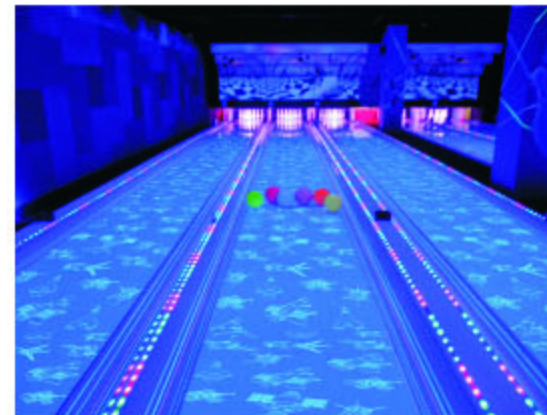
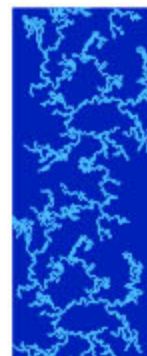
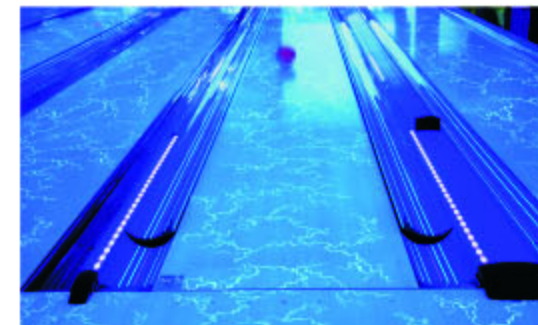
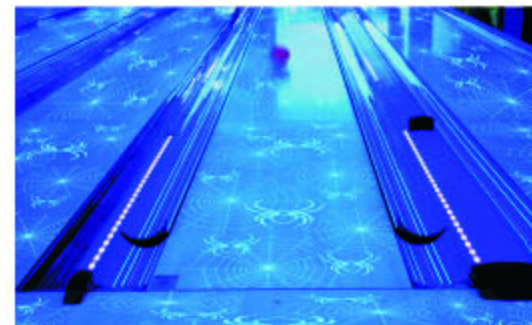


VIAMAGIC™ Lanes

VIAMAGIC™ Lanes



SPACE, SPIDER, ICE-QUAK & OCEAN, novel and unique design patterns for your choice, it will bring you amazing visual impact. Most important, VIA MAGIC™ Lanes have excellent durability & great performance which could help you get more customers.



VIA PROFESSIONAL BALL



VIA BOWLING PRODUCTS

VIA PROFESSIONAL BALL



SPIN ALONG

Coverstock: Reactive Urethane
Hardness: 75-80
RG max: 2.590
RG min: 2.545
Differential: 0.045
Lane conditions: medium-oil
Weights options: 12-16



VICTOIRE

Coverstock: Reactive Urethane
Hardness: 72-78
RG max: 2.536
RG min: 2.510
Differential: 0.025
Lane conditions: medium-oil
Weights options: 12-16



VAGUELETTE

Coverstock: Reactive Urethane
Hardness: 75-78
RG max: 2.598
RG min: 2.545
Differential: 0.053
Lane conditions: medium-oil
Weights options: 12-16



SPINDLE

Coverstock: Reactive Urethane
Hardness: 75-78
RG max: 2.550
RG min: 2.521
Differential: 0.030
Lane conditions: medium-oil
Weights options: 12-16



PAGEANT

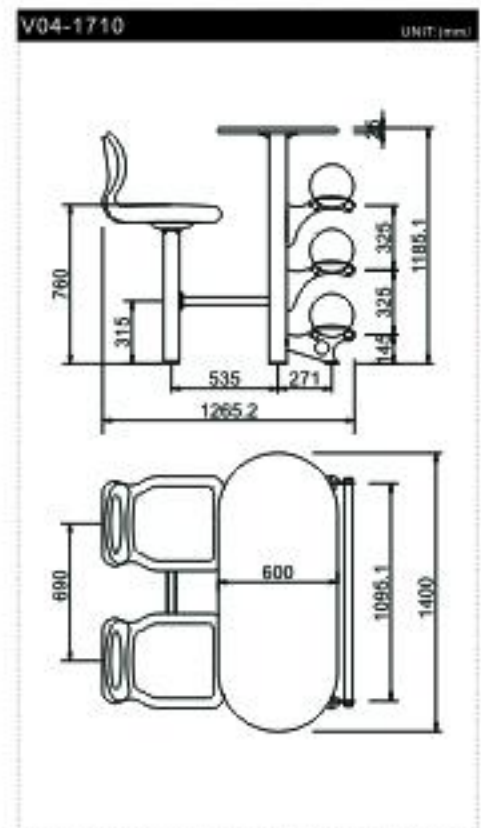
Coverstock: Reactive Urethane
Hardness: 72-78
RG max: 2.594
RG min: 2.555
Differential: 0.039
Lane conditions: medium-oil
Weights options: 12-16

All specifications are subjects to change.

VIA Evolution Ball Storage Rack

VIA Cocktail Stools

Fire-resistant tabletop and coated rack options provide multi-purpose space management units. Whether you are modernizing or contemplating a complete refit VIA front-end equipment are sure to be your best investment.

