

UNIS readying European campaign

THE Euro Attractions Show in Paris last month was the start of a new effort by UNIS to build its presence in the European market.

The Chinese company, which has made great strides in the US amusement sector thanks to its local office in Dallas, has "aspirations for a European platform," general manager Steven Tan said.

"We're here testing the water," he said. "We've visited the show before many times but really it's the only one left that we haven't exhibited at before."

Tan suggested that establishing the company in Europe would be a challenge, explaining that over the last five years the company has invested heavily in building its presence in the US. EAS was therefore the first stage in this process, laying the groundwork for further expansion.

In Europe the company works with distributors Avranches Automatic and Instance Automatics, but the next step will be to invest more time and resources in developing that European platform.

At the show, the company showcased its Ducky Splash product, which is already in demand locally, alongside Fun Fair Bash, which was making only its second appearance after the SALEX show in Brazil.

UNIS naturally has a raft of new product to be unveiled at the IAAPA show next month.

"For new games, people can expect IAAPA to be the real platform but in terms of this show, it has been good to be here to learn about the market," Tan said.



Steven Tan and the UNIS team

Strong platform for Sega

SEGA Amusement's Justin Burke was pleased with the opportunity to meet with such a diverse group of visitors at the EAS show in Paris last month.

Sega's booth was among the largest of the pay-to-play amusements segment and featured many of its strongest titles, including Dream Raiders, Key Master and Sonic Air Hockey.

"It's been really busy," Burke said. "It feels much busier than Berlin last year and, given the location, there's a different crowd and a different balance of people."

There were no major product launches at the event for the company, instead Sega used the event to showcase its extensive product range. There was an "angling towards parks," Burke said, with a number of products, such as ICE's carnival-themed Milk Jug Toss, expected to appeal to that side of the business.

Overall, the event had been a strong one for the company and had given Sega's team the opportunity to meet with a broader range of potential customers than they perhaps would have done at a pure pay-to-play amusements expo.

"Seeing existing customers is fantastic but meeting new customers is even better – it's what we're here for," Burke said.



Sega's Justin Burke



Trevor Clarke

Sega building trust into Tokio brand

FOR Sega Prize's Trevor Clarke, the EAS show provided the opportunity to meet with more local operators and distributors.

Sega presented its latest items in its successful Tokio electronics range, which he said had been received well and had resulted in orders. Among these were the new waterproof camera and Bluetooth headphones.

"Tokio is a trusted brand and is very reliable," Clarke said. "It has gained trust among players and our customers – it's a brand they believe in."

Offering electronics has helped to broaden the appeal of amusement prizes to include older players, he said.

"We've always had prizes for teens and tweens but our Tokio range is engineered to a price point – often because of legal requirements in some markets where there is a prize value limit – that has a quality look and feel."

Alongside the Tokio range, Sega also presented new licensed plush toys – Doodle Jump and Plants Vs Zombies.

"There's always strong demand for prizes and over the next couple of months operators are looking at their plans for 2014," Clarke added.

JNC unveils new change machine



JNC's Gary Newman (left) and Reece Newman

JNC Sales exhibited its Kiddie Submarine ride alongside its Klobber the Robber whacker and a new change machine at the Euro Attractions Show in Paris last month. The company also provides a range of used equipment, such as Super Cars, which has sold well.

The new change machine, built into the cabinet of a slot machine, generated a great deal of interest, JNC's Gary Newman said. Describing the machine as "safe and secure," he explained that it has been equipped with two hoppers and is available to process either pounds or euros. "The capacity is immense," he said.

Having been built within a gaming machine cabinet, it is designed to blend in with the operator's other equipment, he added.

"The show has been very positive and we have already pre-booked for next year's event, where we will have a bigger presence," Newman commented. "We are very happy to support EAS."