



See What Centers Are Experiencing with BES NV

BES NV is the ultimate bowling entertainment system, delivering endless fun and excitement for guests and infinite possibilities for innovation and growth for centers. Hear from centers about the value they gained from BES NV.

Why have you chosen BES NV for your center?



"We chose BES NV because it represents the latest evolution in bowling entertainment systems and offers a level of customer engagement that goes far beyond what guests typically expect when they think "bowling." Its seamless integration with Neoverse adds an immersive visual layer that enhances the overall experience."

Jason Lauchnor, CEO & Kurt Geyer, General Manager
Hampton Lanes, Pennsylvania, USA



"As soon as we saw BES NV scoring, we knew we wanted it in our center. We were amazed with the immersion and fluidity of the system and it was also really easy to use."

Livio Miglioli, President
Cosmic Park 54, Nancy, France

What is the value you have seen since installing BES NV?



"Ultimately it has brought Buffaloe Lanes Mebane into the newest evolution of the bowling experience. The options and functionality that it offers us as proprietors, and the immersive environment it offers our guests, proves that bowling as an industry is forward-thinking and always at the forefront of technology. We are now providing our bowlers with a world-class entertainment experience."

Bryan Collier, General Manager
Buffaloe Lanes, North Carolina, USA



"Since implementing BES NV, we've seen exactly the results we hoped for in food and beverage growth, more upselling, and operational flexibility.

"The On-Lane Ordering feature has driven noticeable increases in food and drink sales. Today's guests are accustomed to using technology for dining, and many prefer the convenience and privacy of ordering directly from their lane. It also provides an invaluable backup during staffing challenges.

"The automatic prompts for upgrades, add-ons, and time extensions are remarkably effective. Guests often choose to add sides, toppings, or extra time simply because the system offers something that might not always happen through staff interaction.

"Guests can purchase more time or food without staff assistance, keeping the experience seamless even during peak hours."

Jason Lauchnor, CEO & **Kurt Geyer**, General Manager
Hampton Lanes, Pennsylvania, USA



"We are finally seeing different themes and games being used thanks to the new BES NV Navigator. We very rarely have to assist with signing in and starting bowling."

Dave Show, Owner
Manor Lanes, Pennsylvania, USA



"BES NV has made the customer experience more immersive. Using the new environments like Avatar Alley, the customer is able to take their photo at the lane and BES NV will create the guest in avatar form. With Square integration the customer can now use a QR code to order F&B at the lane as well as extend their play."

Melissa Pennington, Owner
Bruin Lanes, Pennsylvania, USA



"It makes the guest experience smoother and more modern. The interface looks great, and it feels familiar for guests. It reduces how often staff need to step in to assist."

Brian Kleinknecht, Operation Manager
Sun Valley Lanes, Nebraska, USA



"We've already seen a big lift in engagement and atmosphere across the whole venue. Guests are spending longer on the lanes, taking more photos and videos, and really soaking up the experience. (BES NV) helped us stand out in our region — and combining BES NV with our Neoverse LED wall, we've positioned ourselves as the most technologically advanced bowling centre in the southern hemisphere, which is a big point of pride for an independent business like ours.

Marnie Major, Co-Owner
Wagga Bowl & Entertainment Centre, NSW, Australia



"As we are in a very competitive sector of leisure, we want to be different from our competitors, BES NV helped us do that."

Livio Miglioli, President
Cosmic Park 54, Nancy, France



"BES NV creates an environment and an entertainment experience that isn't found anywhere else. It delivers a really interactive experience, and it is a lot more engaging for our guests."

Brian Rico, General Manager
Derby Lanes, Wyoming, USA

What guest benefits have you seen?



"It has most definitely empowered not only our open bowlers, but our league bowlers to control their bowling experience and feel more comfortable utilizing the most innovative scoring interface in the industry! From the youngest bowlers to the most experienced in the sport, our guests will no longer hesitate to control and take charge of their bowling environment!"

Bryan Collier, General Manager
Buffalo Lanes, North Carolina, USA



"The key guest benefit is a more personalized and engaging bowling experience. BES NV gives guests control over their games, themes, and environments, turning every visit into something fresh and different. With multiple games and dynamic visual options, players can enjoy a new experience each time they bowl—keeping it fun, modern, and worth coming back for."