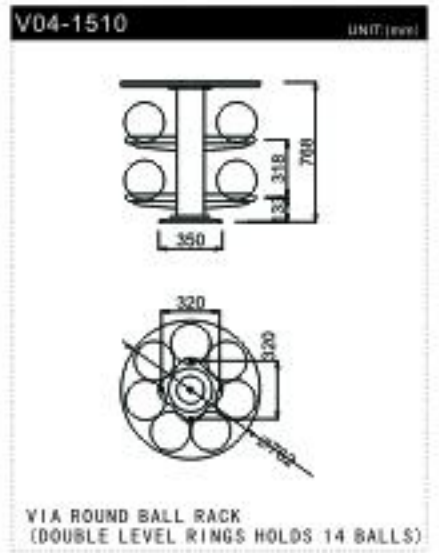


V04-1710

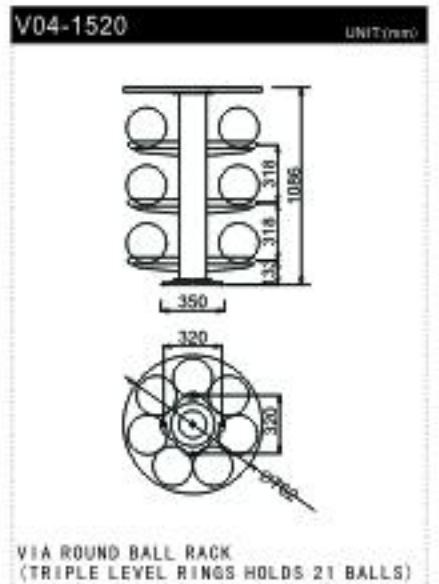
VIA ROUND Ball Rack



V04-1510



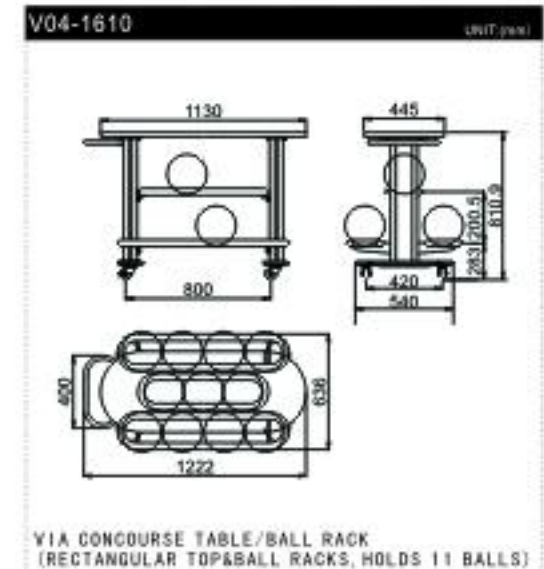
V04-1520



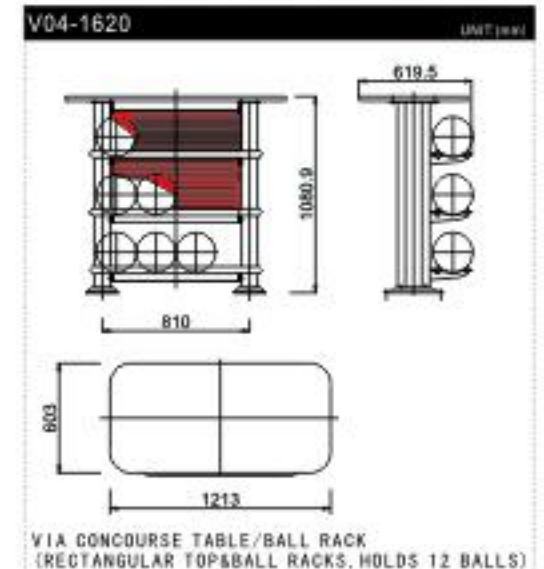
VIA Concourse Table/Ball Rack



V04-1610



V04-1620



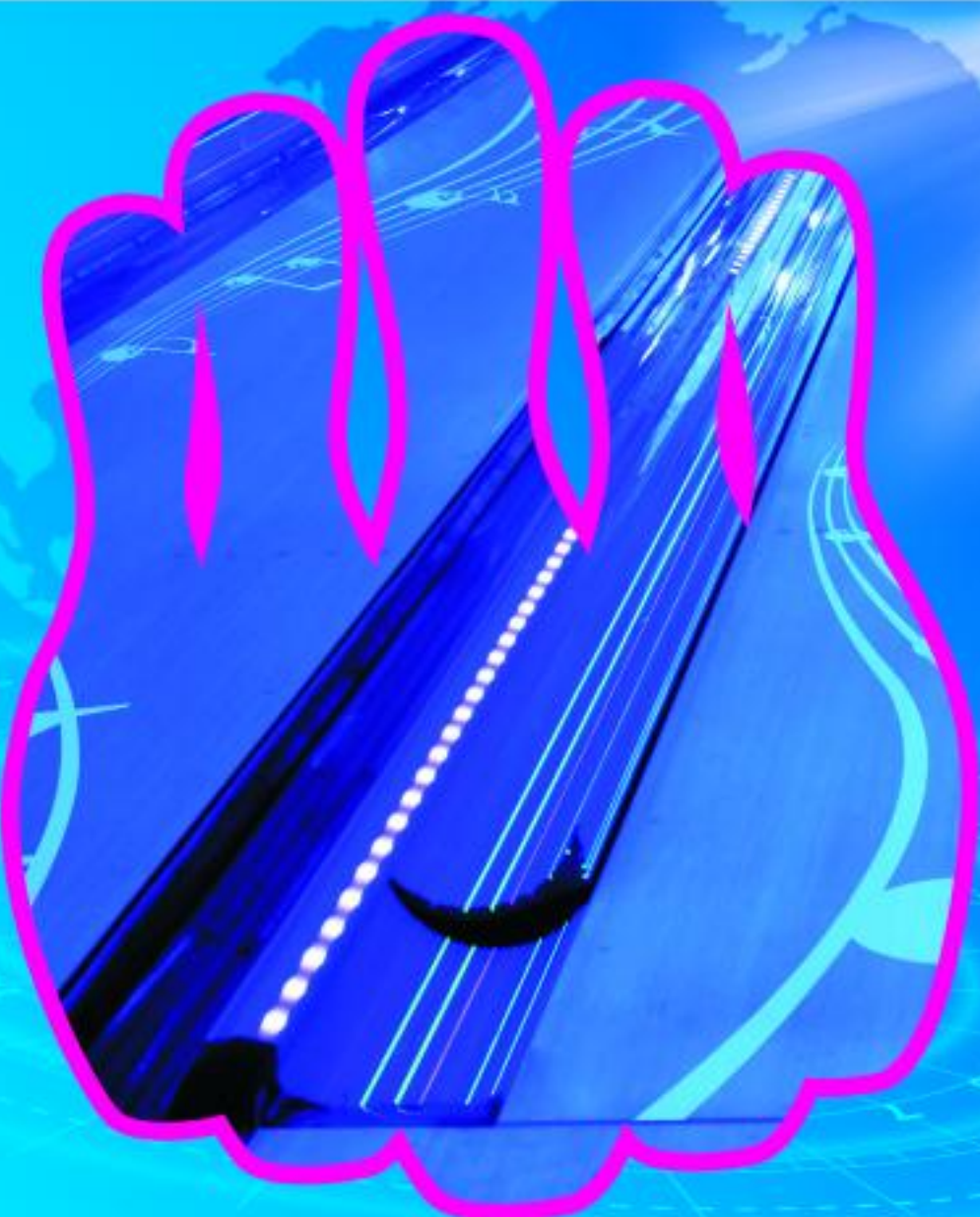
V04-1630



V04-1810



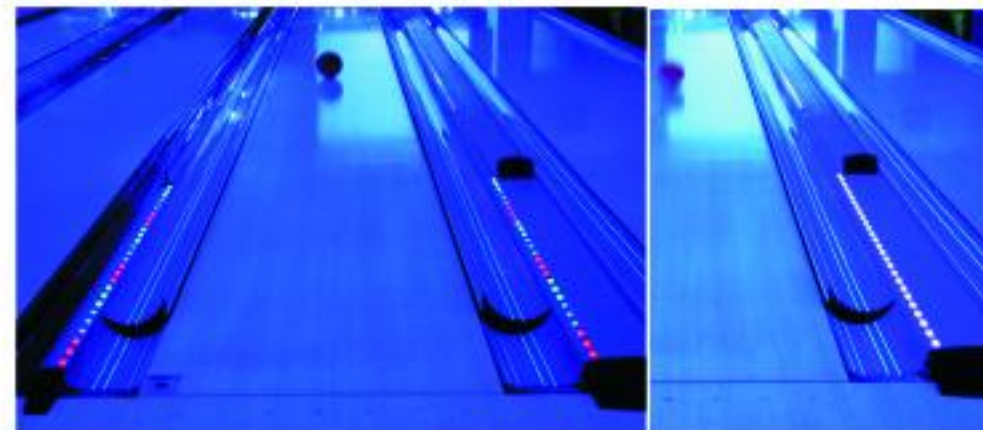
VIA RUNNING LIGHTS



VIA BOWLING PRODUCTS

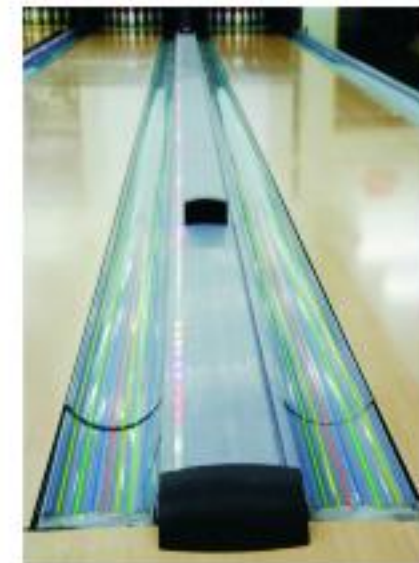
VIA RUNNING LIGHTS

STYLISY,UNIQUE,AFFORDABLE.
VIA's LED Running Light.



The best decoration for your capping.

With the unique chasing program, it chases the ball with unforgettable bowling experience. Multicolour with multi-patterns. Equip with a controller to control mode, colour, brightness and speed changes. Ability to deliver a more joyful bow-ling experience to your customers. The Running Light can be in brighting, blinking and running modes. Running Light will allow your bowling center to lead the game.



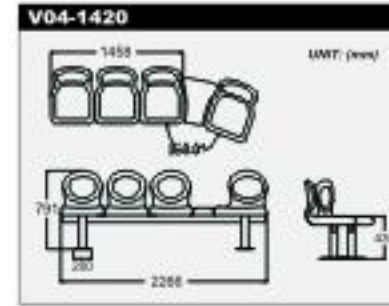
The lights run synchronizing with the balls.

All specifications are subjects to change.

