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THE 24/7 ARCADE THAT CRACKED
**THE CODE BY ADDING
BOWLING**

Bowling Powerhouse QubicaAMF

Company Says Its Ecosystem of Products Can Work for Every Operator

by Matt Harding



QubicaAMF says its goal is to make sure every operator finds a bowling attraction that works for them and takes bowling to the next level. In their product lineup to accomplish that are *Highway66* mini-bowling, *Fly'n Ducks* duckpin bowling along with an advanced scoring system and the Neoverse LED Wall. As you can see from customer venues in this feature, the mechanics, technology and visual appeal of bowling has never been more striking and compelling.

From their traditional, yet modern, 10-pin bowling to the *Fly'n Ducks* duckpin bowling and *Highway66* mini bowling attractions, QubicaAMF says they have something for everybody. The goal, said Bart Burger, director of marketing and investor success for new business development, is that each of the products “fits a different venue model.”



Bart Burger

Of course, 10-pin bowling is for centers of all types. QubicaAMF offers standard width lanes as long as 60 ft. (the certified length for competition) and as short as 24 ft. for operators with less space who want a typical bowling experience in a smaller package.

“*Fly'n Ducks* is a great add to cinemas, FECs, bars and



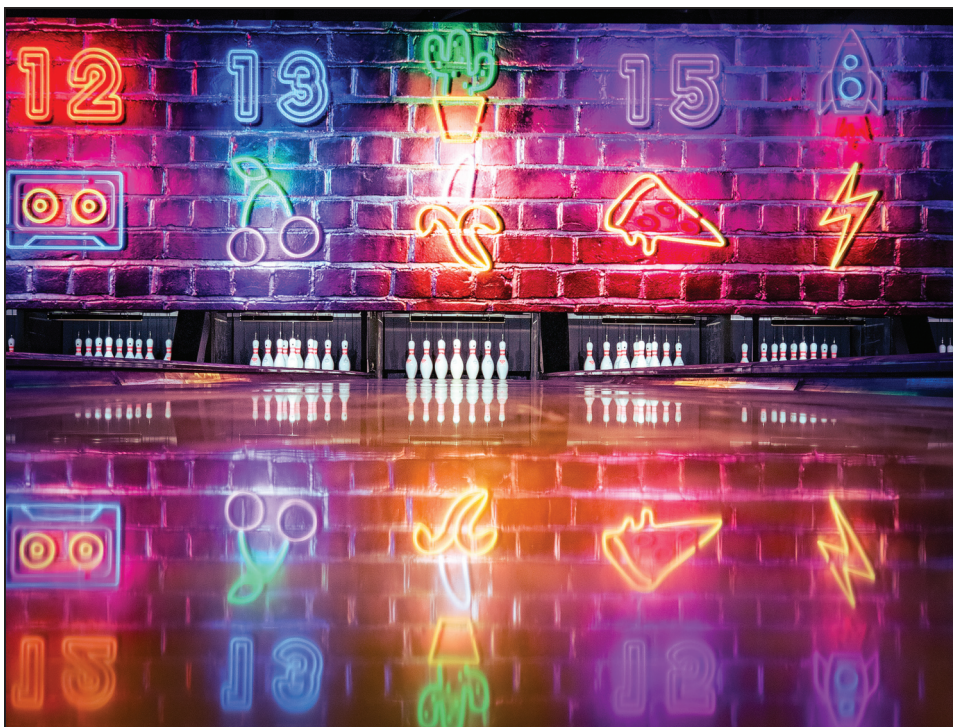
restaurants,” Burger said. The compact duckpin bowling attraction takes up about 500 sq. ft. per pair of lanes. (Two standard bowling lanes take up about 1,200 sq. ft. of space.)

Highway66 min-bowling is a compact version of bowling that’s smaller and narrower than regular bowling lanes.

A pair of lanes only needs about 400 square feet, making it a good fit for places like arcades, resorts, and entertainment centers such as Great Wolf Lodge.

Rounding out their ecosystem of products is the Neoverse LED Wall, which “brings the physical bowling to life.” The Neoverse provides a light and sound show that immerses players in the game. It can be used for marketing purposes, group events, sports and entertainment and much more.

The technology behind all QubicaAMF bowling attractions has also evolved significantly





cover story

Also hard to find would be a truer bowling evangelist than Burger, who has spent 40 years in the industry, including long stints at Brunswick Bowling & Billiards and the BPAA trade association. He's been working with QubicaAMF for two years, helping operators "find the best use of their square footage."

"Bowling has some incredible proof points that positions it well against other attractions," he touted. "It's the original social network and America's largest participation sport." He cited the Sports and Fitness Industry Association consistently reports that

over the years. Simplified mechanics and modern technology have made the systems easier to own, operate, and maintain, allowing more entertainment venues to add bowling attractions to their lineup.

