

# Science Friction.

**N**ow there are two reasons to bowl with HyPower™, the only bowling ball on the market with CSI's revolutionary HyTherm™ coverstock.

*Introducing NEW HyPower Blue — with Dual Reacting Hook.* HyPower Red and HyPower Blue are part of CSI's unique Science Friction System™ formulated to get you to the height of your game quickly and predictably.

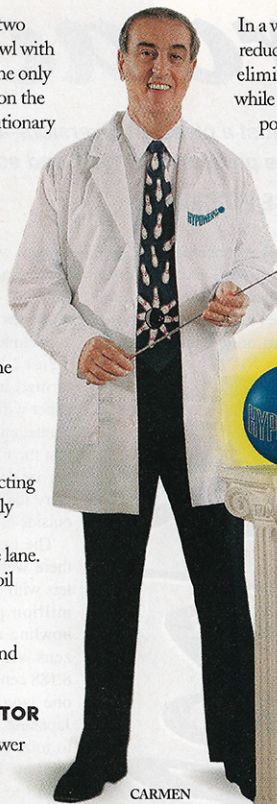
## IT'S ALIVE!

HyPower is the *only* ball that comes alive with reacting thermal chemistry, literally heating up your game by dynamically gripping the lane. Whether you are facing oil or dry lane conditions, CSI's Science Friction System eliminates over and under reaction.

## THE REACTOR FACTOR

The carry and hitting power generated by HyPower is not unlike a thermal reactor. Reliable, measurable and ready when you are to be released. With HyPower Blue and HyPower Red, you are not only back in control of your game, you can also deliver your ball into the pocket with more harnessed hooking power than ever before.

*HyPower literally bursts into the pocket — not into thin air.*

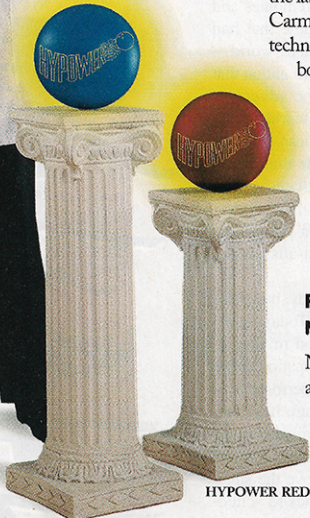


CARMEN SALVINO,  
Member of Five  
Halls of Fame

circuit, in league competition, or just during your leisure bowling hours, it is important to know that HyTherm cannot be found on any other ball — thanks to the pioneering genius of CSI founder and CEO, Carmen Salvino.

In a word, you can finally reduce tracking and eliminate roll-out while maintaining peak pocket entry power, frame after frame.

HyTherm is an entirely new coverstock formulation. If you want to reach your potential on the



HYPOWER BLUE

HYPOWER RED

## TRUE SCIENCE FRICTION

Carmen Salvino has always been a disciplined competitor — his membership in five Halls of Fame speaks for itself. However, when Carmen tackled chemistry and physics to “build a better bowling ball,” he entered an entirely new field of endeavor. Carmen knew the challenge of creating a better ball was bigger than any he had faced. Undaunted, and after hundreds of hours testing from the lab to the lanes and back, Carmen unveiled the latest technological breakthrough in bowling — HyTherm.

This remarkable high friction coverstock delivers thermal hook, unmatched control, and unprecedented durability — on the widest variety of lane conditions.

## RED AND BLUE, NOW THERE'S TWO.

New HyPower Blue adds to CSI's Science Friction System

by giving you yet another trusty weapon. Now you have HyPower Blue,

with two-piece ReactaCor™ construction & added friction, and HyPower Red, with a versatile three-piece construction. With HyPower Blue and Red in your arsenal, it's up to you to create a little friction with the competition. We already have!



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