VIA SEATING SYSTEM

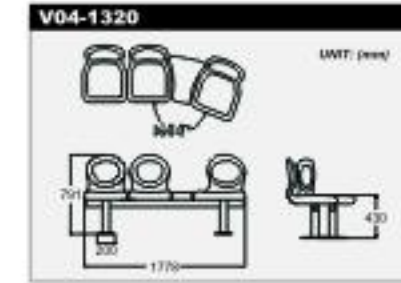


VIA Luxor Seating



V04-1420
VIA LUXOR QUADRUPEL SERIES
(4 POSITIONS R/H CURVE)

VIA Luxor Individual Seat



V04-1320
VIA LUXOR TRIPLE SERIES
(3 POSITIONS R/H CURVE)

More Option Of VIA Seating

VIA seating has been upgraded with new colors, new laminates and a wider variety of configurations.



VIA Ball Cart

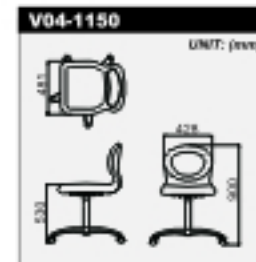


All specifications are subjects to change.

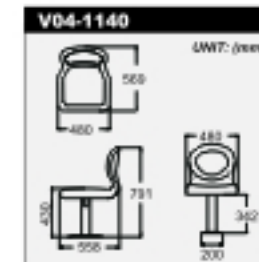
VIA SEATING SYSTEM



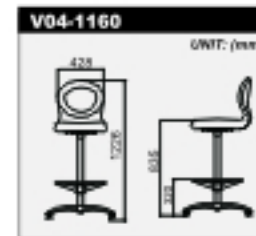
VIA Luxor Individual Seat



V04-1150
VIA LUXOR INDIVIDUAL SEAT
WITH POST



V04-1140
VIA LUXOR INDIVIDUAL SEAT
WITH POST



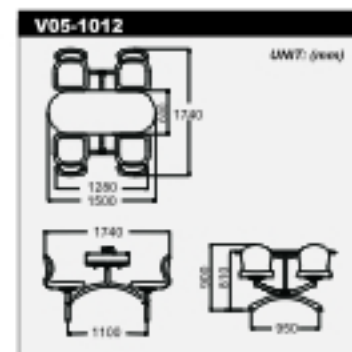
V04-1160
VIA LUXOR INDIVIDUAL SEAT
WITH POST



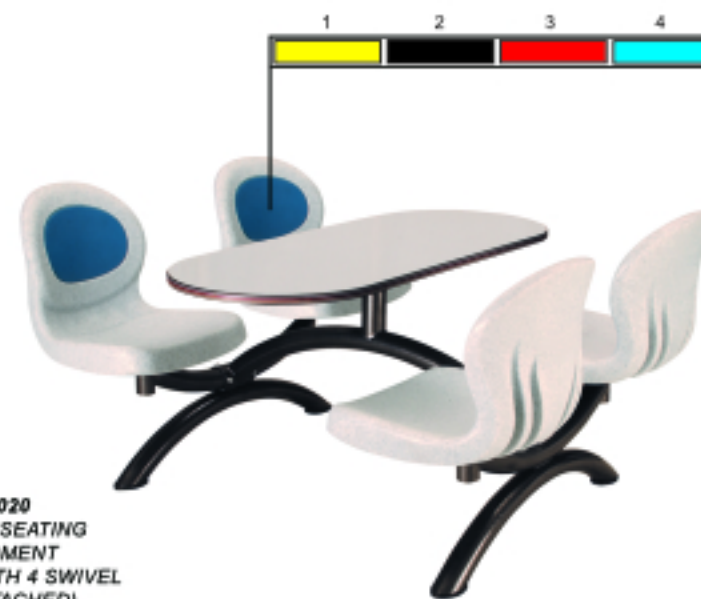
VIA Luxor Seating

If you are looking for something comfortable and stylish, VIA Luxor series are sure to be the best answer. The table is made from fire-resistant synthetic. The seat

bodies are super strong molded polyethylene and mounted on swivel mechanisms.



V04-1020
VIA LUXOR SEATING
ARRANGEMENT
(ONE TABLE WITH 4 SWIVEL
SEATS ATTACHED)



All specifications are subjects to change

VIA GLOW BOWLING LANES

VIA WILSONART LANE: A NEW PROFIT OPPORTUNITY

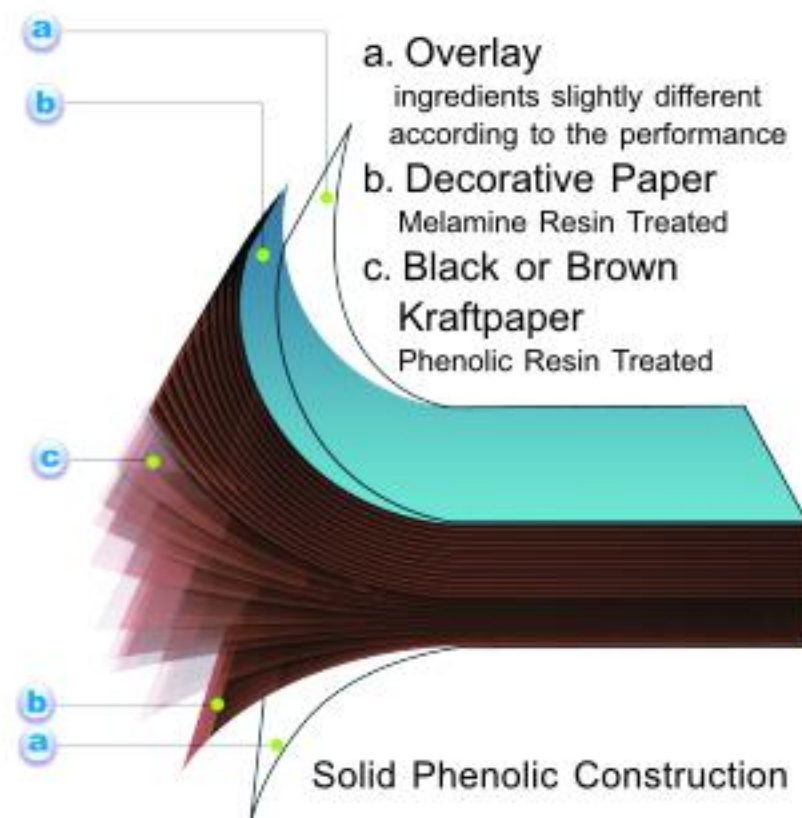
Made by the world-leading laminate manufacturer Wilsonart® Laminate from the United States, VIA Wilsonart Lane provides superior quality with great value, beyond customers' expectation with over performance as state-of-art product .

Composed of phenolic resin treated Kraft paper and melamine resin treated decorative maple wood pattern paper, bonded at high pressure and high temperature, VIA Wilsonart Lane meets the industry standard with high resistance to moisture, scratches, wear, impact and a large degree chemicals, offers warm and rich look, superior surface, durability, performance and low maintenance at a price that is sure to please the most value-for-money proprietor.



TECHNICAL SPECIFICATIONS

Each panel is 300cm in length, 10mm thick
Textured "Real Wood" sliding approach
Anti-skid pin decks
Full-lane glow



VIA Wilsonart Lanes
made by the world-leading
laminate manufacturer Wilsonart®
Laminate of the United States.

VIA is committed to continuous improvement.
As a result, all specifications are subject to change.



VIA CONSUMER PRODUCTS



VIA SUPER-V™ BOWLING PINS

The High Scoring Super-V™ features Canadian maple core and lively synthetic blend cover stock. Available in glow and non-glow designs.

V04-2070 White Pin
V04-2020 Color Pin



VIA RENTAL SHOES

EUR size: 28-50



V04-2010

V04-2020

VIA ZAPATA™ PRIVATE SHOES

EUR size: 35-47



V04-2120
Blue / White

V04-2110
Pure Black



V04-2140
Beige / Black



V04-2130
Red / White

VIA BOWLING BAGS

V04-3013
Deluxe Single Hardbottom Bowling Bag
Size: 10-1/2" X 8-1/2"



V04-3011
Deluxe Single Shoulder Bowling Bag
Size: 10-1/2" X 8-1/2"



V04-3012
Deluxe Single Handle Bowling Bag
Size: 15-1/2" X 12-1/2" X 8-1/2"



V08-4021
Deluxe Double Bowling Bag
Size: 25" X 12" X 22"



V08-4031
Deluxe Triple Bowling Bag
Size: 25" X 14" X 30"



Newly designed bowling bag series, with bigger wheel, giving you increased support and longer lasting performance, with hidden handle and high quality base, more durable.

