




# Volevamo un sito come quello della Apple

 Jelena Kuznecova

Innovazione

Sicurezza

User Experience

Tecnologia

Chiarezza





# Chi è QubicaAMF?

Il più grande e il più innovativo produttore  
di attrezzature per il bowling al mondo





DUCKPIN

GAMETIME  
SOCIAL

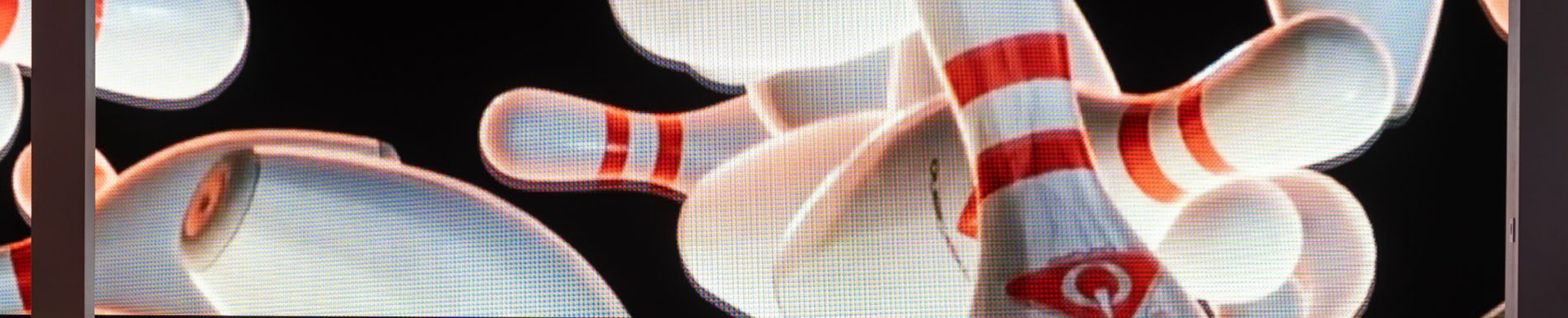
BOWLING

DUCKPIN

BOWLING







11 ●●

QUBICAAMF

●● 12

13 ●●

QUBICAAMF

●● 14





Innovazione

Business

Supporto



Affidabilità

Visione

# Il punto di partenza il sito vecchio

QUBICAAMF LOCAL WEBSITES ▾ CAREERS    

**QUBICAAMF**  
MAKING BOWLING AMAZING

INVEST IN BOWLING PRODUCTS ▾ INSIGHTS GALLERY CONTACT COMPANY SUPPORT NEWS & EVENTS  



# Making Bowling Amazing is at the heart of everything we do

QubicaAMF is the largest and most innovative bowling equipment provider in the world with over 700 employees!

Because of our amazing products, we build and modernize more bowling entertainment centers than any other company in the world, every year.

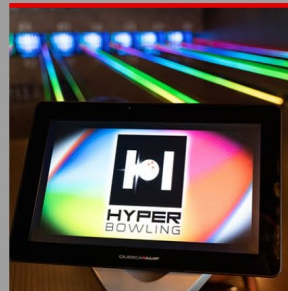
Our ongoing mission is **Making Bowling Amazing**. We are convinced that bowling has so much more potential to attract and entertain even more people, more often. With our products, we will help our customers fully unleash that potential.

To make bowling amazing, we are creating an ever-growing ecosystem of products that work together and build on one another to deliver an AMAZING, never before seen, experience to bowling consumers.

We will continuously innovate to ensure your long-term success. That is our promise to you.

[LEARN MORE ABOUT US](#)

## Products



### HYPERBOWLING

A bowling-based attraction blending software, mechanical design, futuristic user interfaces, electronics, lights, and sensors.

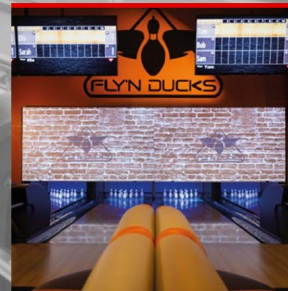
[VIEW](#)



### EDGE STRING

The EDGE String pinspotter is a breakthrough in bowling machine technology that ensures reliable performance with minimal maintenance. The smart choice for any bowling center aiming to reduce costs and enhance the bowler experience.

