NEW CENTER DEVELOPMENT
TRUST YOUR VISION TO THE EXPERTS AT QubicaAMF
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Cover:
Courtesy of Bowl & Barrel
Dallas, Texas, USA, 14 lanes
QubicaAMF

The evolution of bowling excellence.

QubicaAMF is the world’s premier provider of innovative, high-quality bowling products and solutions. An experienced partner, QubicaAMF has a strong tradition of excellence and technological innovation.

AMF
AMF Bowling Products began in 1900 as the American Machine and Foundry, manufacturer of industrial equipment. They were also inventors of the automatic pinspotter in 1946, which launched a series of creations that took the bowling industry by storm, including HPL Synthetic Lanes and AMFLite II pins.

Qubica Worldwide
Qubica started in Italy, in 1993, and quickly won international acclaim developing products sought by centers and players alike. Leveraging their in-depth knowledge of automatic scoring and bowling management software, they soon brought the world BES—the first and only comprehensive bowler scoring and entertainment system, currently used in premier centers around the world.

Today’s QubicaAMF
In 2005, Qubica Worldwide merged with AMF Bowling Products to form QubicaAMF. And now we’re one of the most respected bowling products manufacturers on the planet with:

- Over a century of combined experience
- More than 600 employees internationally
- The largest R&D team in the industry

Why invest in bowling?

A simple enough question. Fortunately, we have some straight answers you’ll find very compelling.

Bowling is an anchor attraction with universal appeal that brings a range of consumers from juniors to seniors, amateurs to professionals. And it’s one you can activate with a mix of attractions and themes. Indeed, people from around the globe view bowling as a destination activity offering year-round fun, day or night, in any kind weather.

So, any way you look at it, bowling’s appeal translates into a tremendous and ever-increasing customer base you can tap into.

Here are the facts:

- Worldwide bowling installations include more than 210,000 lanes in 12,000 centers
- Internationally, more than 100 million people in over 95 countries bowl at least one game a year
- There are more than 5,000 bowling centers in the United States alone
- Bowling is America’s top participatory sport, with 70 million fans playing at least one game annually

That’s information you can take to the bank—and build a business on.

* National Sporting Goods Association and the Bowling and Billiards Institute of America
Why choose QubicaAMF?

Bowling is a stable and profitable cash business.

Requiring little or no inventory, and allowing for maximum use of space and capital. These investments also have no receivables, potentially producing a return in less than four years.

It’s also true that:

• A well run center can generate up to 40% operating cash flow
• After the initial investment a new bowling center requires minimal working capital
• The bowling business holds up even in a shifting economy

Why choose QubicaAMF?

Many reasons. First and foremost, because we’re the experts. And we bring over fifty years of international experience to the game of bowling.

Or consider our acclaimed quality and innovation. Together with the largest R&D team in the business, they ensure QubicaAMF solutions deliver strong equipment value and sound investment performance.

We’re a global leader, and your local partner. We have sales offices in 15 countries and distributors in every corner of the world. And we continue impacting the success of 10,000 installations in over 90 countries.

Finally, just as we build centers that reflect the individual tastes and objectives of their owners, we’re committed to forming close long-term partnerships. As your venture unfolds, you can trust QubicaAMF to honor commitments, provide a succession of great ideas, along with prompt service and dedicated support.

The world’s first leed certified bowling center Pinspotters use 75% less energy than a typical pinspotting machine

A venue for every vision

Why do people find bowling so appealing?

At QubicaAMF, we believe it comes down to four essential elements:
• Competition
• Recreation
• Entertainment
• Socialization

QubicaAMF’s Unified Approach

Drawing on our deep industry knowledge, and depending on your vision and budget, the center we build for you takes all four customer motivations into account, incorporating features and attractions proven to help people:
• Compete in exciting open, league or tournament play
• Pursue a healthy lifestyle by staying active and engaged
• Have fun bowling, playing games, or eating and drinking
• Simply relax and enjoy themselves or others

Combined with bowling’s natural business benefits, cash-based income, no receivables, low inventory, plus high ROI and operational cash flows, it adds up to a can’t-miss formula for your success.