BOWLING SOCKS



V08-2030



V08-2040



V08-2050



V08-2060



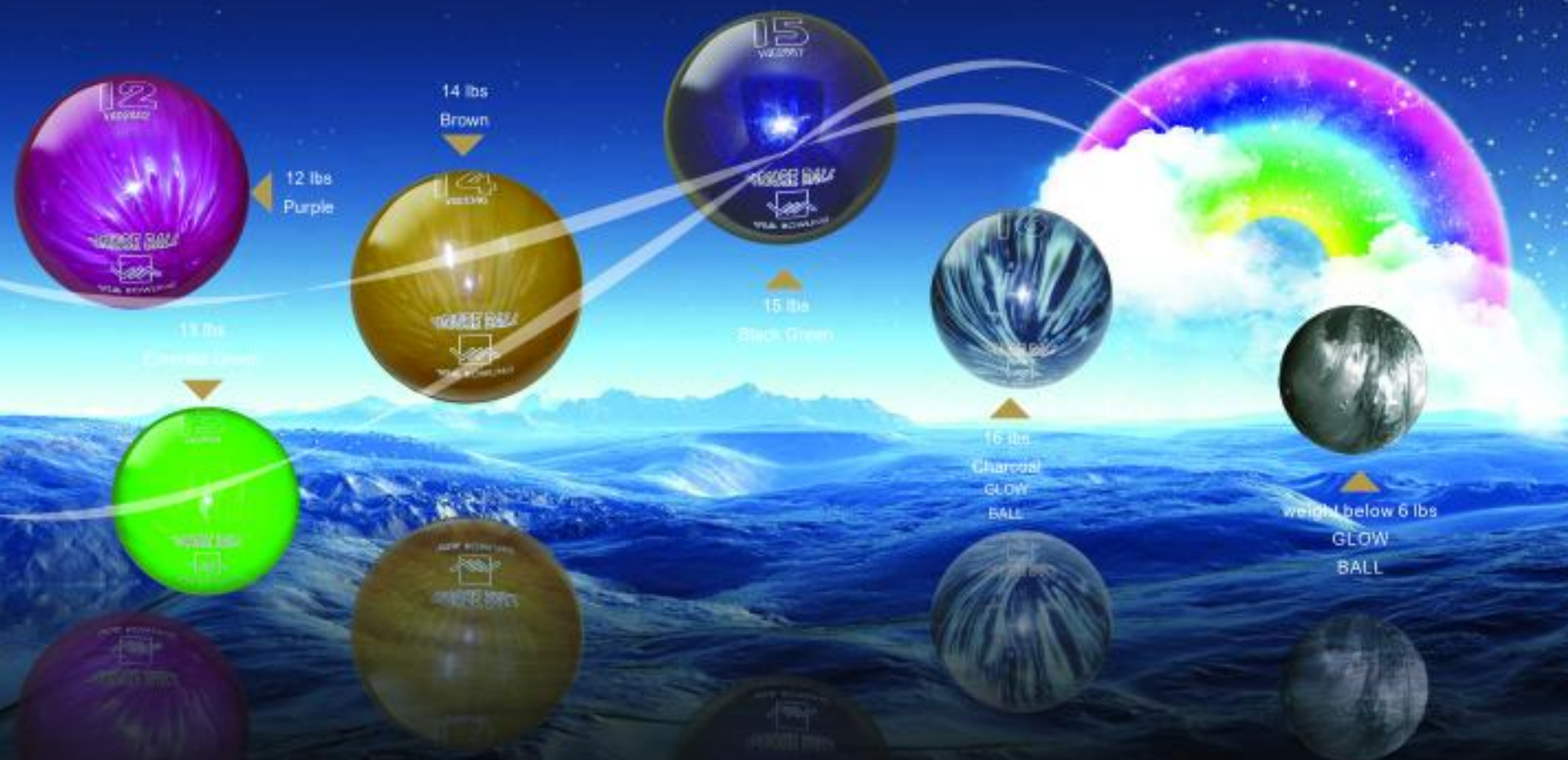
V08-2070



V08-2080

All specifications are subjects to change.

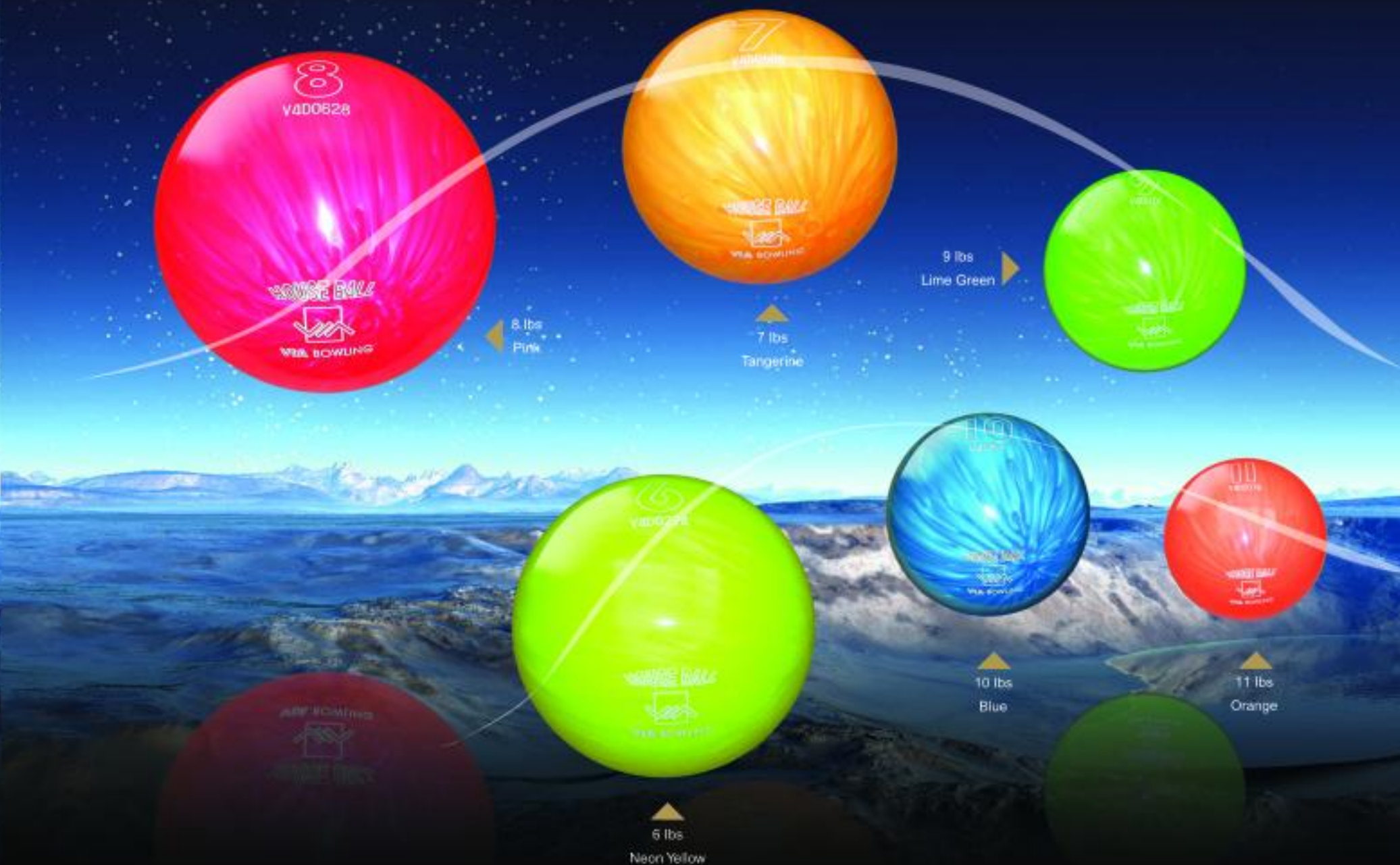
VIA CONSUMER PRODUCTS



V08-1080 Urethane Glow House Balls

URETHANE GLOW HOUSE BALLS

Coverstock: Pure Urethane Construction: PC Core Weight: 6-16 lbs



VIA CONSUMER PRODUCTS

All specifications are subjects to change.