[VIEW](#)



### FLY'N DUCKS

Fly'n Ducks duckpin bowling delivers all the competitiveness, camaraderie, and revenue-earning potential of traditional bowling. It's simple operation and ownership makes Fly'n Ducks perfect for Cinemas, Bars & Restaurants, Breweries, FEC's, Hotels, Casinos ... any place people gather.

[VIEW](#)

[VIEW ALL](#)

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String pinspotter adoption is skyrocketing, in the USA and all over the world, rapidly improving bowling operations and greatly expanding the reach of the sport. These innovative, reliable machines help operators and new investors deliver both authentic sport bowling competition and exciting entertainment that's easier, more efficient, more profitable and easier to maintain than traditional bowling pinsetter machines.



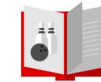
E-MAIL CLUB



E-SHOP

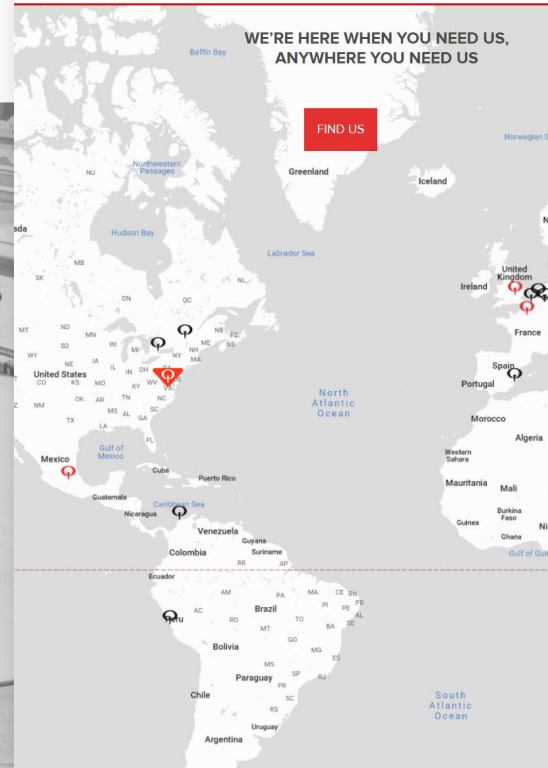


QPORTAL



TECHNICAL RESOURCES

[GET IN TOUCH](#)



## NEWS



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Mar 03, 2025

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[VIEW ALL](#)



