

At the top of its game

UNIS has firmly established itself as a leading manufacturer of amusement equipment globally, said general manager Steven Tan

FLEXIBILITY is key for UNIS when it comes to the business that can be done at IAAPA – an event that will see the company launch a host of new products.

“All forms of the leisure industry may have coin-op linked to them and this is why IAAPA remains a very attractive venue to exhibit,” said Steven Tan, general manager. “The show still draws the best traffic and the decision-makers for purchasing are there to evaluate new games for the next season.”

Those decision-makers will have plenty of choice on the UNIS stand this year. “We will be bringing more than 10 new product lines to the IAAPA show. We are building on the success of the Pirate’s Hook game and will introduce a four-player unit. IAAPA will also see us launch our new ‘Carnival’ lines. We also have another series of games that is building on our Fruit Mania Xtreme game - this will carry the ‘Xtreme series’ branding,” said Tan.

UNIS continues to build on the successes of previous IAAPA shows and its growing presence in the US market. “We have had several good titles that have done extremely well for us. Several of our older machines like Ducky Splash continue to perform well, especially in the US. Pirate’s Hook is our best title in terms of penetration globally,” he added.

Tan believes that the market has shifted in terms of trends, something that will be reflected at the show this year. “We can only speak for our coin-op industry,” said Tan. “But redemption machines are a key focus and there might be more licensed titles being launched

at this year’s show due to the success from many manufacturers.

“Players - and therefore operators - are gravitating towards more value play. Instant gratification machines might struggle a bit amid an uncertain market place. That said, these machines can still be a critical component for locations and an attractive area for all manufacturers. It is likely there will be the need for more stability in this field before manufacturers invest more energy towards this type of product.”

FECs make up the most important market segment for UNIS products. “National accounts and distributorships are key elements for our success in the North American market,” said Tan. “IAAPA is very much a global show. Attendance from Mexico and South America will always be there and also major buyers from Europe, the UK as well as all other parts of the world.”

UNIS, which has its base in China, has emerged as a leading manufacturer of amusement machines in recent years. Its relatively humble beginnings can be traced back to 1993, at which time it was a small-scale factory. Over time, the company has thrived and evolved into a more sophisticated organisation, all while continuously strengthening its operations in the four key areas - manufacturing, R&D, sales and operation.

The company currently sells to over 50 different countries. “Our success around the world has made us one of the top amusement machine manufacturer and operators in China,



with close to 1,000 employees,” said Tan. “In October 2006, we reached another milestone and celebrated the opening of our second factory and the launch of our very first large-scale trade event.”

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“Unlike others who focus to overextend their abilities in manufacturing too many products, we have chosen to prioritise and place quality ahead of quantity. As a manufacturer and developer of redemption games, kiddie rides, prize machines, indoor/outdoor rides and selective arcade games, we are constantly looking to design and develop new ways to improve our products and services so that we can attain the highest standard possible.”