VIA CONSUMER PRODUCTS



VIA CONSUMER PRODUCTS

HARD BALL

Hardness: 78-90 Weights: 6lbs-16lbs



V08-1010 V08-1020 (order quality below 10EA)

POLYESTER BALL

Hardness: 70-80 Weights: 6lbs-16lbs



V08-1030 V08-1040

TRANSPARENT BALL

Hardness: 70-80 Weights: 10lbs-12lbs



V08-1050 MO 魔 V08-1060 NO. 8 (order quality below 10EA)

ENGRAVING BALL

Hardness: 72-74 Weights: 6lbs-16lbs



V08-1070 Pumpkin

GOLF BALL

Weights: 10lbs-16lbs



V08-8040 Golf Ball (order quality below 10EA)

FOOTBALL

Weights: 10lbs-16lbs



V10-1012 FootBall (order quality below 10EA)

VIA PROFESSIONAL BALL

MEDIUM LEVEL



V05-5029 Navy Blue V05-5010 Volcano

RECTANGLE

Coverstock: Reactive Urethane
 Hardness: 75-80
 RG max: 2.605
 RG min: 2.565
 Differential: 0.040
 Lane conditions: medium oil
 Weight options: 11-16



V05-6070 Golden/Black/Blue V05-6020 Orange/Black/Blue

MYTH ZEUS

Coverstock: Reactive Urethane
 Hardness: 75-80
 RG max: 2.621
 RG min: 2.583
 Diff. RG: 0.038
 Lane Conditions: medium oil
 Weight: 11-16lbs



V07-7010 Green/Pink/Black V07-7020 Black/Purple/Blue

RAKION

Coverstock: Reactive Urethane
 Hardness: 75-80
 RG max: 2.606
 RG min: 2.559
 Diff. RG: 0.049
 Lane Conditions: medium oil
 Weight: 11-16lbs



ENTRY LEVEL



V04-4020 Red/Yellow V04-4010 Green/Orange

SKYFOLK

Coverstock: Reactive Urethane
 Inner Core: Pancake
 Hardness: 75-80
 RG max: 2.68
 RG min: 2.65
 Diff. RG: 0.035
 Weight options: 11-16



V04-4040 Purple/White/Green V04-4030 Blue/Orange/Green

PLANET EX

Coverstock: Reactive Urethane
 Inner Core: Pancake
 Hardness: 75-80
 RG max: 2.68
 RG min: 2.65
 Diff. RG: 0.017
 Weight options: 11-16



All specifications are subjects to change.





Vision

interactive real 3d graphic
[patented]

3d animated
live spare maker

animation modes

selectable

animation themes

basic, birthday,
christmas, fun, sport

xga-video standard
hi-definition

*Microsoft and Windows are either registered trademarks or trademarks
Microsoft Corporation in the United States and/or other countries.*

FOCUS

easy to operate
graphically intuitive

all management functionalities
bowling-bar-restaurant-proshop-games

integrated POS
reservation-frequent bowlers
tracking-accounting

fully scalable data base system
all is stored in microsoft sql [no date
lost]

ability to write your own
customized daily [periodical] reports

developed on the latest microsoft
technology and industry standard
... a warranty for the future!



UPDATE YOUR CENTER TO THE LATEST TECHNOLOGY



photostrike

Check in without going to
the front desk!
Automatic waiting list kiosk.
It takes your photo and automatically sends it
down on the lane monitors when you bowl.



grand prix

The most unique Automobile
racing game in the bowling industry.
In true 3-D. You won't
believe your eyes!



movie maker

Create your own ads and display
them right on your
lane monitors.

All specifications are subjects to change.

Steltronic

VIA PROFESSIONAL BALL

V10-3010 Red/Blue/Purple

TRUMP STAR

Coverstock: reactive urethane
 Weight: 13-16 lbs
 RG: 2.47
 Diff.RG: 0.045
 Hardness: 73-78
 Lane Conditions: Medium to Heavy oil



HIGH PERFORMANCE



V10-3020 Blue/Purple

ROLLING-X

Coverstock: reactive urethane
 Weight: 13-16 lbs
 RG: 2.53
 Diff.RG: 0.059
 Hardness: 73-78
 Lane Conditions: Medium to Heavy oil



V05-5030 Black/Purple

BLACKHOLE

Coverstock: reactive urethane
 Hardness: 75-80
 RG Max: 2.59
 RG Min: 2.54
 Differential: 0.052
 Lane Conditions: Medium to Heavy oil

V07-7030 Blue/Navy Blue/Golden

MYTH HERA

Coverstock: reactive urethane
 Weight: 11-16 lbs
 RG max: 2.615
 RG min: 2.574
 Diff.RG: 0.041
 Hardness: 75-80
 Lane Conditions: Medium to Heavy oil



V10-3030 Black/Golden/Purple

CYLINDER

Coverstock: reactive urethane
 Weight: 11-16 lbs
 RG: 2.47
 Diff.RG: 0.046
 Hardness: 73-78
 Lane Conditions: Medium to Heavy oil



V08-8020 Green/Purple/Silver

DEVIL

Coverstock: reactive urethane
 Weight: 12-16 lbs
 RG: 2.56
 Diff.RG: 0.048
 Hardness: 73-78
 Lane Conditions: Medium to Heavy oil



