

NEOVERSE



Stefanie Grundmüller, Assistant Manager
Bowlin, Pfarrkirchen, Germany

10 QubicaAMF tenpin bowling lanes,
billiards, foosball, outdoor beach area,
restaurant and bar

Keep Guests Bowling Longer with Neoverse

BOWLIN is located in Pfarrkirchen, Germany and offers guests 10 lanes of ten-pin bowling, billiards, dart machines, and foosball. They have a full restaurant and bar that shows live sports, and in the summer, guests can enjoy BOWLIN Beach, a trendy outdoor beach area.

"We can charge significantly more for one lane per hour than before, and our guests even book the lanes for a longer time." - Stefanie Grundmüller, Assistant Manager, Bowlin Pfarrkirchen

The Challenge

Renovations that Stay Trendy and Making Guests Bowl Longer

After almost 20 years, the bowling center was planning a big renovation, which included updating their bowling equipment. They knew it was a big project and wanted to have a modern and in-fashion environment for their guests that was trendy now and would stay up to date in the future. As a part of this, they decided that we would need an eye-catching centerpiece to impress their guests.

The center also had an issue keeping their guests bowling. "Our restaurant would often be packed full of people, but the main focus was not on bowling," Assistant Manager, Stefanie Grundmüller explained. "Our guests would book a lane for a maximum of two hours and then quickly get bored and switch back to our restaurant. For us, it's much more difficult to make a profit off of food and drinks compared to our lanes."

The Solution

Neoverse; Modern and Immersive Experience Keeps Guests Bowling Longer

In their renovation, Neoverse was the perfect choice to create a modern and trendy atmosphere for their guests. The fact that the Neoverse LED wall was compatible with their scoring and the pinspotter machines meant that their guests were getting a fully immersive experience. "Neoverse has truly become the centerpiece and absolute highlight of our center," Stefanie noted. And with it, they have no issues attracting guests from their restaurants to bowl more and stay longer.

Neoverse from QubicaAMF offers:

- A way to keep guests in the center bowling more often and longer, increasing overall guest spend
- An amazing, immersive, and always evolving guest experience with seasonal content
- Seamless integration with scoring and pinspotter machines
- The ability to advertise and promote in-center and reach more people

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The Results

Guests Stay in the Center Bowling Longer & More Often

Today's guests want more from their bowling experience—and they're willing to pay for it! Neoverse transforms bowling into a multi-sensory experience, combining sight, sound, and sensation to captivate guests. The Assistant Manager of Bowlin in Pfarrkirchen, Stefanie Grundmüller explained, "They enjoy coming back again to see all the other environments."

Endless In-Center Applications with Evolving Content

Neoverse can be used for open or competitive play, and for birthday parties, corporate events, late night fun and more. "Our guests are very impressed by the different worlds they can dive into whilst having a great time bowling." Stefanie shared. "For special occasions we used the LED wall to wish a happy birthday or to welcome all the different teams to our annual company bowling tournament which they all enjoyed very much." She added, "We don't have to think about decorating for any holiday because there's a background for every time of the year - be it Halloween, winter, Christmas or Easter - and there's always much more to come."



Prepare to be in awe of the crystal clear and sharp videos every time you switch it on. - *Stefanie Grundmüller, Assistant Manager, Bowlin Pfarrkirchen*



All Elements Work Together to Amaze

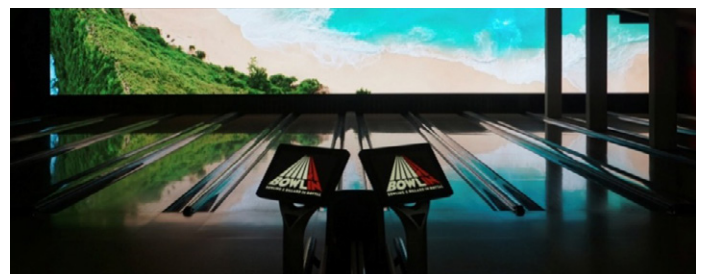
Unlike many multi-media technologies that have low impact effects, the Neoverse elements are interconnected, providing maximum impact to deliver a cohesive visual and audio global show. "In combination with BES X it's a no-brainer," Stefanie shared. "Neoverse was the perfect choice, especially because of the compatibility with our new machines so that the experience is as immersive as possible."

Infinite Ways to Promote and Advertise

"Neoverse made it very easy for our own advertising to be seen. We've tried many different types of ads but we've learned over the years that it works best when we display it inside our center," Grundmüller explained. The LED wall can easily be used as a giant billboard - for free! We can have the biggest ad promoting a special event for a few minutes at our prime time, reach more people than ever before and quickly go back to normal content on the wall afterwards."



Neoverse opened up so many possibilities and got us out of the creative rut. It made us come up with new and refreshing ideas to enhance the experience in our center." - *Stefanie Grundmüller, Assistant Manager, Bowlin Pfarrkirchen*



Is Neoverse right for your center?

To learn more visit:

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