Jason Lauchnor, CEO & **Kurt Geyer**, General Manager
Hampton Lanes, Pennsylvania, USA



"For guests, BES NV delivers much more friendly terminology used on the screens to sign in, change themes, and explain the difference between each theme and game."

Dave Show, Owner
Manor Lanes, Pennsylvania, USA



"Once the bowlers get used to how it works much easier, customers love the SuperTouch console and not having to push buttons, and the graphics are very cool."

Steve Taylor, Owner
Park Lanes Bar & Grill, Ohio, USA



"All our customers are amazed at the variety of themes, environments, and games."

Livio Miglioli, President
Cosmic Park 54, Nancy, France



"Our guests have loved the new HD versions of environments such as Monster Factory, Bowling Hood, Oceano, and Prehistoric."

"Guests are using the SuperTouch like never before. The customer now has an easy way to order F&B from the lane using a simple QR code."

Melissa Pennington, Owner
Bruin Lanes, Pennsylvania, USA



"Guests are able to easily navigate and pick different games that they otherwise might not have known about. They can use On-Demand Ordering to order directly from the lane rather than waiting in a line."

Brian Kleinknecht, Operation Manager
Sun Valley Lanes, Nebraska, USA



"The custom experience that guests get by going through the BES NV Navigator to be able to select who they are and what they want enhances the experience. And by taking photos from the SuperTouch, there are more places than ever that customers become part of the experience."

Brent Bowers, Owner
Let's Roll Seneca, Wichita, KS & Let's Roll Derby, Derby, KS



"We can cater the screens for all guest ages and events from Monster Factory, where kids build their own monsters and then watch them dance and react on screen, through to the interactive scoring that adults love. Seeing their names and scores pop up across a giant screen, instead of a small monitor overhead, instantly lifts the energy. Every day we can re-create a new scene or ambiance, switching from retro themes to dance-offs, celebrations, or party graphics, which keeps the experience fresh and different for each visit. It's immersive, playful, and keeps everyone engaged from start to finish."

Marnie Major, Co-Owner
Wagga Bowl & Entertainment Centre, NSW, Australia



"BES NV is very intuitive, and you can see how engaged and excited guests are once they start to use it."

Brian Rico, General Manager
Derby Lanes, Wyoming, USA

What BES NV feature(s) are you most excited about?



"The BES NV Navigator is by far the superstar of this new scoring system! With just 3 questions it helps our guests choose games and themes that match their skill level and the interests of the bowlers in the group. This allows for a more enjoyable and personalized bowling experience!"

Bryan Collier, General Manager
Buffalo Lanes, North Carolina, USA



"From a business standpoint, we're most excited about the upselling opportunities and the overall guest-experience enhancements."

Jason Lauchnor, CEO & **Kurt Geyer**, General Manager
Hampton Lanes, Pennsylvania, USA



"We're a string center so I'm so excited for the new EDGE String game Training Camp. Bowlers and our staff have used the pinspotter commands in the scoring system to set and practice corner pins whenever they want, but Training Camp will allow them to do this quickly and easy, making it easy for our bowlers to practice 7's, 10's and other combinations. We also run a weekly tournament series in the summer, and the bowler guests and I both really love using the Head to Head theme."

Dave Show, Owner
Manor Lanes, Pennsylvania, USA



"The Navigator, which helps the guest customize their experience and find the best environment to have the best possible experience."

Melissa Pennington, Owner
Bruin Lanes, Pennsylvania, USA



"I like the Extend Your Play feature and On-Demand Ordering. Both have potential to drive additional revenue."

Brian Kleinknecht, Operation Manager
Sun Valley Lanes, Nebraska, USA



"With the Navigator, customers can have a custom experience every time they walk in the door. With BES NV Identity we can customize our locations with our logos and make BES NV look like it was made for us. Neoverse + BES NV brings a fully immersive experience to our location that really draws the customer to bowling entertainment, making them stay longer and spend more."

Brent Bowers, Owner
Let's Roll Seneca, Wichita, KS & Let's Roll Derby, Derby, KS



"For us, Avatar Alley has been a standout. Watching people light up when their avatars celebrate, dance, or when guests copy their avatars moves is pure entertainment."

Marnie Major, Co-Owner
Wagga Bowl & Entertainment Centre, NSW, Australia



"I am excited about the connection and potential for additional immersion when used with Neoverse."

