

# NEOVERSE

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**Tim Pfeifer, District Manager**

Paradise Island Bowl and Beach, Pittsburgh, PA

QubicaAMF ten pin bowling

24 bowling lanes - 20+ game arcade

axe throwing, restaurant and full bar, seasonal outside beach bar and restaurant, and sand volleyball court

## Neoverse Delivers a Fully Immersive, Guest Experience

Paradise Island Bowl in Neville Island, just north of Pittsburgh, PA is family owned and has operated since 2001. They are the go-to destination for families, friends, and bowling enthusiasts with 24 lanes of upscale bowling with a state-of-the-art scoring system. Situated on the banks of the Ohio River, guests can arrive via boat on their private dock and enjoy bowling, an arcade, axe throwing, a seasonal beach with sand volleyball, live music, and beach karaoke.



Once we realized that Neoverse integrated with the scoring and it wasn't just a picture of the scoring grid on an LED wall, that was really where we decided that this was the product that was going to best fit our needs. - *Tim Pfeifer*



### The Challenge:

#### Looking for a Differentiator

Paradise Island Bowl were looking for ways to up their game in terms of the overall guest experience. They host many corporate parties, and team building events, and were looking to differentiate themselves from other centers as well as deliver a fully immersive, entertainment experience for their guests.



Bowling has this stigma that nothing ever changes. - *Tim Pfeifer*



### The Solution:

**Neoverse;**

#### Fully Immersive Guest Experience

Paradise Island has made many operational changes and updates over the years from pinsetters to bumpers and gutters. The decision to install Neoverse was 100% customer experience driven. And they realized it was the best way to tailor their business for their guests, provide a constantly evolving environment, and improve overall customer experience for both league bowlers and their open play guests.



If I've got a competitive league on the 16-lane side, I can show something like Magic Triangles... While on the other side (for open play guests), we can be doing some of the interactive environments. I think a lot of the reasons that we stay busy is because we're constantly evolving... now customers can see something different, and it can look different every single time that they come into the center. - *Tim Pfeifer*



# NEOVERSE

## Neoverse from QubicaAMF offers:

- An interactive and fully immersive environment
- An interconnected technology system
- Unique, dynamic, and interactive content



## The Results:

### Immersive, Customizable Guest Experience

#### Interactive, Immersive Differentiator

"I just feel like it sets us apart from all of the other centers in our market." Neoverse is not a projector, it is an interactive and immersive environment. Proprietors can make their center look different day to day. "I think a lot of the reasons that we stay busy is because we're constantly evolving." Customers of Paradise Island Bowl can experience something different every time that they come into the center.

#### Interconnected Technology System

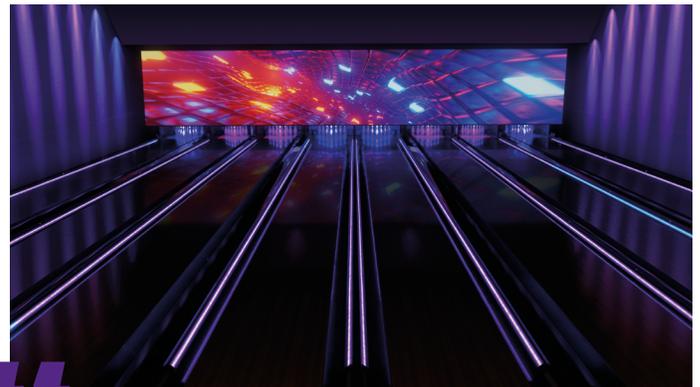
Neoverse technologies are interconnected to ensure everything works together. It is fully integrated into BES X scoring, HyperBowling, Intelligent Lighting and more. Pfeifer shares, "... It really can create an environment that if you work with it...once you do that, you can make the center look really different day to day."

#### Unique, Dynamic Content to Tailor Center Experiences

One of the biggest business benefits proprietors have experienced is the ability to tailor their center based on what's going on at every different part of the day. "If I've got a competitive league on the 16 -lane side, I can show something like Magic Triangles that they enjoy that looks familiar to them. While on the other side, we can be doing some of the interactive environments. There's just a lot of different customization that we can do...and really the sky is the limit for what you can do with it."

#### Increased Social Sharing and Guest Reviews

"We've seen a lot of social media uptick with folks posting pictures with the wall and checking in here. Google reviews have been up. A lot of those interactive social media things that the modern guest wants to see have really kind of taken off with this new piece of technology."



It makes the most impact that I've seen as far as a renovation in our center. It's easy for us to change the environment and the look of the center, and it's constantly evolving. - Tim Pfeifer

## Is Neoverse right for your center?

To learn more visit: [www.qubicaamf.com/neoverse](http://www.qubicaamf.com/neoverse)