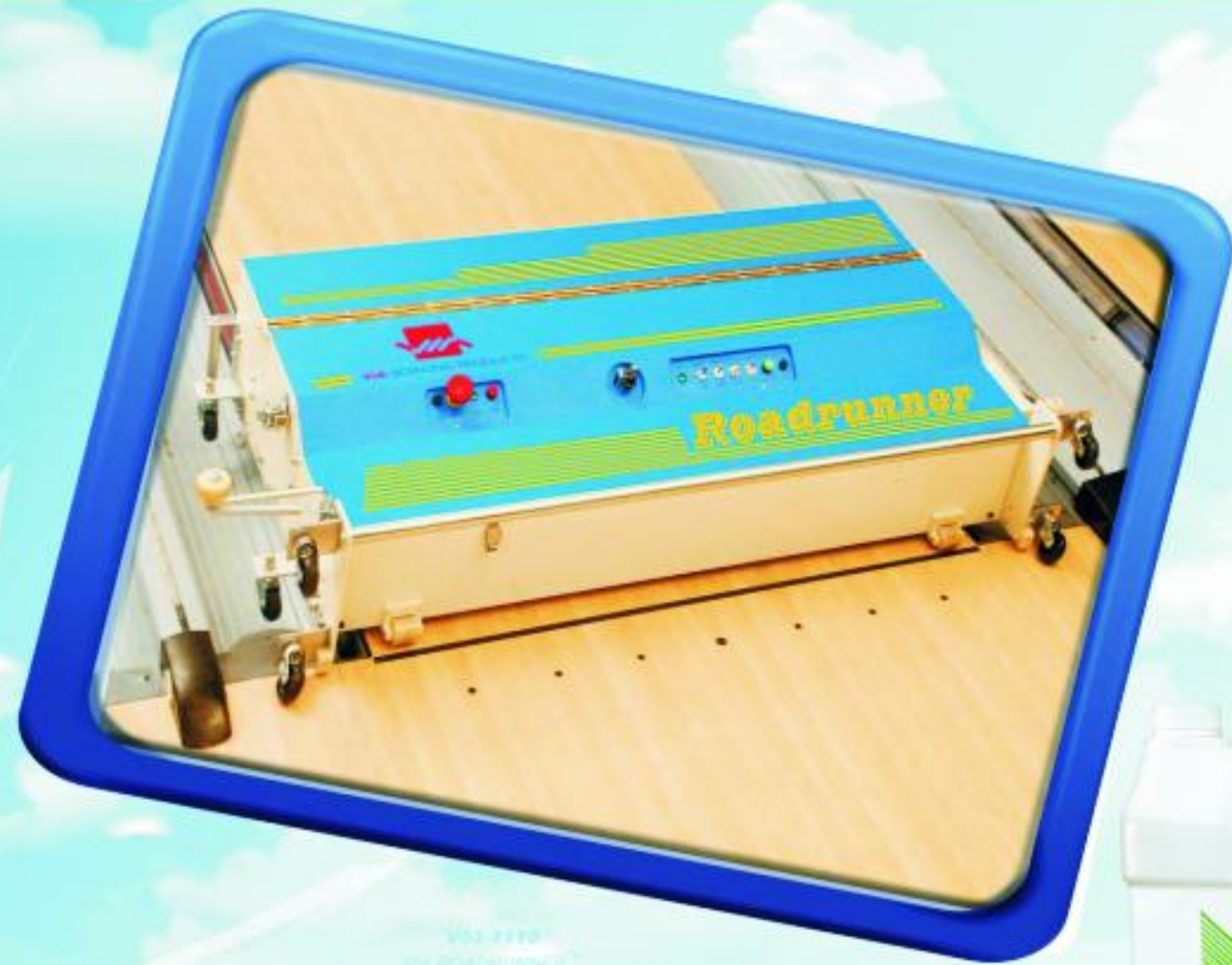
V05-5040 Black/Red/Golden

SUPERSTAR

Coverstock: reactive urethane
 Hardness: 75-80
 RG max: 2.552
 RG min: 2.526
 Diff.RG: 0.052
 Lane Conditions: Medium to Heavy oil
 Weight: 11-16lbs



VIA LANE MAINTENANCE PRODUCTS



V03-1110
VIA ROADRUNNER™
AUTOMATIC LANE OILING MACHINE



V03-1111
VIA STAINLESS
LANE CLEANER

V03-1112
VIA 2 STEPLESS
LANE CLEANER

VIA PARTS SUPERSTORE

Here are some reasons why our customers love genuine VIA

- VIA parts are the least expensive in the industry.
- We ourselves make most of the parts we sell.
- We offer a complete line of parts for VIA MC2™ pinsetter.
- We offer a large selection of popular parts for

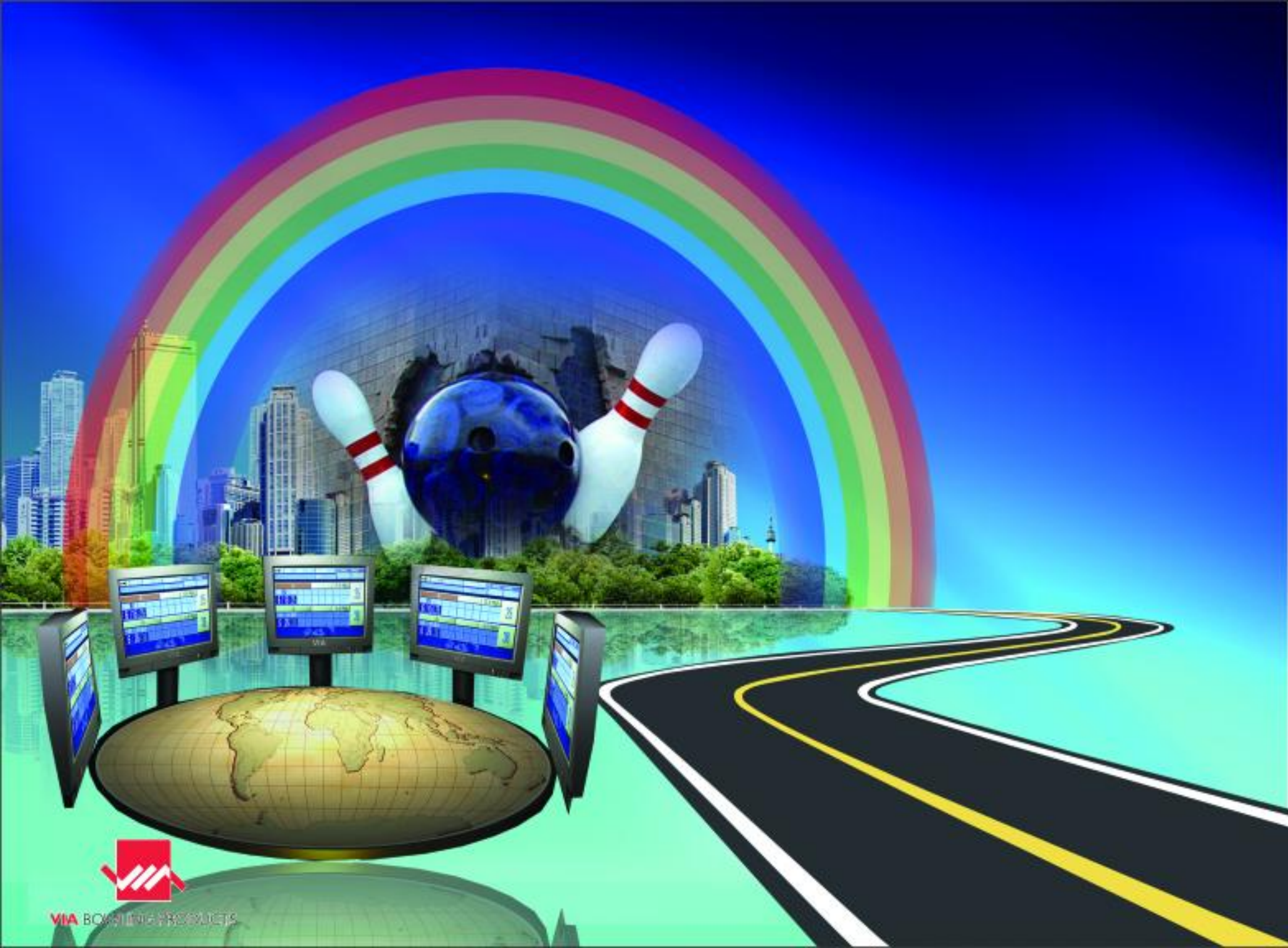
VIAPS™ stands for VIA Parts Superstore, a revolutionary new concept in the pinsetter replacement parts business. Offering parts not only for VIA MC2 pinsetter, but also for most other popular pinsetter brands as well, including the AMF 70 & 90 series, Brunswick GS and a series of pinsetters of our competitors.

The VIAPS philosophy is simple. You and your mechanics know it as well as we do, pinsetter parts are not space shuttle components, and shouldn't be priced as they were. VIA's manufacturing strength is right at this point. Simply, you need good quality product at the lowest possible prices.



All specifications are subjects to change.





V04-1020
VIA LCD 32" OVERHEAD MONITOR

VIA LCD 32" Overhead Monitor

VIA will supply you with LCD technology as well as large screen performance and share the wonderful digital world with you.