OVERVIEW

OPERATIONS

POS

WEB & KIOSK

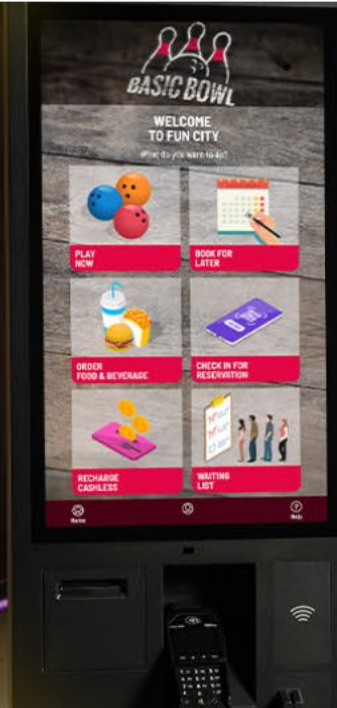
ENTERTAINMENT

MAXIMIZATION PROGRAM

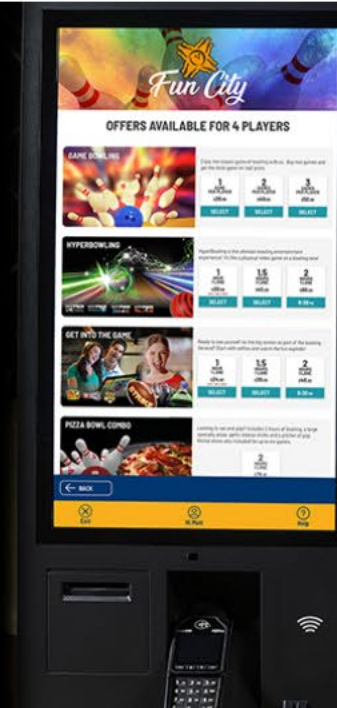
BROCHURES



CONQUEROR  
KIOSK



LEARN MORE >



# CONQUEROR X

The Heart of the Bowling & Entertainment



- OVERVIEW
- OPERATIONS
- POS**
- WEB & KIOSK
- ENTERTAINMENT
- MAXIMIZATION PROGRAM
- BROCHURES



FULL WIDTH

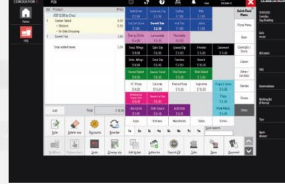
## Seamless Transactions & Service at Every Interaction

Conqueror POS provides your guests maximum convenience through seamless transactions and contactless systems. But, it doesn't stop



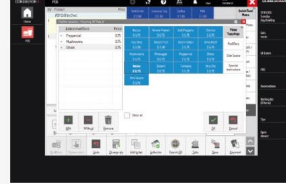
### SEAMLESS TRANSACTIONS

One bill. For multiple activities. And for very happy guests. Conqueror POS is designed to compile a **single bill at checkout** covering all their activities and purchases. You'll both like that. It's one system with one simple interface fully integrated to every module.



### CONFIGURABLE & CUSTOMIZABLE

Speed transactions and improve accuracy. Conqueror POS terminals can be **easily customized** so that the layout and display of categories—as well as price key buttons—are both accessible and intuitive. Your staff will thank you. And so will your customers.

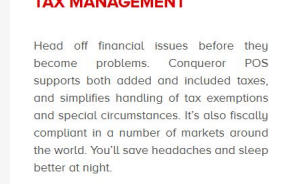


### DYNAMIC PRICING (AND MODIFIERS)

**Maximize your profits** by adjusting pricing to accommodate dayparts, holidays, time of week and more. Automatically. Comprehensive modifiers allow you to manage complex menus and orders, charged or not. Plus, easily handle mixed packages to combine bowling and any other purchases your guests make.



Enabling guests to pay flexibly, securely and safely from pre-authorization to final payment. EMV-and PCI/PA-DSS-compliant, Conqueror POS **accepts credit and debit cards plus contactless payments** at traditional POS terminals or via wireless terminals anywhere in your center.



Head off financial issues before they become problems. Conqueror POS supports both added and included taxes, and simplifies handling of tax exemptions and special circumstances. It's also fiscally compliant in a number of markets around the world. You'll save headaches and sleep better at night.

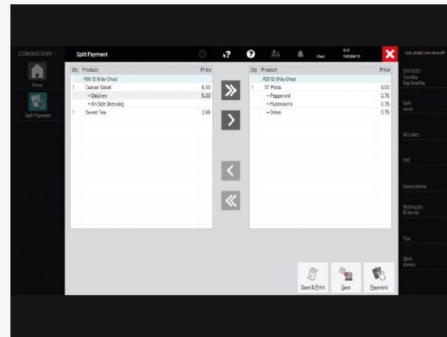


**Produce a variety of reports** that drill down to whatever level of detail you need—per-employee, per-shift and see tips, income and more. Review statistics and see hot items at a glance. Monitor results in real time. Automatically generate exports to Quickbooks. And tackle advanced accounting by adding the optional Dasse suite of products.



### ADVANCED ORDER MANAGEMENT TOOLS

Talk about easy. Conqueror POS speeds your operation and eliminates bottlenecks by taking orders from staff on **terminals** and mobile **QPads**, from guests through **On-Lane Ordering**, and from the **Advanced Reservation** system for web booking and events. Remote printers and an optional **Kitchen Display System** put these orders into action expediting readiness for your guests.



### FLEXIBLE TAB & CHECK MANAGEMENT

Keeping tabs is key to being accurate and capturing transactions. Conqueror POS lets you do just that by helping staff **create, edit, split tabs, generate bills and receipts** and more—for individuals, groups, tables, lanes and events. Simple views and intuitive functionality put your staff in control of service for your guests.



### CASHLESS SYSTEMS

Want to use game cards? So do your guests. Conqueror POS makes cashless payments a no-brainer. It **interfaces seamlessly with cashless control systems** that let you add stored value, or use value for POS purchases and more with Intercard, Embed, Socoo or Cointech systems.



