickets per Game	26,92	26,29	27,50	25,80	27,11	22,74	25,73	22,75	24,90	24,37	29,64	27,85	28,68	19,18	25,95	25,63	25,77
Total Tickets dispensed Bowling			37309														
Total Bowling Tickets Redeemed via Ticket Eater			34384														
Conversion %			92%														

The "Total Games Bowled" is 1,448, with a total of 37,309 tickets dispensed by **WinBowling**. The overall average is **25,77** ticket/game.

The most important value, instead, is the number of ticket produced from WinBowling and counted by the Ticket Eater: **34.384**, so, with an issued tickets utilization rate ("Conversion %") of **34.384/37.309 = 92%**.

From this we can deduce that almost all the bowlers who have collected tickets from the lanes, through the WinBowling, have known and participated in Prizes Operation: **GOAL ACHIEVED!!!**