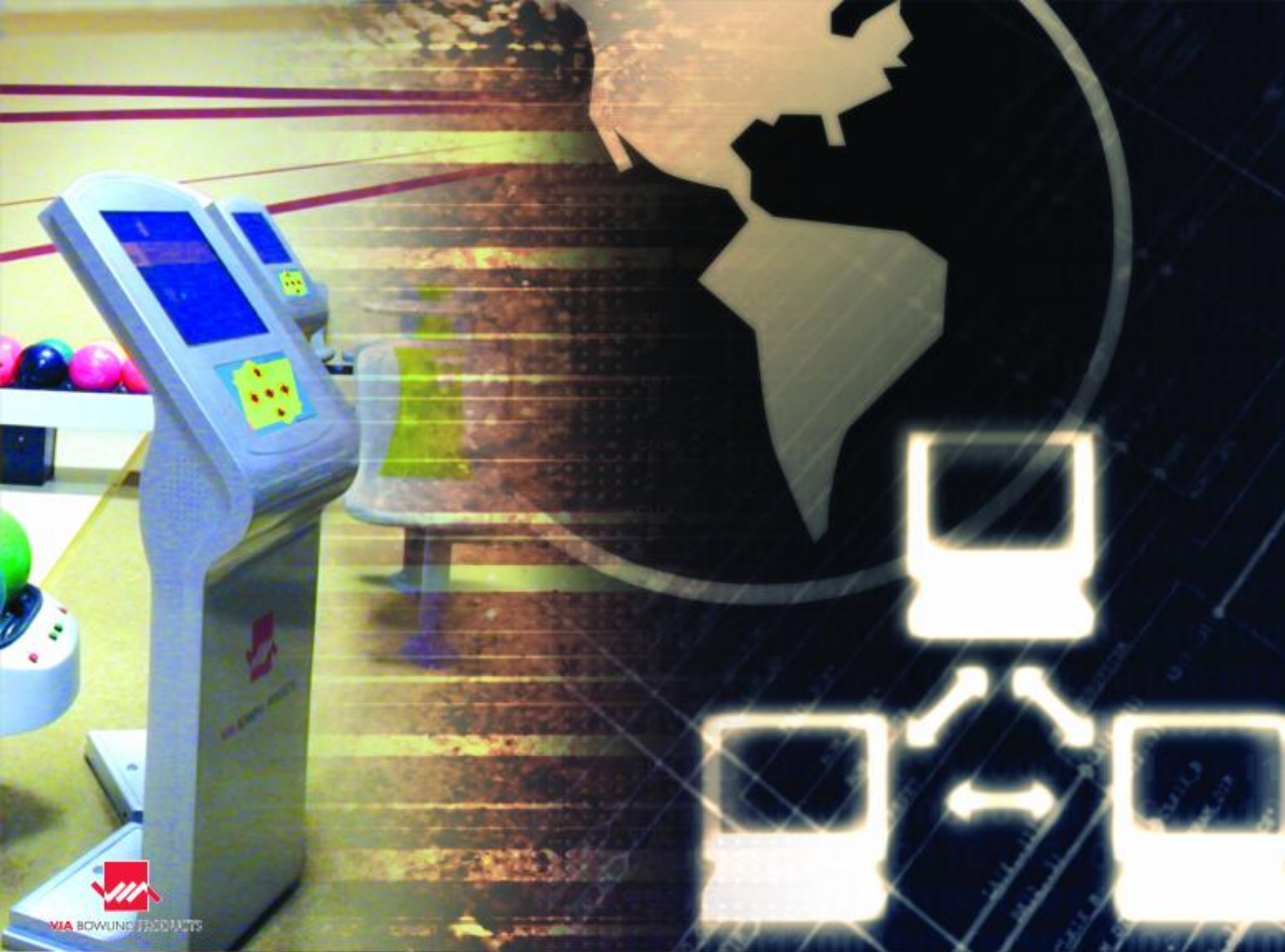
VIA 06 LANE CONSOLE

This kind of lane console is also 15" touch screen but attached at the side of the desk, which give you another thought of furniture arrangement. Easy to use, spill safe, VIA's lane console is the answer.



V06-1010
VIA LCD 15" TOUCH SCREEN

All specifications are subjects to change.



VIA SCORING SYSTEM



VIA Q Bowler Console

VIA Q bowler console is attractive, small and space efficient, allowing bowlers to perform all lane functions with ease.

VIA Front Desk System

VIA front desk system includes very detailed multi level security clearance password entry. Lane computers all report back to the management computer so that no information can be lost. Not only tournament mode but league mode can be run in this system to meet different kinds of occasions. Perfect accounting system, detailed mechanics stopsheet and inventory list, VIA front desk system is what you are looking for.

VIA scoring system developed commonly by VIA and Italian company gives you a clear sight of scoring sheet. Dynamic and colorful 3D animations give your bowlers an exciting day. Advertising system and funny games are included also in this system.

V04-1030
VIA 04 LOWER CONSOLE



VIA 04 Lower console

VIA bowler console of 04 series is usually installed with membrane keyboards, but available with touch screens for fast one touch actions. Superthink LCD screen with fashionable outline will ensure it is compatible with any line of furniture.



All specifications are subjects to change.

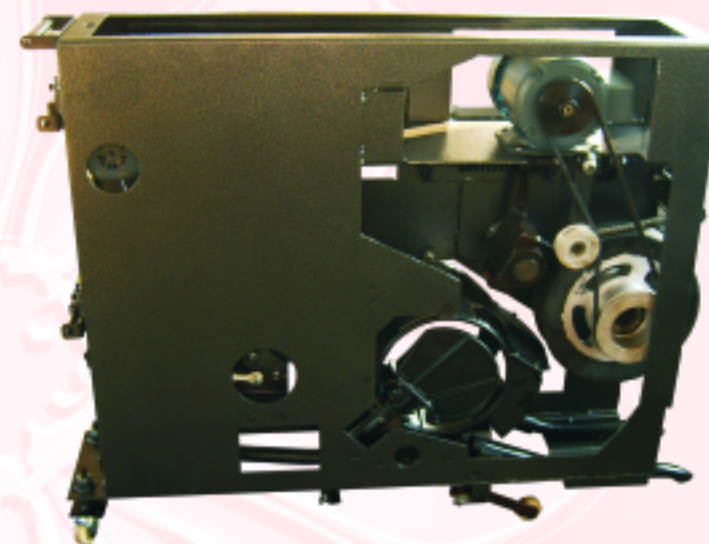


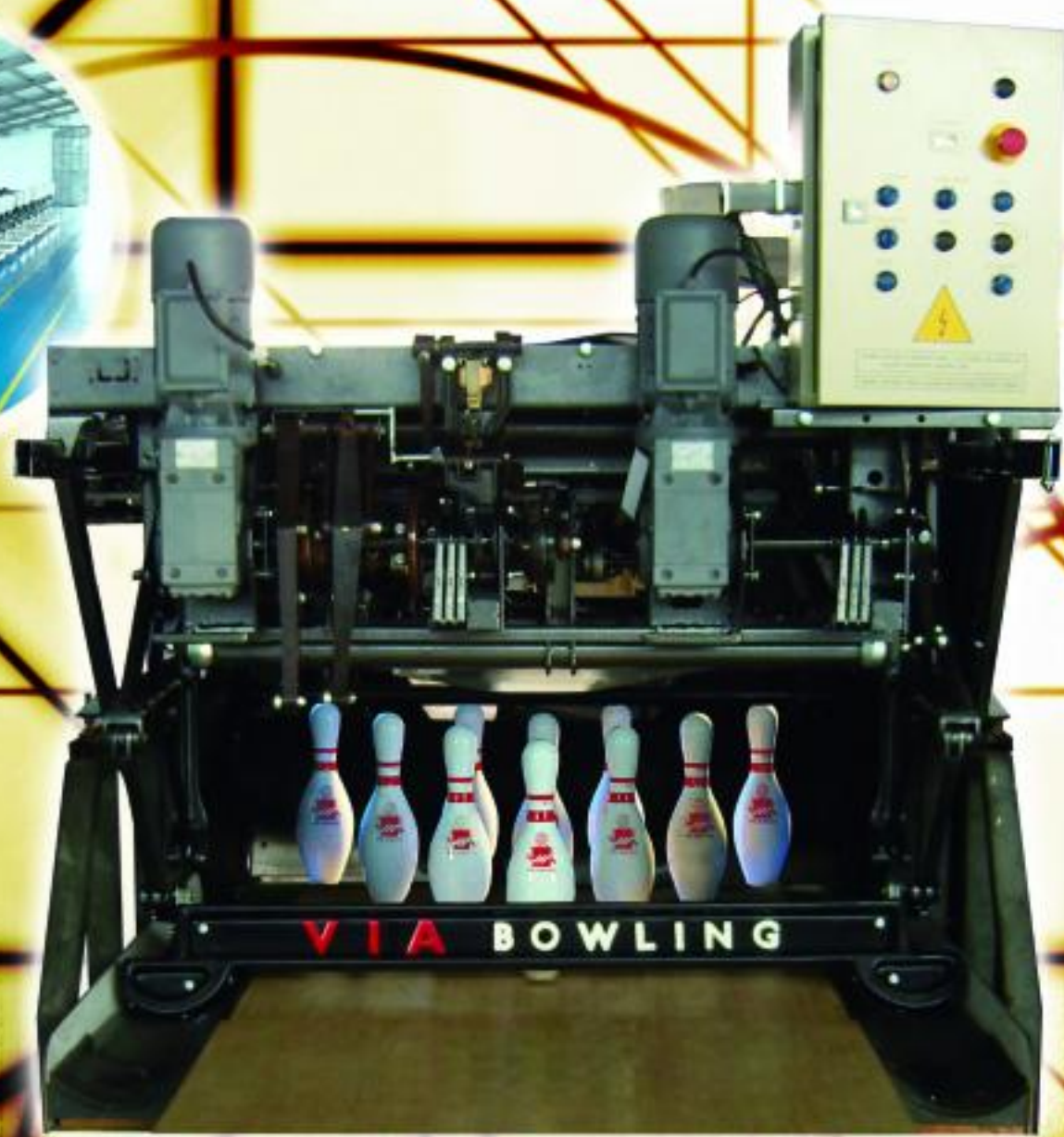
VIA FasTrak Lane Level Ball Return

The patented FasTrak™ ball return machine represents a radical technological advance over competing products. In addition to providing one of the fastest ball-return times in the industry, the FasTrak™ unit:

- Has a minimum number of parts and service elements.
- Can be easily extricated from the pinsetter for cleaning and service.
Provides easy access to the return track head and pinsetter ball door areas for easy service of these areas as well.

For bowling centers that prefer a traditional style ball return, or where lane-level ball return is impractical, a "PBL" style ball-return unit is also available as standard accessory equipment for the VIA MC2™ pinsetter.





VIA MC2 Automatic Pinsetter

The VIA MC2™ takes the world's brightest and most popular pinsetter design and adds superior materials, together with the advantages of advanced Process-Logic Control and Hyponic™ drive technology to create the best pinsetter in the industry.

Advanced safety features are another area where the MC2 is ahead of the game. With numerous mechanical guards, and electrical and software controlled safety features built-in, the MC2 is designed to be the most safety-conscious pinsetter in the industry. Advanced safety means a safer workplace, and can mean less liability and insurance costs to you.

Finally, the MC2 has been built to be inexpensive and convenient to service and maintain. With VIA as a permanent source for low-cost replacement parts, the MC2 also benefits from a large degree of parts interchangeability with the world's best-selling pinsetter format.

Advantages of the VIA MC2:

- ISO, CE, USBC Certified.
- Low purchase cost.
- Extensive factory testing prior to shipment
- Designed to accommodate either "PBL" style or VIA FasTrak™ ball return.
- Assembled with rugged "original-style" parts, including heavy duty sand-cast aluminum deck.
- The best standard warranty in the industry.
- With VIA replacement parts, the lowest maintenance cost in the industry.
- Advanced process logic control (PLC) technology—usually found in high-end precision industrial applications—to guarantee reliable operation under adverse electrical environments.



WELCOME TO VIA MANUFACTURING

Our Philosophy Is Simple

Get the product right
Produce it at the lowest cost.
Be the price leader in every product line.
Serve the customer and the product in the field.

We back this philosophy with a history of success and a unique ability to maintain and build in the future.

History

The first thing you should know is that VIA is an international success story. Within a few short years of initial product release in China in the mid 90's, then the world's largest bowling equipment market, VIA has sold thousands of lanes of bowling equipment and surpassed the combined sales of its two largest international competitors. This event ended, for the first time in almost 40 years, these two companies' dominance over the international bowling equipment market.

Building On Success-Expansion

Building on the experience of sales in China VIA™ has expanded, both in terms of product lines and market reach. The worldwide branding and promotion of the VIA™ trademark, the establishment of local distribution centers, the expansion of direct sales into many new markets, and the conclusion of numerous agreements with international agents and distributors—all this has turned VIA™ into a truly international presence in the bowling industry. At the same time, product lines have been refined to take us into specialized markets, such as those for parts replacement, bowling ball manufacture and modernization.

Building On Success-A Focus On Quality

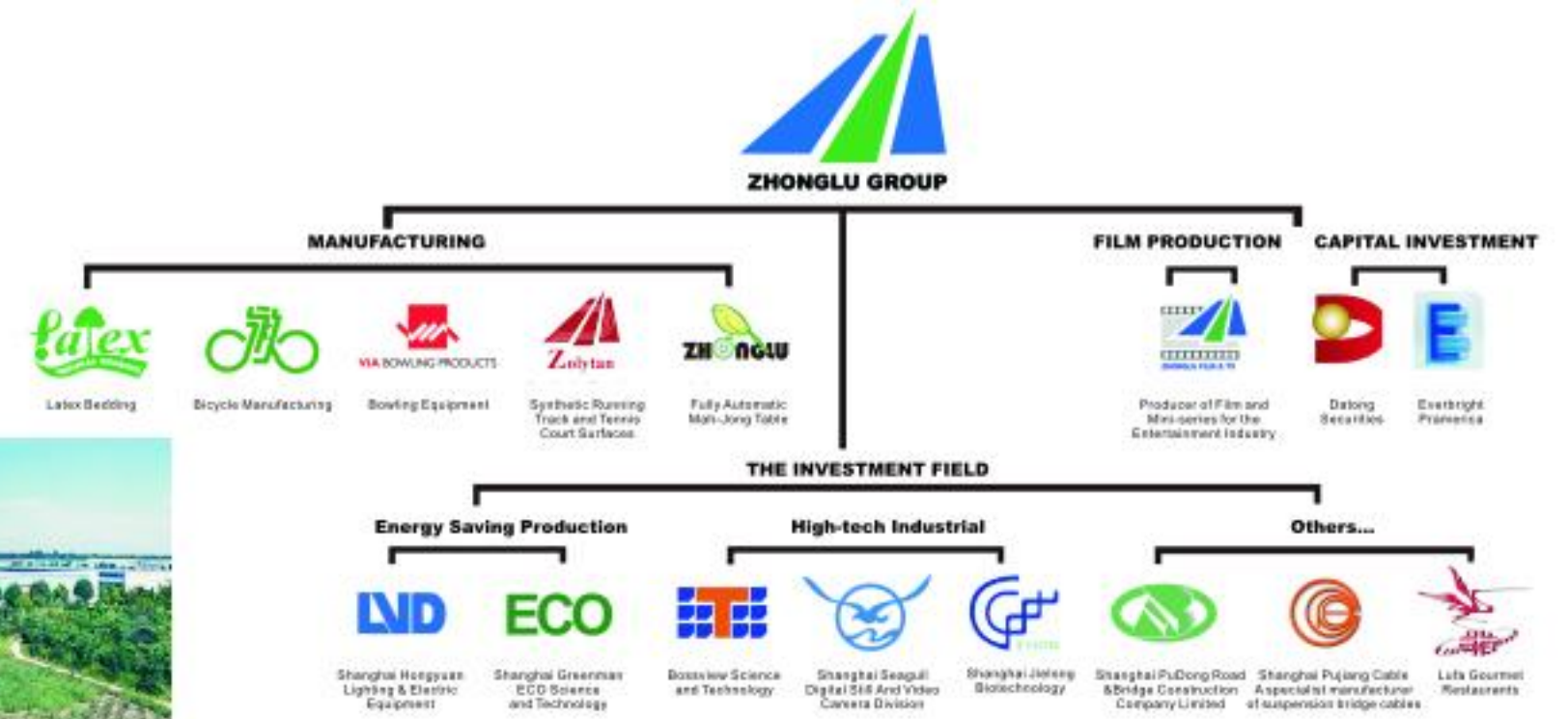
Many customers expect that a China-based company should be able to offer price advantages. But we at VIA™ know that our success depends on offering top quality on top of low prices. For this reason, VIA™ continues to improve every facet of its operations, including company, product and customer service. In the field of quality certification, recent landmark events have included the ISO9001™ certificate of production standards, CE approval of the VIA MC2™ pinsetter, and USBC certificate of lane, pindeck, pinsetter equipment and bowling ball.



Strength In Size

Over 700 employees working in our 110,000 square meter (1,000,000 +square foot) industrial facility give VIA the ability to develop and manufacture a full range of bowling products.

Our manufacturing focus gives us special relationship with the products we sell. Unlike most of our competitors, we live close to our product and come to know it inside-out. This gives us the power to control quality at the source. That is why our ISO 9001™ quality certification means so much to us, and should as well to you. Self-manufacturing also allows us to control costs to the greatest degree. These advantages are passed on to you with every product you buy from VIA.





VIA BOWLING PRODUCTS

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website: www.viabowlingproducts.com
E-mail: info@viabowlingproducts.com

VIA BOWLING PRODUCTS



VIA BOWLING PRODUCTS