

NEOVERSE



John Kilpatrick, Owner
Holiday Lanes, Johnson City, TN
QubicaAMF ten pin bowling
24 bowling lanes
Full-service bar and restaurant

Delivering the Next Step in Guest Entertainment with Neoverse

Holiday Lanes, located in Johnson City, Tennessee is a 24-lane bowling center. It offers a full-service lounge and food service area and caters to bowling leagues for all skill levels and age groups and open play guests. They have packages for birthday parties, company outings, and bowling league events.

The Challenge: Looking for the Next Step in Entertainment

Holiday Lanes wanted to bring their customer experience to the next level. When they heard about Neoverse, it checked all their boxes. Owner, John Kilpatrick shared how he knew Neoverse was the obvious choice in making improvements to his center. "So, one of the things that really, intrigued me is, this is the next level of entertainment, in bowling."



Do I just buy one system that's just bowling, and we stay just bowling or do we buy something that's going to entertain our guests? - *John Kilpatrick*



The Solution: Invest in Your Guest Experience with Neoverse

Neoverse provides the only multidimensional universe that promises to excite and amaze guests. It is uniquely designed to provide endless in-center applications that provide fresh and unique content for any occasion with total control from one system. This is exactly what John was looking for to enhance the experience for Holiday Lanes' guests. "The ability to customize it with our own backgrounds, the ability to stream TV live, the video backgrounds that are included already, and the part that makes us different from everybody else is the ability for it to interact while we're bowling." John added, "I felt like the animation and the interactivity really kind of brought something that would just be a unique experience at my center."



Neoverse from QubicaAMF offers:

- Next level entertainment that keeps guests coming back
- Endless in-center applications
- A unique, interactive experience for bowling centers

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The Results: **Neoverse is dazzling guests at Holiday Lanes**

Today's guests expect more from their bowling experience, and that heightened atmosphere is exactly what guests coming into Holiday Lanes receive. John shares, "it's one of those updates you can put into your center and everybody who comes in can see that you have reinvested in your center, that something exciting is happening." John sees the value in the endless opportunities that Neoverse brings, "You've got something for every branch of your customers as far as fulfilling their entertainment needs. Neoverse is offering entertainment possibilities that just didn't exist before."

Dazzle Your Guests

When asked to describe Neoverse in a few words, John replied, "Dazzle your guests. I was betting on entertainment being what would help keep customers and get them coming back. I think Neoverse, is the next step in that."

The Neoverse LED Wall provides state-of-the-art technology. Guests can see high quality, vivid content on-screen from anywhere in the center and from a variety of viewing angles with some of the highest LEDs per square meter in the industry. John agrees that Neoverse is, "such a noticeably higher resolution compared to the other products in the market right now."

Bringing the "Wow" Factor to Guests

The vivid, amazing, multisensory experience of Neoverse is, "undeniably exceeding their expectations of what bowling is from the moment they walk in the door," says Kilpatrick. "So, it's really a chance to 'wow' them from the get -go."

Creating Unique Guest Experiences

Holiday Lanes has plans for using the Neoverse to attract and entice guests to come in for professional and college sporting events when they might traditionally stay at home to catch the big game. "It's going to give me the opportunity to take those Sundays and Saturdays and really turn them into, the 'sports barification of bowling'..." He has more plans to utilize Neoverse, "rather than just having it just turn on ... we got to think of ways to use it."

Unique, Dynamic, Experiences that Drive Social Sharing

One of the challenges for operators is finding engaging content that keeps guests entertained. The Neoverse LED Wall offers a growing video library that features unique, dynamic, interactive content that you can't get anywhere else. John agrees, "The best guest benefit that we can provide is the ability for Neoverse to be so dynamic, to be so exciting...something that your guests want to get that selfie with on Instagram, or TikTok, or Snapchat... I think that's something important to consider moving forward with Neoverse, being able to create things that will encourage your guests to share on social media."

"And that's what makes everyone come in, is they wanna come in, they wanna bowl, they wanna have fun."



I think it's really going to take off as far as customer entertainment goes and the opportunities that it provides for centers to use it as a tool to make people come into their business. - John Kilpatrick



Is Neoverse right for your center?

To learn more visit: www.qubicaamf.com/neoverse

