

Imperial Quantum®

with Axiom Proactive™

MTX-4 Traction.

The futuristic cover
stock that grips the
lane. And won't let go.
Resisting everything
in its path. Except,
of course, the pins.

CONTACT

Making contact means taking control. It's simple physics. Bowling's new Proactive cover stock features a microscopic texture that maintains a firm grip on the lane. Using traction to unite surfaces. And new Traction Effect to synchronize hook. Putting you – not lane conditions – in control of every roll. And by not wasting energy fighting oily conditions or overreacting to dry, Imperial Quantum reserves more power for the pins. Predictable power. Because you determine the path. Consistent power.



Because changing conditions won't get in the way. What's more, Proactive cover stocks are more resistant to tracking, so you'll refinish or replace them less often. So, cut to the chase. And make contact. With Quantum.

Introducing Traction Characteristic

The newest stat. The next industry standard. Traction Characteristic helps you calibrate where the grip will kick in. And to what degree. So – house to house, surface to surface – you'll always throw the perfect ball.

- ETX 1 2 3 4 5 **Enhanced Traction Effect** The strongest traction; features even arcing trajectory throughout.
- MTX 1 2 3 4 5 **Mid Traction Effect** Mid-point traction; with trajectory between even arcing and angular.
- DTX 1 2 3 4 5 **Delayed Traction Effect** Postponed traction; provides angular trajectory to the pocket.

Imperial Quantum • Cover Stock: Axiom Proactive • Weights: 10-16 lbs. • Hook Potential: 20-13 (dull/shiny) • Traction Characteristic: Mid Traction Effect (MTX)-4 • Length: 3.5 • Backend: 10+ • Average RG: 4.0 • Track Flare: 9.3

Quantum® www.brunswickbowling.com

Patent Pending for Axiom Proactive. Axiom Proactive developed by BTV. Contact the Authorized Quantum Dealer near you.

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Official Sponsor of:

Imperial Quantum with Axiom

Proactive™ with MTX-4 Traction.

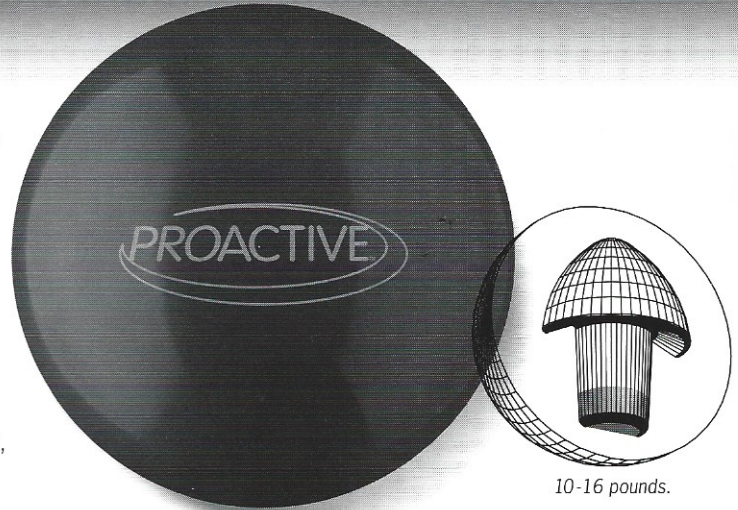
TRACTION SPEAKS LOUDER THAN WORDS.

Maintaining a stronghold on power and control. Keeping a firm grasp on predictability and consistency.

Brunswick and Bayer® Corporation invested a million dollars in **Throbot**,™ the world's only computerized mechanical release simulator. Able to precisely repeat shots. And to objectively measure the path of the ball on the lane. It was this half-ton bionic arm that helped to develop Proactive cover stock.

Throbot can duplicate any bowler's release. Independent of the weight of the ball. Independent of the reaction of the ball on the lane. Infinitely more precise than rolling a ball down a ramp or shooting it from a cannon, Throbot can be set to generate a specific ball speed (from 8-22 miles per hour), revolution rate (from 0-1200 RPM), axis position, axis rotation, axis tilt, release height (from 0-2 feet), release direction and loft.

To measure and monitor exactly how the ball rolls down the lane, BTV developed **Super CATS Tracking System**, the world's only 24-sensor CATS tracking lane. Each sensor measures the position of the ball on the lane and its speed at that point, allowing research technicians to objectively evaluate the data – and accurately assess the difference between balls.



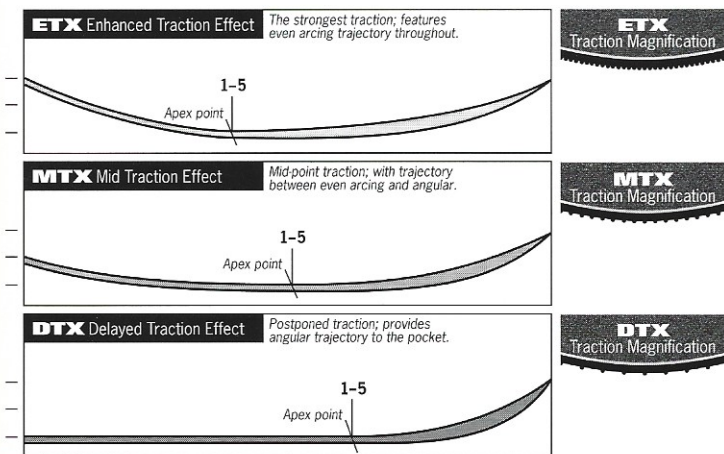
Proactive Characteristics – Proactive urethane's microscopically textured surface grabs the lane better, to generate a significant increase in overall hook – even when it's shined. Which makes it perfect for virtually any bowler's style, on any lane condition. *If the bowler desires more hooking action out of the box*, Proactive can be sanded to provide a cleaner front reaction than a dull reactive ball, while increasing mid-lane and backend reaction. When used dull, Proactive is a significant improvement over reactive urethane technology. It's much less sensitive at the front of the lane, while most of its increase in hook will come in the middle and backend. This will offset any early reaction created by sanding the ball.

Polishing & Cleaning – Proactive's textured surface is more resistant to polishing than reactive urethane, which means "maximum gloss" will be lower than reactive urethane. But your Imperial Quantum can be cleaned simply by using the same methods and materials used to clean reactive resin balls.

Drilling Information – All weights of the Imperial Quantum can be drilled using techniques developed for two-piece balls. For reference, use Brunswick's "Seven Popular Layouts," easily found at your local pro shop, or at www.brunswickbowling.com.

The revolutionary performance characteristics of the Imperial Quantum allow your pro shop to fully utilize layout choices to create desired reactions. Due to the strength of the Proactive material, stronger release players would be advised to use layouts 4 through 7 of the Seven Popular Layouts. For average release players desiring a ball reaction more like a "cranker," layouts 1 through 3 will produce very strong reactions (if their release generates a fair amount of side roll, and even if they don't have a lot of revs). Due to the even arcing characteristics of Proactive, you should use early arcing drillings such as the Pin-down/Hole-down layouts *only* when faced with extremely heavy oil patterns.

Throbot Traction Comparison Chart



More power. More control. The "Proactive" title encompasses many formulations. Imperial Quantum's MTX-4 rating means it ranks toward the top of the mid-point traction range, with trajectory between even arcing and angular.

Proactive grips the lane with power and control. Taking the obstacles – like oily conditions or dry surfaces – out of the course. So whatever path you choose to the pocket is the path of least resistance.

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