Brian Rico, General Manager
Derby Lanes, Wyoming, USA



What BES NV feature(s) are your guests most excited about?



"Open play bowlers are enjoying the new games and experiences, where our league bowlers are enjoying the ease of making score corrections and sending lane calls to the control counter."

Bryan Collier, General Manager
Buffalo Lanes, North Carolina, USA



"Guests love exploring the variety of interactive games and themed environments. As they grow familiar with the interface, we're seeing more experimentation and enthusiasm for trying something new each visit."

Jason Lauchnor, CEO & **Kurt Geyer**, General Manager
Hampton Lanes, Pennsylvania, USA



"The league bowlers like the graphics that are up to date and modern. Most bowling centers have graphics stuck in the 80s."

Steve Taylor, Owner
Park Lanes Bar & Grill, Ohio, USA



"Our guests are excited about the new environments and the overall polished look of the SuperTouch menu and scoring monitors."

Brian Kleinknecht, Operation Manager
Sun Valley Lanes, Nebraska, USA



NEO-Fi



"Ordering F&B at the lane has been a big hit! The new environments like Avatar Alley, Flames, and 80s have also been a customer favorite."

Melissa Pennington, Owner
Bruin Lanes, Pennsylvania, USA



"Avatar Alley brings features from popular social media to the bowling lane. Guests are also excited about taking photos to become part of their bowling experience."

Brent Bowers, Owner
Let's Roll Seneca, Wichita, KS & Let's Roll Derby, Derby, KS



"Guests love the Qubica Intelligence in the Navigator feature. Being able to choose their style of play, whether it's family-friendly, social, or competitive, makes every game feel personal and fresh. It's a bit like scrolling through your favourite streaming platform and picking exactly what kind of experience you're in the mood for."

Marnie Major, Co-Owner
Wagga Bowl & Entertainment Centre, NSW, Australia



What BES NV feature(s) do you feel will drive the most revenue?



"We are seeing guests take advantage of the Bowling Memories feature. The system emails a professional wrap up of their bowling scores, which games were played, along with a group photo, making it easier to share the experience on social media. This adds to the overall guest experience, and we can see this driving return visits."

Bryan Collier, General Manager
Buffalo Lanes, North Carolina, USA



"The combination of On-Demand Ordering and automated lane-time upselling are the biggest revenue drivers. Beyond that, the engaging experience BES NV provides keeps people talking about us and more importantly, coming back for repeat visits."

Jason Lauchnor, CEO & **Kurt Geyer**, General Manager
Hampton Lanes, Pennsylvania, USA



"Simplicity with the new Navigator helps change the experience every time a guest comes in to bowl, which will help generate more revenue from return visits."

Dave Show, Owner
Manor Lanes, Pennsylvania, USA



"F & B and Extend Your Play at the lane!!!! By simply scanning a QR Code on the SuperTouch monitors, customers can now easily order F & B and pay right from the lane. I no longer have to chase down customers at the end of their time to finalize the bill. It is all done for us. We can now focus more on the customers that are still in the center rather than the ones who are leaving."

Melissa Pennington, Owner
Bruin Lanes, Pennsylvania, USA



"On-Demand Ordering makes it easier for customers to order at their convenience, which will help drive additional revenue."

Brian Kleinknecht, Operation Manager
Sun Valley Lanes, Nebraska, USA



"Extend your Play makes it easy for customers to stay longer and spend more. Customization of their experience from the Navigator to taking photos to Neo-fi features. These all allow customers to get caught up in the experience, so they come back more often."

Brent Bowers, Owner
Let's Roll Seneca, Wichita, KS & Let's Roll Derby, Derby, KS



"The immersive experience itself has been the real game-changer. It's boosted party bookings, increased average time spent per visit, and sent our social-media engagement through the roof. All-ages parties have increased overnight — from kids' birthdays and teen nights through to adult celebrations and corporate events. Another big benefit has been an even greater uptake in timed bowling — people are now booking one- or two-hour bowling experiences instead of single games and really making an outing of it. They stay longer, order more food and drinks, and simply enjoy their time out together. BES NV has lifted the atmosphere across the whole venue and added real value to every visit."

Marnie Major, Co-Owner
Wagga Bowl & Entertainment Centre, NSW, Australia

