

NEOVERSE



★ **32** ★
Bowl Thirty Two
NOBLESVILLE

Dave Small, Owner
Bowl 32, Noblesville, IN

QubicaAMF ten pin bowling
32 bowling lanes - **65+** game arcade
Indoor glow-in-the-dark mini golf, laser tag,
axe throwing, and restaurant

Neoverse Takes Guest Experience to the Next Level

Bowl 32 /3-2-FUN in Noblesville, Indiana offers guests 32 state-of-the-art pin bowling lanes, and 65+ games with a redemption arcade, an indoor, 9-hole, glow-in-the-dark mini golf course, and a two-story laser tag arena. Guests can also enjoy World Axe Throwing League (WATL) sanctioned axe throwing and order in or to-go food from their Big Dawg Pizza restaurant.

The Challenge: Taking a Successful Center to the Next Level

Bowl 32/3-2 Fun in Noblesville, Indiana is a successful family entertainment center catering to league bowlers, and open-play guests, with 32 lanes of ten-pin bowling and a wide array of non-bowling activities like a large arcade, indoor mini golf, laser tag, and axe throwing. They host successful birthday parties, corporate events, and fundraisers as well. What they needed was to bring their center to the next level.

The Solution: Neoverse; Delivering the "WOW" Factor

When researching how to further drive guest entertainment and experience, to enhance their business and operations Bowl 32 chose Neoverse. Owner, Dave Small said, "Neoverse is going to be the piece of the puzzle that we're looking for to just take the center to the next level and really give our guests an experience that they won't find within 500 miles of Noblesville, Indiana."



I usually do renovations or buy things where I can put an intrinsic value or a return on investment. This is the first time I'm stepping out of the box and putting faith in a product that is just cool as heck. - *Dave Small*



Neoverse from QubicaAMF offers:

- A next level guest experience, delivering a 'wow' factor
- Unique environments for endless in-center applications
- Constantly evolving experiences through custom content

NEOVERSE

The Results:

Describe Neoverse?

"Absolutely, freaking crazy!"

When asked to describe Neoverse in a few words, Dave enthusiastically shared, "Absolutely, freaking crazy!" He added, "When you get to see what it does...it's just so cool. And I'm banking that my customers are going to see the same thing when they walk in."

One of a Kind, Unique Guest Experience

The overall value for Bowl 32 is a next level, unique customer experience. Dave Small says, "I think Neoverse is just going to blow people out of the water and just shock them when they walk in." He believes that the overall benefit, "is that one of a kind unique creation that we can do day in and day out to make it different, exciting, and most importantly fun for everybody that comes in."

Endless Promotional and Event Opportunity

Bowl 32 offers a wide variety of event packages. Dave sees Neoverse adding another layer, even further enhancing the experience and his offers. "I think there's going to be a lot of business benefits, especially on birthday parties, corporate parties, fundraisers... to be able to really not only advertise for companies and different businesses that come in to enjoy our facility, but I think we're going to be able to take the birthday parties and the corporate parties in the special events, retirement events, bar and bat mitzvahs, to another level by featuring them across a wall that's 176 feet wide, which is pretty cool."

Evolving Content for New Experiences

The ability of Neoverse to evolve and adapt to what's going on in the center and tie in with other aspects of the environment further bolsters the guest experience. "I think from the guest perspective, they're going to see a new environment every time they come in," Small says. "You can change it and make it any way that you want it. There are so many different things that you can do with it that I think it will just keep a lot of our younger guests much more enthralled in viewing with what's going on. And I think it will make the experience just over the top because you won't find it anywhere else."



It's a game changer.
I think it's going to take us to the next level and I think it's going to really enhance the experience that we can provide. - Dave Small

Is Neoverse right for your center?

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