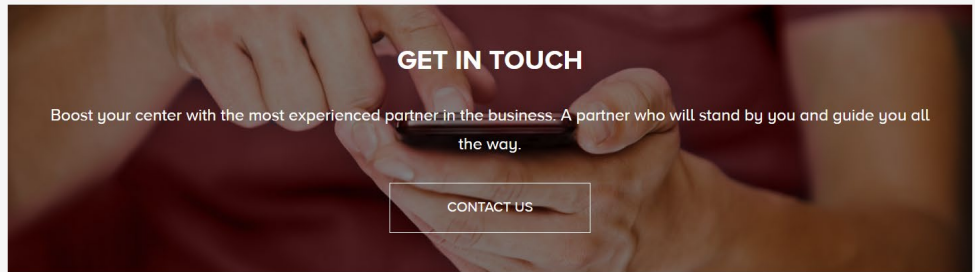
### BEVERAGE CONTROL SYSTEMS

Regulate costs, improve profitability and staff accountability, and make more informed decisions about this very lucrative part of your business. Conqueror POS interfaces with optional systems by Berg and Azbar to give you the controls you need and want.



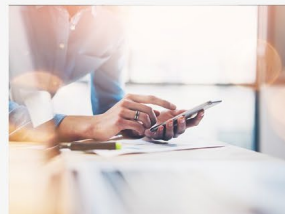
### KITCHEN DISPLAY SYSTEM

When guests order all those delicious add-on items, make sure they arrive at their destination at **peak readiness**. Combined with flexible remote printers, an optional Kitchen Display System routes orders without the time and legwork of manual systems.



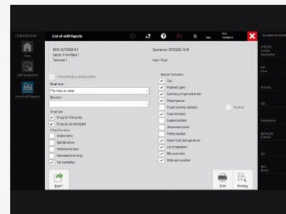
### CREDIT & CONTACTLESS PAYMENT

Enabling guests to pay flexibly, securely and safely from pre-authorization to final payment. EMV-and PCI/PA-DSS-compliant, Conqueror POS **accepts credit and debit**



### TAX MANAGEMENT

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### COMPREHENSIVE REPORTING

**Produce a variety of reports** that drill down to whatever level of detail you need—per-employee, per-shift and see tips, income and more. Review statistics and