A Venue For Every Vision

Convinced of bowling’s universal business and customer appeal, just as we are? If you haven’t already, maybe it’s time to think about the type of center you want to develop. The good news is, there are many options depending on the market segments you want to pursue. And we’re experts at building them all.
Family Entertainment Centers

By definition, Family Entertainment Centers (FECs) tailor their services to both genders, including a wide range of age groups.

They feature a multitude of attractions, such as mini-bowling, arcade games, laser tag, go-carts, bumper cars and video games.

Plus, they often offer child-friendly play areas, and also have facilities for birthday parties, which make a substantial revenue contribution.
JoyVillage
Roma, Italy
14 lanes

Highway 66 Minibowling and Billiards

Redemption Desk

Arcade

Mini-Karts Area

Arcade

Bowling and On-Lane Redemption System

Family Entertainment Center Highlights
The Clubhouse
Statesboro, GA, USA
24 lanes

Front Desk with MMS Monitors and Conqueror Pro

Highway66 Scaled Down Bowling

Redemption Desk

Clubhouse Suites Private Party Room

Restaurant & Bar Area with Lifestyle Furniture
Boutique Centers

Boutique Centers blend bowling, music and socialization, where the atmosphere and up-scale food and beverage offerings play a significant role in terms of revenue.

Offering a hip and energetic environment, they frequently cater to young adults and adults.

Tenpin bowling and/or mini-bowling dominate the entertainment side, although other attractions are often part of the mix as well.

Bowl & Barrel
Dallas, Texas, USA
14 lanes
Tavern Bowl
Eastlake, California, USA
10 lanes

Boutique Center Highlights

Bar Area with Multi-Media System

XII EDGE Pinspotter and AMFlite II Pins

Private Party Room fully QubicaAMF Equipped

Restaurant with Party Buffet Corner
Hybrid Entertainment Centers

As the industry evolves, new trends and business models are emerging. And Hybrid Centers are the result.

Traditional centers are trending towards incorporating a wider variety of attractions, creating a hybrid concept combining elements of FECs, a model that might offer league play Sunday through Wednesday, refocusing on open play and/or family entertainment the rest of the week.

Yet this hybrid concept might also blend the FEC and boutique business models, including a variety of activities in conjunction with bowling, still the anchor attraction. As a social opportunity for adults and young adults, upscale food and beverage sales provide a large part of the revenue.
O’Learys Bowling
Malmo, Sweden
16 lanes

Entrance with MMS Multi Media System Monitors

BES with Smile Arch Bowler Consoles

Light and Sound System

SPL Lanes

Video Mask

Profile Ball Return
Station 300
Bluffton, South Carolina, USA
24 lanes

MMS Multi-Media System provides greater customer satisfaction

Front Desk with Conqueror-PRO Management System

Lifestyle Furniture

Fully QubicaAMF equipped Front End with Black Finishing Options Ball Return
Traditional Bowling Centers

Traditional bowling centers are the most common and diverse of all models.

As the name suggests, bowling is the core business and main source of revenue, typically about 70% of total income, with leagues & tournaments and open play contributing equally.

Because bowling is so prominent, most offer only a limited number of other attractions, such as billiards and video games. And it’s for this reason that restaurants, if present, get a smaller share of the limelight. Pro shops are usually present in type of center.
La Quilles D'or
Tracadie-Sheila, Canada
12 lanes
New center locations all around the world

- Absolutely Ten Pin, Slough, UK, 18 lanes
- Cinebistro Lanes, Hampton, VA, USA, 10 lanes
- The Metrodome Leisure Complex, Barnsley, UK, 8 lanes
- IPic Bayshore, Bayshore, WI, USA, 11 lanes
- VOX Bowling, Osnabrück, Germany, 12 lanes
- Celebrity Lanes, Denver, Colorado, USA, 40 lanes
- Bluefusion Entertainment, Marion, OH, USA, 22 lanes
- Absolutely Ten Pin, Slough, UK, 18 lanes
- VOX Bowling, Osnabrück, Germany, 12 lanes
- Lucky Strike, San Francisco, California, USA 12 lanes
- Bowling Lounge MG, Monchengladbach, Germany, 20 lanes
- Premier Lanes, Gonzales, Louisiana, USA, 26 lanes
- Cinebistro Lanes, Hampton, VA, USA, 10 lanes