NEOVERSE

Brian Rico, General Manager
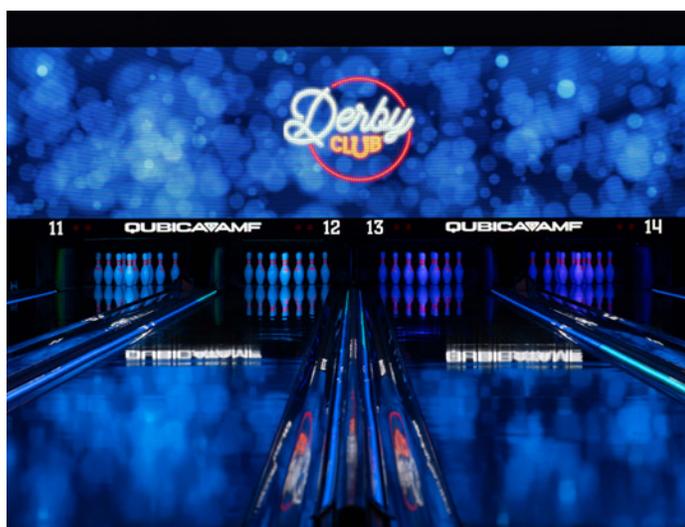Derby Lanes, Cheyenne, WY

18 QubicaAMF tenpin bowling lanes, including
18 of Neoverse
Fly'n Ducks Duckpin Bowling, Highway66 Mini Bowling,
PGA golf simulator, arcade, escape room, laser tag,
off-track betting, kids playland, restaurant and bar

Delivering the WOW Factor with Neoverse

Derby Lanes is a state-of-the-art venue that offers three ways to bowl under one roof: tenpin, duckpin, and mini bowling, all enhanced by the stunning Neoverse LED Video Wall over 18 tenpin lanes. It recently received the BCM Design Award for Best New Traditional Center. Customers enjoy a bar and restaurant plus unique attractions like a PGA golf simulator, arcade, escape room, laser tag, off-track betting, and a kids playland.

The Challenge:
Looking for the WOW factor

Derby Lanes sets a high bar when it comes to entertainment and design. They were originally planning on projection TVs for their center. Those plans changed when Brian saw the Neoverse.

The Solution:
Neoverse; Maximum Guest Impact Upon Arrival

The Neoverse provides maximum impact because its elements are smartly positioned across the entire bowling area, surrounding guests and programmed to deliver a coherent visual global show with music and sound effects.

Brian shares, "I was in awe. I got to spend the day with the owner of that facility and the wow factor just really popped out at me. I wouldn't change it for anything right now because that is a huge wow factor when people walk in."

Neoverse from QubicaAMF Offers:

· Simple, easy-to-use interface

· Amazing, interactive, and immersive content

· Endless in-center applications at any time of day for any audience

· Elements working seamlessly together to deliver a cohesive visual and audio global show

QUBICAAMF
MAKING BOWLING AMAZING

NEOVERSE

The Results:

Easy Maintenance

Conqueror X gives you everything you need to take control and get the most out of the Neoverse—fully leveraging every element of the ecosystem seamlessly. Its simple, easy-to-use interface can be used by any center employee to deliver the right experience, for the right customer, at the right time.

"From an operational standpoint, I don't have to worry about the masking units getting dirty or broken or anything else in that respect," Brian says. "I really like the ease of how maintenance-free it really is. I'm just over the moon on how well it's working for us."

Interactive, Immersive Content

With Neoverse, new content is pushed to your system on a routine basis. This dynamic content changes automatically.

You can leverage the new content immediately. Brian explains, "It's interactive. I mean, you come up on the bowling lanes and you see something change, it's just 'WOW'. People are really, really impressed, they can't believe what they're seeing, quite honestly, as they look at it."

Reaching Diverse Demographics

Day or night, young or old, special events or parties, leagues or open play, Neoverse delivers the right content, at the right time, to the right audience. Brian mentions that Neoverse is drawing in a whole new audience, including a younger crowd, who appreciate the high-tech look of Neoverse. "It's that 'WOW' factor. Guests are coming into a center, and they get to see something different that they have never quite honestly ever seen in the bowling alley."

Complete Entertainment Experience

Neoverse ensures everything works together and features a center-wide LED video wall, HyperBump lighting, capping and pin deck lights, scoring system integration and a global soundtrack for music and effects. Neoverse delivers a complete entertainment experience.

> "
> The Neoverse just adds that extra wow factor that people enjoy being in the environment. It's not your typical old dingy bowling alley. *- Brian Rico, General Manager, Derby Lanes*
> "

Hear Brian's full story:

Is Neoverse right for your center?

To learn more visit:

www.qubicaamfbowling.com/products/scoring-entertainment/neoverse