# NEOVERSE

OVERVIEW

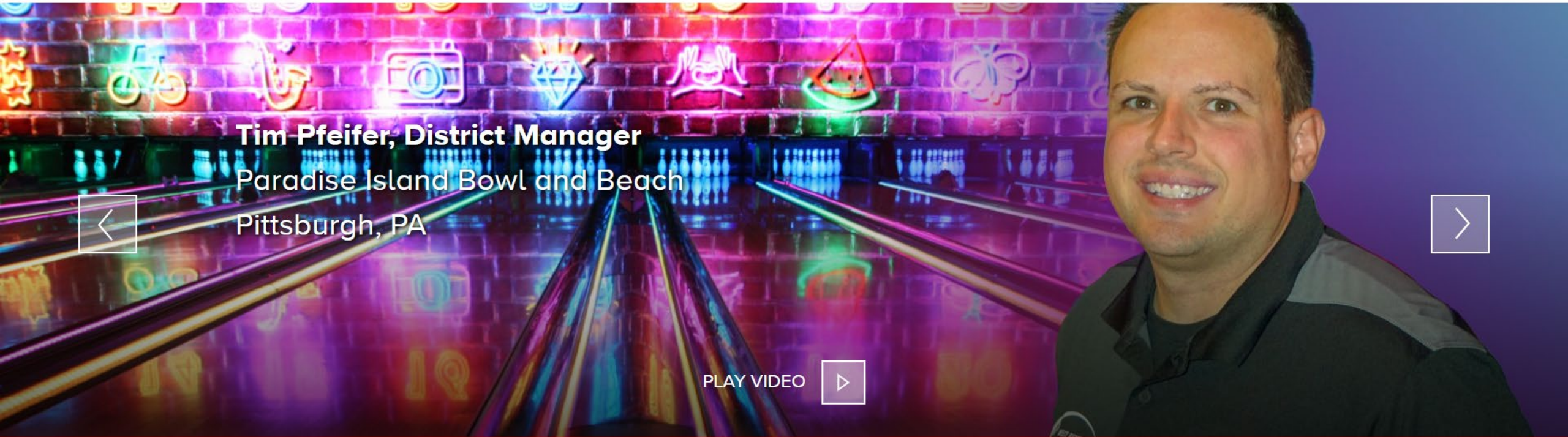
UNIQUE DESIGN

ECOSYSTEM

LED WALL

NEOVERSE VIDEO LIBRARY

MEDIA



**Tim Pfeifer, District Manager**  
Paradise Island Bowl and Beach  
Pittsburgh, PA



PLAY VIDEO



## NEOVERSE

**The New and Immersive Bowling Entertainment**



## Neoverse Video Library

Vivid. Immersive. Amazing.

One of the challenges for operators is finding engaging content that keeps guests entertained. The Neoverse LED Wall offers a growing video library that features unique, dynamic, interactive content that you can't get anywhere else!

ADD NEW TILE



### EXCLUSIVE GLOBAL SHOWS

The entire ecosystem as one! Exciting content that covers your entire wall with large format video synchronized with sound and lights. The Neoverse does not provide disjointed short video clips cut and pasted from the internet into the video wall. Each Neoverse Global Show tells a full story, is customized and crafted by our creative team to captivate and WOW guests.

VIEW LIBRARY



### EXCLUSIVE INTERACTIVE ENVIRONMENTS

Reactive content to scoring and the other global events happening on the lane make the wall fully interactive for your guests during play. Animations and synchronized lighting effects are 3D and live generated on the screen!

VIEW LIBRARY



### EXCLUSIVE DIGITAL MASQ

Drawing from our long history of content and features from our masking library, including retro and vintage masks from the 70's and 80's – great for quiet moments and league and competitive play.

VIEW LIBRARY

Large format video synchronized with sound and lights. The Neoverse does not provide disjointed short video clips cut and pasted from the internet into the video wall. Each Neoverse Global Show tells a full story, is customized and crafted by our creative team to captivate and WOW guests.

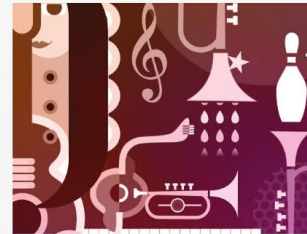
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VIEW LIBRARY



### EXCLUSIVE DYNAMIC VIDEO MODULES

Smooth, high resolution dynamic content, with subtle movements for slower, lower energy dayparts. Optimized for the bowling environment.

VIEW LIBRARY

Game 1 Frame 9		Game 1 Frame 9	
<b>Samuel Evans</b>		<b>John Patel</b>	
Team	Pin Busters	Team	Steel Hammers
9	Total	9	Total
8 -	99	9 -	188
Strike	1 2nd	Strike	6 2nd
Spare	2	Spare	1
Open F.	6	Open F.	2
Conv. Split	0	Conv. Split	0

### EXCLUSIVE COMPETITIVE SCORING GRIDS

WOW league and tournament players with their names and scores on the big wall, shared in a professional format.



### VIDEO & LIVE CONTENT STREAMING

Play up to eight different external live streaming video sources at once using our robust servers, including favorite sports teams, television, Bowling Music Network and more in a high-energy, high-resolution format. Audio output can be used from videos and scenes for a fully immersive experience!



### CONTENT LAYERING

Layer multiple streams of content together with your own choice of background and multiple layers on top of the base, all in full HD resolution. Easily customize with your own logo, photos and videos leaving an immersive, branded impression on your guests.



### PERSONALIZED CONTENT

There is no limit to the content you can showcase, including content provided by others. Add that all-important WOW factor and make corporate parties and birthdays special by displaying corporate logos and special images and assets provided by guests!



### EXCLUSIVE SEASONAL SHOWS

Celebrate the holidays and bring the seasons to life for your guests. Vibrant, engaging content that is sure to set the tone and entertain. Become the go to destination with fresh relevant content throughout the year.

