

NEOVERSE



Curtis Stavich, Director of Amusements and Entertainment
HeadPinz, Fort Myers and Naples, Florida

QubicaAMF ten pin bowling
28 bowling lanes Fort Myers - **32** bowling lanes Naples
40+ game arcade, laser tag, axe throwing, full-service bar and restaurant

Elevating and Differentiating the Guest Experience

HeadPinz is the premier entertainment, dining and meeting facility across multiple locations in Southwest Florida. Across multiple locations in Florida, HeadPinz takes the guest experience to a whole new level with state-of-the-art bowling, laser tag, giant game zone, exclusive VIP lanes, and Nemo's Sports Bistro.

The Challenge: Seeking to Differentiate from Other Centers

HeadPinz was looking to elevate their guest experience and differentiate themselves from nearby bowling and entertainment centers. They also sought to increase their guest length of stay and spend at HeadPinz.

The Solution: Bringing the "WOW" Factor to Increase Guest Stay and Spend

As soon as HeadPinz installed Neoverse in their VIP bowling sections, guests were immersed in a vivid, amazing, multisensory bowling experience. The Neoverse increased VIP guests' length of stay and HeadPinz ability to charge more in their VIP section for the resulting elevated, premium experience. Curtis Stavich, Director of Amusements and Entertainment at HeadPinz noted, "We've noticed that we have increased the amount of reservations and we've seen an increase in demand on those (Neoverse) lanes."



Neoverse elevates our guest experience, and it differentiates us from other centers
- *Curtis Stavich*



Neoverse from QubicaAMF offers:

- Elevated guest experience
- Increased guest length of stay
- Ability to charge more for a premium experience
- Differentiated experience providing a leg up on competition

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The Results:

An elevated and differentiated guest experience, resulting in increased bowl time.

Elevating the Guest Experience

Neoverse immerses HeadPinz guests in a vivid, amazing, multisensory bowling experience. Its next level design delivers new dimensions of sight, sound and sensations WOW, captivate and attract new and existing guests alike.

Increasing Revenue from Premium Pricing and More Bowl Time

As a result of the amazing atmosphere in their VIP section, HeadPinz have seen increased demand in their VIP Neoverse lanes, which has allowed them to charge premium pricing for their premium experience.

Standing Out from the Competition

Neoverse technologies and elements are interconnected to ensure everything works together, unlike many other multi-media technologies that provide low impact, disjointed, individual effects. Neoverse at HeadPinz provides maximum impact for its guests delivering a fully immersive entertainment experience.



When people come in the center and they see that you have something that's much different than anyone else, they go out and spread the word. Word -of -mouth is the best marketing. - Curtis Stavich



Is Neoverse right for your center?

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