"It has opened up a whole new dynamic," Burger said, explaining that working on bowling equipment used to be like working on a car; now it's more like working on a *Skee-Ball* machine. "We've eliminated the need for a specialized technician, which is becoming harder and harder to find."


bowling is at the top of the list (50.3 million Americans went last year).

"There are low barriers to entry and it's multi-generational," Burger added, noting that bowling has a relatively even split by gender (53% male, 47% female) and that there's special groups like the American Blind Bowling Association and the American Wheelchair Bowling Association who participate. "Bowling should be a part of every out-of-home entertainment center in the country."

Operationally, Burger said the "demand for bowling as a primary attraction is still very, very strong." More and more though, it's also being used to maximize square footage by those facilities that add a couple lanes to the mix – whether it's 10-pin, duckpin or mini-bowling.


"Bowling didn't used to be in that conversation because of all the operational barriers," he said. "Now it's in that conversation."

QubicaAMF counts Main Event, Lucky Strike Entertainment, Cinemark, Cinergy Entertainment and Launch Trampoline Park among their clientele, in addition to many independent operators. It's all about "understanding their vision and what they want their guest experience to be," Burger said.




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
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Let's Roll Paragould sure makes it fun for their bowlers with the Neoverse LED Wall's graphics.



Fly'n Ducks at Arcade Time delivers a modern take on duckpin bowling – fast-paced, family-friendly and built for today's bowling experience. "Arcade" leads the venue's name and they do that part of the operation in style (see photo below).



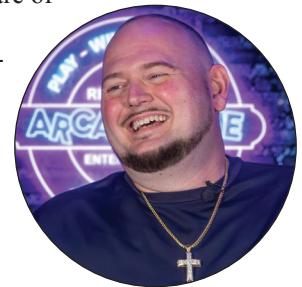
cover story

Speaking of some of their other customers, two have recently won recognition as winners of the 41st Annual *BCM* Bowling Center Architecture & Design Awards. Tops in the U.S. for "Best Arcade" is Arcade Time Entertainment and as "Best New Tenpin Center" is Albatross. Read on for more about these two companies and the difference working with QubicaAMF has made in their businesses.

Arcade Time Opts For Fly'n Ducks

Jonathan Demare, the CEO of Arcade Time, which includes a 24/7 location in Orlando, Florida, said QubicaAMF has been an amazing partner that is "leaps and bounds superior to any other product that's out there."

His friend Jack Siefert, who works in FEC and amusement sales at QubicaAMF, made Demare aware of the *Fly'n Ducks* attraction. It's currently in their flagship Orlando site and will be rolled out in four locations that are currently being built, and another where it'll replace an existing bowling setup.



Jonathan Demare

"We can see the enjoyment that it brings to our guests and the reliability we've been having in this high-volume location," he said. "It's very integrated with our corporate events and birthday parties."

With an adult demographic – from date nights to team building events – Demare said it's a quick and fun attraction for players. "One of the reasons we decided to go with duckpin is the commitment. That's where we feel the social aspect of duckpin bowling is really checking all the boxes."

He added: "QubicaAMF has been an amazing partner. It's one of the main reasons that our company has seen tremendous success." Demare said there are 14 new Arcade Time locations in various stages of development. "We're doing amazing with the current attraction mix and the model we've brought to market."



The VIP room at the Albatross Entertainment (Edison, New Jersey) blends upscale design with immersive entertainment for a more personalized bowling experience. **At bottom, state-of-the-art** lanes and the venue's outstanding, high-end design elevate the bowling experience.

Albatross Opens with Neoverse

Opened in June 2025, the entertainment center Albatross in Edison, New Jersey, features 32 lanes of bowling and an 18-hole indoor mini-golf course alongside a large bar and dining room. The newly-built center's COO Cody Browning said bowling accounts for about one-third of revenue, split fairly evenly with their mini-golf and food and beverage.

"For us, when we were looking to incorporate bowling into what Albatross was – we wanted the best," he said. "Ultimately, we selected QubicaAMF and their Neoverse LED Wall was the deciding factor. We're looking to create something that's unique and special in its design. It needed to feel more like a destination."



Cody Browning

Browning said Neoverse especially gets a visible "wow" reaction. He said that not too many people are dropping into entertainment venues anymore – people have their plans made beforehand. "So, we needed to create an experience worth going to," he said. "And one that's consistent every time they come. Every time they come to visit, they're going to get the same great experience."

A big part of that experience was in partnership with the team at QubicaAMF. To get yourself a slice of the bowling pie, learn more by scanning the QR code at right or navigate on your own to www.qubicaamf.com.