VIEW LIBRARY



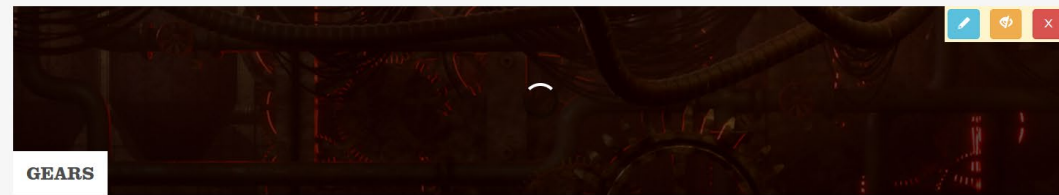
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# Neoverse Interactive Environments

ADD NEW TILE







**Avevamo già un sito ma**  
era diventato un ecosistema difficile da gestire.





# Gli obiettivi

- Ridurre complessità e frammentazione
- Migliorare i percorsi utente e la conversione
- Gestire meglio i contenuti del sito
- Avere una possibilità di aggiungere nuovi elementi in modo agile oggi e in futuro

# Il team dietro la trasformazione

## Ricreativi

Grafica &  
Identità Visiva



## QubicaAMF

Clienti operativi



## Giallocobalto

Architetti  
Strategici



## RedTurtle

Plone!



## E Piero

Piero





# I Benchmark

**Apple**

Chiarezza e Qualità  
Percepita

**Nike**

Energia  
Storytelling

**RaiWay**

Ispirazione concetti  
nel mondo Plone

**Adobe – Microsoft - DJI**

Gestione sezione Notizie/Blog



# Il cambiamento più grande: l'architettura

9,420 pagine → ~5,000 pagine

- meno dispersione
- più gerarchia strutturata



# Da Plone 5 a Plone 6

Un'evoluzione al passo con i tempi

- Blocchi modulari
- Interfaccia utente moderna veloce e reattiva
- Tipi di contenuto personalizzati alla massima potenza





# QubicaAMF ~~bowling~~.com

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INVEST IN BOWLING PRODUCTS ▾ INSIGHTS GALLERY CONTACT COMPANY SUPPORT NEWS & EVENTS  



NEOVERSE

LEARN MORE >

 **PLAN**  
YOUR NEW PROJECT

 **MODERNIZE**  
YOUR CENTER

 **MAINTAIN**  
YOUR CENTER

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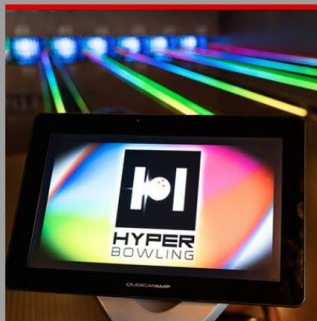
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ADD NEW TILE

## Products



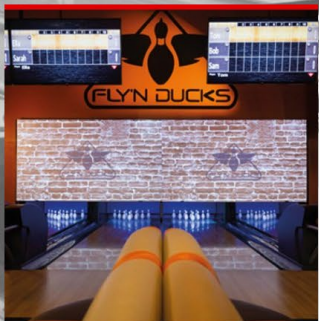
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LEARN MORE

