

InterGame

THE OPERATORS' NUMBER ONE CHOICE

THE SPECIALIST CASINO AND GAMING MAGAZINE
FOR FECS AND APAC WORLDWIDE

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The American dream
Return to form for the
US industry

Staying power
Kiddie rides with
long-lasting appeal

**Let the
games begin**
What tournaments
can add to a site

OFFICIAL INTERNATIONAL PUBLICATION



Tapping the missing 280 million

QubicaAMF wants bowling for all

THE traditional birthplace of tenpin bowling has undergone major change in the past few years as old-style locations, geared towards competition bowling, change their ethos to a more modern, family-style entertainment concept.

At the head of it all is QubicaAMF, the major supplier and in recent times the creator of some dynamic new software approaches in tune with the changes in customer demands. As far as the North American market is concerned, the company now sees the rejuvenated bowling industry as strong.

“Centre operators’ businesses are good and we are now seeing growth,” said Jay Buhl, senior vice president and general manager of QubicaAMF Worldwide. “Consumers appear willing to spend their discretionary funds in modern entertainment locations and are willing to pay a premium for those experiences that are unique. All of this is driving bowling proprietors to invest and modernise their businesses.”

As the market is very active and constantly changing, the company has to be quick on its feet to keep up with the changing infrastructure. It has done so by heavily investing in the development of new and evolving products to make bowling-based entertainment facilities more successful. “And this is what we will continue to at an accelerated pace,” said Buhl.

Over the past five years QubicaAMF has invested over \$30m to redevelop essentially its entire product line, including industry-first products, new versions and countless improvements on existing products, permitting it to offer the best and most innovative line on the market today.

“We have created an ecosystem of products that work together functionally and aesthetically. Our customers know that our products’ innovative power will help drive their success and revenue.”

Buhl reported that his company has “a very aggressive plan to add innovative, market-



driving products to our current ecosystem the next several years. There are 280 million people in the US who do not bowl, so we know the core opportunity is huge. Bowling has so much unleashed potential to attract and entertain more people!

“To address our research and create a platform to encourage new bowling participants, we have developed HyperBowling.

“HyperBowling is the revolutionary new bowling-based attraction that is built to extend the reach of bowling facilities beyond the existing bowling population. It is an amazing blend of software, mechanical design, futuristic user interfaces, electronics, lights and sensors - which together deliver a never-before-seen experience that plays like a physical video game on a bowling lane.

“HyperBowling delivers the perfect blend of bowling and gaming. It is the ideal way to tap into the huge gaming audience, like millennials and adults. We are convinced that HyperBowling will be a game changer for entertainment facilities that want to offer a bowling-based, video game-like attraction to millions of consumers and a great investment that will keep evolving in the future.”

Americans are, said Buhl, video fanatics. “Did you know that almost half of the US population plays video games? We have studied the gaming audience and the attributes that drive half of the population to play video games and the psychology behind how the best video games are built. We have also studied the guests of the entertainment facilities - those that bowl - to understand their motivations and the barriers in the way of people who don’t bowl so often or even at all.

“To address all of this learning and to develop a platform to truly get everyone to bowl, we have developed our newest products within our ecosystem, which include BES X, the Bowler Entertainment System; CenterPunch Deck Lighting; Conqueror QPad; and now HyperBowling. All designed to enhance the

consumer experience and drive significant revenue results for businesses.

“We will continue to focus on creating never-before-seen consumer experiences on the bowling lane while also creating new tools for centres to drive their markets.”

After over two years of development, the previewed HyperBowling in Orlando at IAAPA back in November. QubicaAMF wanted to test reaction to this revolutionary new product. It is preparing to show it again with much more detail in June at Bowl Expo in Las Vegas. The company anticipates limited installations in the fourth quarter of 2018 with full availability in 2019. There will be a number of demo sites that will come online this year, so there will be opportunities for players to see and try it even as the company is finishing the product for worldwide launch.

“The reaction from new ‘HyperBowlers’ has been very positive, which frankly has been very rewarding for our entire team. Players understand the game quickly and become deeply immersed. We’re seeing customers playing more and longer than they would have with traditional bowling. And stating the desire to come back more frequently.”

Buhl added: “Something else we are seeing is that players really feel that HyperBowling is easy to learn and they believe that they always have a real shot to compete and win. This is very different from most casual bowlers’ reaction to the traditional game, where you have to be a ‘good’ bowler to win. This is helping drive more non-bowlers to the activity, which, of course, is one of the primary goals of HyperBowling.”

Said Emanuele Govoni, co-founder and CEO of QubicaAMF: “We knew that to take QubicaAMF to the next level we needed to truly think long term; taking on long and complex investment projects that don’t fit the quick ROI required by private equity funds. We don’t manage the business with an exit in mind. We want to make the difference, thinking and acting strategically for our customers and for our company.”



Jay Buhl, senior vice president and general manager of QubicaAMF Worldwide



MAKING BOWLING AMAZING

UNLEASHING THE FULL POTENTIAL OF BOWLING



We are convinced. Bowling has so much more potential to attract and entertain even more people, more often.

With our future products we will innovate more than ever before, to extend the bowling population, to reach the younger generations, to increase their spending and frequency of visits.

*We are on a mission to make the difference in bowling by **Making Bowling Amazing!***

To protect the future of our customers, our people and our families.

Emanuele Govoni

Co-Founder, President and CEO, QubicaAMF

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