

BEFORE AND AFTER TRANSFORMATION SCENARIOS

SHIFTING FROM SELLING TIME TO DELIVERING MOMENTS

Bowling is no longer a low margin, operationally heavy entertainment option, it's a scalable, premium social platform. BES NV and Neoverse transform everyday bowling use cases into immersive, high engagement experiences that drive longer stays, higher per cap spend, and repeat visits. Across open play, birthdays, corporate events, and nightlife, you'll see how modern visuals, personalization, and frictionless service convert lanes into revenue engines. These scenarios illustrate not just a better guest experience, but a fundamentally stronger business model built for growth, differentiation, and scale.

1

Open Play Transformation

From Confusing & Operationally Heavy → Personalized, Immersive, High Spend

BEFORE: The Traditional Open Play Experience

Center Pain Points

- Guests struggle to find games they enjoy; staff must assist constantly.
- Tech feels outdated; visuals are dim or disconnected.
- Hard to differentiate from competing entertainment options.
- Short dwell times and low per cap spend.

Guest Experience Issues

- Slow, confusing onboarding at the lane.
- Generic or repetitive game options.
- No personalization for group type or skill.
- Rarely any moments worth sharing.
- Food & beverage requires leaving the lane.

PREMIUM EXPERIENCE OUTCOMES

- Guests stay longer and spend more (food, time, return visits).
- Staff workload drops sharply.
- Open play becomes consistent, modern, and shareable.
- Centers differentiate from competitors with a premium, immersive experience.

AFTER: Open Play Powered by BES NV + Neoverse

Personalized From the First Touch

- **BES NV Navigator** recommends the best themes, games, and environments based on group type, skill, and intent.
- Guests self serve their entire setup, no staff involvement needed.

Frictionless Convenience = Higher Spend

- **On Demand Ordering (Square)** lets guests order food/drinks from the lane instantly.
- **Extend Your Play** automatically prompts players to stay longer and pay via QR.
- **Smart Service Call** reduces lane-side interruptions.

Immersive, Modern Environment

- Neoverse LED wall provides vivid visuals in any lighting.
- Real-time reactions to strikes, spares, and gameplay.
- Intelligent lighting + sound create "wow" moments every frame.

Shareable & Social

- **Avatar Alley, YouToons, Selfie Grids, and Bowling Memories** turn games into personal, post-worthy content.

2

Birthday Party Transformation

From Basic Glow Bowling → Premium, Personalized, Insta Worthy Celebrations

BEFORE: The Traditional Birthday Party Experience

Center Pain Points

- Difficult to offer something unique vs. other venues.
- Parties require significant manual setup by staff.
- Hard to command premium pricing with generic elements.

Guest Experience Issues

- Basic birthday graphics and generic scoring screens.
- No personalization for the birthday kid.
- Kids get bored quickly—experience feels repetitive.
- Parents don't feel it's "special" enough.

AFTER: Birthday Parties with BES NV + Neoverse

Immersive Birthday Environments

- Guests choose from themed **BES NV Birthday** environments like Fairy Tales, Prehistorica, Oceano.
- Neoverse-exclusive **Birthday Candles** or **Monster Birthday** surround guests with character-led fun.

Personalized Moments

- Birthday child becomes a **3D Avatar** or **YouToon** on the LED wall.
- Lane-side **Selfie Grids** create custom photo-scoring backgrounds.

Show-Quality Visuals

- LED wall animations react to gameplay, celebrations, bumpers, and music.
- Fully immersive "birthday show" in real time.

Convenience for Parents & Staff

- On lane ordering keeps the group together.
- Smart Service Call ensures staff respond instantly without interrupting flow.

Shareable Memories

- **Bowling Memories** auto-generates a branded recap for parents to share online.

PREMIUM EXPERIENCE OUTCOMES

- Elevated, differentiated birthday packages that justify higher pricing.
- Fewer staff touchpoints needed.
- Viral content increases word-of-mouth.
- Families return for future celebrations.





3

Corporate & Group Event Transformation

From Basic Event Rental → Branded, Professional, Highly Engaging Experiences

BEFORE: The Traditional Corporate & Group Event Experience

Center Pain Points

- Hard to stand out from banquet halls or boutique venues.
- Experiences feel generic; limited personalization options.
- Team-building activities are minimal.
- Corporate guests expect seamless service and modern tech.

Guest Experience Issues

- No company branding during the event.
- Standard scoring screens feel casual or unprofessional.
- No unique, competitive, or structured play options.

PREMIUM EXPERIENCE OUTCOMES

- Command higher corporate package pricing.
- Events feel premium, branded, and memorable.
- Companies rebook due to high engagement + easy execution.
- Increased weekday revenue and improved lane utilization.

AFTER: Corporate Events with BES NV + Neoverse

Brandable, Customizable Environments

- LED wall displays company logos, messages, videos, and branded content.
- Bespoke playlists or visual environments for each team or department.

Professional Competitive Energy

- **Neoverse Competitive Grids** offer broadcast-style scoring for tournaments.
- **Head-to-Head** modes elevate team challenges.
- **Lane Duel** adds structured team competition.

High Engagement Activities

- Avatar Alley and YouToons lighten corporate energy and boost team bonding.
- Teams create group photos for **Bowling Memories** recaps.

Premium Service

- On Demand Ordering and Smart Service Call ensure smooth, high-touch service.
- Less waiting means more play and more satisfaction.

4

Nightlife / Social Play Transformation

From Basic Glow Bowling → High-Energy, Immersive, Share-Worthy Night Experiences

BEFORE: The Traditional Nightlife Experience

Center Pain Points

- Glow bowling feels outdated.
- Music + visuals are disconnected.
- Guests expect elevated nightlife experiences similar to bars, clubs, or social venues.
- Hard to justify higher pricing at night.

Guest Experience Issues

- Repetitive lighting effects.
- No dynamic, immersive visuals tied to music or gameplay.
- Few social or competitive elements for groups.
- Limited reasons to post online.

PREMIUM EXPERIENCE OUTCOMES

- Guests perceive bowling as a nightlife-worthy destination.
- Increases drink revenue, dwell time, and social buzz.
- Centers can confidently charge **premium nighttime pricing**.
- Younger audiences stay engaged and spread UGC organically.

AFTER: Nightlife Powered by Neoverse + BES NV

Immersive, High-Energy Environments

- Neoverse global shows combine **sound, lighting, and LED wall animations** in sync.
- Stunning effects visible even in bright spaces.

Dynamic Play Experiences

- HyperBowling + BES NV creates arcade-style, "physical video game" bowling.
- Groups can compete in **Lane Duel, Head-to-Head**, and other high-energy modes.

Social Currency Everywhere

- YouToons and Avatar Alley create hilarious, post-worthy moments.
- Selfie Grids personalize lane identity for group photos.

Frictionless Ordering

- On lane ordering increases drink sales without slowing the vibe.
- Extend Your Play encourages longer nightlife stays.



Together, **BES NV and Neoverse unlock a premium experience for every guest, every time**, no matter the occasion. Personalization, immersive visuals, and frictionless service ensure that every customer segment finds something designed specifically for them, while centers benefit from *higher engagement, stronger pricing power, and repeat demand*. The result is a single, scalable ecosystem that transforms bowling into a destination, a social experience, and a growth engine all at once. Are you ready to make the shift?