## There's more than one way to get in touch with QubicaAMF



E-MAIL CLUB



E-SHOP



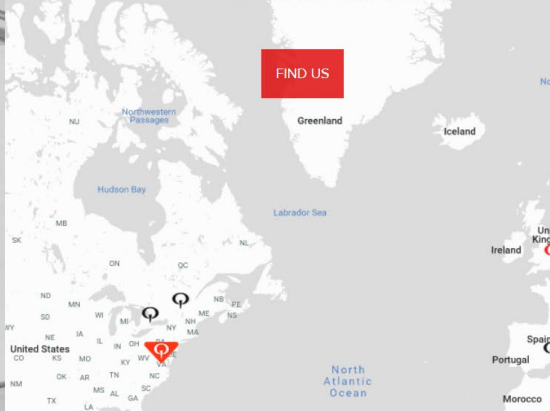
QPORTAL



TECHNICAL RESOURCES

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Careers

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Products

Services

Support

Portfolio

News



Contact us



The Bowling

# Our Services



PLAN



MODERNIZE



MAINTAIN



BUSINESS SERVICES



SUPPORT

## Explore Our Products



Management & Operations



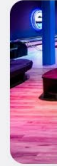
Scoring & Entertainment



Pinspotters

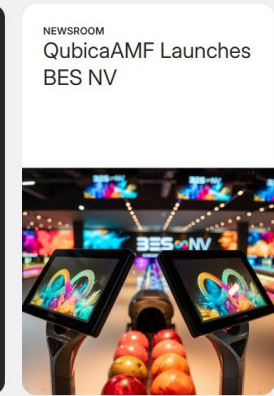
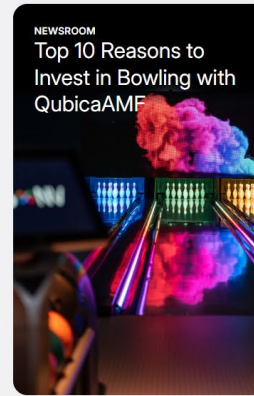


Lanes



Visual

## Dive Into the Sector



### Making Bowling Amazing Ecosystem

An ever-growing system of AMAZING products designed to work together and to build on one another, to ensure our customer's long-term success and deliver an AMAZING, never before seen, on-lane bowling experience!

[EXPLORE THE PRODUCT ECOSYSTEM](#)

## QubicaAMF eShop

Find the bowling center parts and supplies you need with QubicaAMF eShop



[GO TO THE ESHOP](#)

### Why Bowling

Bowling is a stable, predictable, cash-based enterprise that offers a compelling ROI. It's also the largest participatory sport in the world, with universal appeal that will drive repeat visits —and profits.

[LEARN MORE ABOUT BOWLING AS A BUSINESS](#)

### Why QubicaAMF

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[QUBICAAMF AS A PARTNER](#)

QubicaAMF is here to help bring your vision to life.

From concept to completion and beyond.

[START YOUR JOURNEY](#)

### Need Help?

There's more than one way to get support from QubicaAMF.

[GET SUPPORT](#)

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[CONTACT US](#)


# Il sito cambiava e Web Search pure

AI Mode Tutti Immagini Video Video brevi Altro ▾

Hi mom I'm in ai overview

 10 siti


Ecco i principali risultati web per esplorare questo argomento:

 Google Help · <https://support.google.com> ⋮

[Find information in faster & easier ways with AI Overviews in ...](#)

AI Overviews can take the work out of searching by providing an AI-generated snapshot with key information and links to dig deeper.

Chiedi qualsiasi cosa

+ 

# La risposta immediata

## BES NV bowler entertainment

### What is BES NV?

BES NV is a cloud-based scoring and entertainment system designed to enhance the bowling experience with seamless integration with center operations.

### What is interactive bowling?

### What makes a good bowling scoring

### What are the key features of a bowl

### What QubicaAMF products integrat

### How does the BES NV Navigator w

### Do I need the Neoverse LED wall to

## SPL Select bowling lanes FAQ's.

### What are the different types of bowling lanes?

Our bowling lanes are made from durable synthetic materials, replacing traditional wood lanes. Lanes are for the casual and competitive bowler. Bowling lanes can come in full size or customized.

### How much room do you need for a bowling lane?

### Can bowling fit in smaller spaces such as cinemas, bars & restaurants, VIP rooms etc...?

## Bowling Pins FAQs

### How many types of bowling pins are there?

We manufacture a variety of pins for duckpin, tenpin, string pin and we even have specialized pins that can be given as trophies or gifts.

### What weight does USBC sanction for bowling pins?

### What are the highest scoring bowling pins on the market?

### What are the best bowling pins in the world?

### Who manufactures compression-molded bowling pins?

### What type of plastic coating does QubicaAMF use for bowling pins?

### What bowling pins are made in the USA?

### Who is the largest bowling pin manufacturer in the world?



# Il risultato

Contenuti facilmente consultabili

Contenuti facili da aggiungere e gestire

Comunicazione moderna adatta  
all'evoluzione del tech

100% modulare



Fine?



# E' solo l'inizio

Sito istituzionale ✓

Siti local



**WORK IN PROGRESS**



# Volevamo un sito come quello della Apple

Abbiamo costruito un sito  
più giusto per noi



# Grazie

Puoi visitare il nostro nuovo e bellissimo sito qui

