

NEOVERSE

Albatross



Cody Browning, COO

Keith Swerdloff, General Manager
Albatross Entertainment, Edison, NJ

24 lanes plus 8 VIP Lanes, all with Neoverse, EDGE String Pinspotters

Where Social Competition Meets Celebration

Albatross is designed for first-class fun, offering 32 state-of-the-art EDGE String bowling lanes, including 8 VIP lanes that create a private, upscale experience for families, celebrations, and group events. The Neoverse LED wall adds another layer of excitement with immersive, interactive content for every age. Paired with high-energy bowling and the world's largest themed indoor putting experience, Albatross brings luxury play to life every day as guests enjoy handcrafted cocktails, elevated funfair dining, music, and endless good times—making it the ultimate playground for social competition.

The Challenge

The owners began with a vision for Albatross: to create a concept that blended nightlife with a dynamic mix of activities. They wanted to deliver an experience beyond anything people had seen before. Their social circle of friends and colleagues still enjoyed going out, but the traditional bar scene had grown stale. What they craved was something more—an activity-driven space that felt engaging, memorable, and elevated. Yet no venue offered that combination.

Equally important was creating a place that felt special for families and groups. Their goal, to create a standout destination where people could hold parties and events.

The Solution

Cody explains that bowling was always central to their concept: "When we were designing Albatross, we always knew that bowling was going to play a pivotal role in our product." He goes on to share how QubicaAMF was essential to achieving their vision for Albatross.

"What we loved about partnering with QubicaAMF was that turnkey piece that's so vital to us in getting the success we need. So, partnering with them was a no-brainer solution for us because they offered a perfect turnkey product."



We turn to those people who are the best of the best. And in all of our research, QubicaAMF was the best of the best when it came to bowling. - Cody Browning, COO, Albatross Entertainment

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The Results

Exceptional Guest Experience

Keith notes that the community has fully embraced the venue, and Albatross stays consistently busy as guests linger after bowling to enjoy food and beverages. The center has seen strong word-of-mouth growth, especially in group events ranging from birthday and holiday parties to corporate gatherings. Keith highlights the popularity of their VIP lanes as an upscale, private option for families and groups. The Neoverse continues to be a standout attraction, and the striking black bowling lanes create a visual moment guests love.

Cody shares the impact: "They've never seen anything like that before, let alone finding out that it's interactive with the gameplay experience. They are simply blown away by how amazing and beautifully visual the experience is."

Revenue Growth Exceeds Expectations

Keith reports strong financial performance, and Cody adds, "What we see is that every Saturday we're sold out for bowling well in advance. Everyone loves the product."

Cody shares, "Even our weekdays, with the events, have been more than we anticipated. With our ROI it's going to exceed our expectations. So far to-date, we have seen numbers that have blown away our forecast, and we're excited about that and what the future holds."

Advice for Newcomers

Cody offers guidance for those entering location-based entertainment. "If you're someone who's looking to enter into location-based entertainment as a newcomer, my advice to you is seek out those who already have the information for you. Partner with those that are able to provide recommendations and a quality product. QubicaAMF didn't try to sell us anything. They advised us and I greatly appreciated that." He adds, "We explored numerous bowling suppliers, manufacturers, designers. The choice really came down to the quality of the product and service that we received from QubicaAMF." He mentions they were looking for a bowling solution that could deliver social interaction and competition. "When we were looking at what was important to us, we knew that nightlife was going to be important—the social entertainment experience as a whole. Not just bowling as a sport but bowling as a leisure attraction. And what we found was, QubicaAMF had the best product to fit that need."

Is Neoverse right for your center?

To learn more visit:

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

Instant WOW Factor

Keith describes the Albatross as having that instant wow factor with the Neoverse and striking black lanes and approaches. "It's just awesome, wow, this is really cool"—the guest feedback consistently reflects that excitement. Beyond the visual excitement, Neoverse adds versatility, displaying everything from Sunday football games to personal and group messages, making it a dynamic centerpiece of the venue.

Keith explains that in their market, this is a truly unique, luxurious bowling venue. Guests arrive excited and leave impressed, experiencing a style of bowling they've never encountered before.

Experience Matters in a Partnership

Keith notes that QubicaAMF's long history in the bowling industry was a major advantage. "It's been a joy to work with them, easy access, quick responses, whether it's any issues we face with settling in in the beginning or anything, just a question, they are a great resource, a great partner across every person we talk to."

Cody echoes the sentiment, emphasizing the value of QubicaAMF's expertise: "I would say QubicaAMF is someone that you should definitely reach out to before you make any final decisions. There's so much experience on their team. There're so many products they offer... even products I was not aware existed, and they have a tremendous amount of experience, cutting edge technology, and innovative thinking, it was easy to work with them."



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Hear their full story:

