



UNIS TECHNOLOGY

# SPOTLIGHT

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# The Unis Spotlight

## **Betson Enterprises Aims to Revolutionize Group Entertainment: New Offerings Debut at Birthday University, Promising Tailored Experiences and Innovative Strategies**

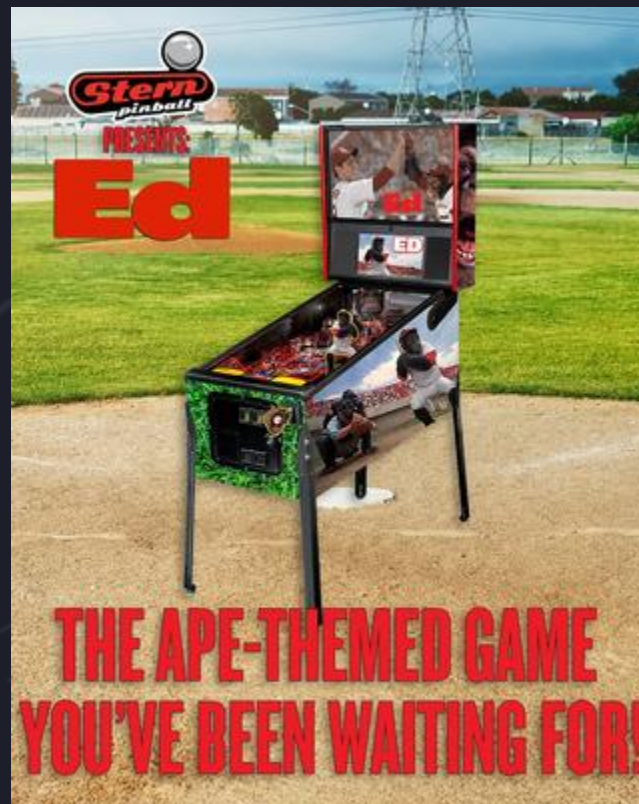
Betson Enterprises is launching an exciting new series of entertainment options available in 1P, 2P, 4P, LCD, and XL versions, designed to attract a diverse customer base with versatility tailored to operators' needs. The team will be attending

Birthday University in Chicago this week, focusing on key trends in group events, party differentiation, profitable packaging, emotional engagement, optimal party flow, and innovative revenue strategies for new markets. The event also emphasizes marketing automation, live demonstrations, and valuable networking opportunities with industry leaders.



## **RI Novelty Elevates Customer Engagement at Barrett's Alehouse: A Strategic Move to Reinforce Venue Atmosphere**

RI Novelty has recently highlighted the presence of its products at Barrett's Alehouse in Fall River, showcasing their commitment to enhancing customer experiences through high-quality novelties. The company emphasizes its status as a top supplier in the location-based entertainment sector, offering a diverse and competitively priced selection aimed at helping businesses attract patrons and elevate their atmosphere. This visibility reinforces the strategic importance of incorporating engaging merchandise in venues to ensure memorable consumer interactions.



## **Stern Pinball Swings for Nostalgia with Ed: The Ape-tastic New Game that Connects Generations**

Stern Pinball has launched an ape-themed pinball machine titled "Ed," inspired by the 1996 classic film. The new game features memorable moments from the movie and highlights Matt LeBlanc's iconic catchphrase. Positioned as a major player in the pinball industry, this release promises to engage both nostalgic fans and new audiences alike. In conjunction with the launch, Stern Pinball is hosting a giveaway for promotional merchandise, emphasizing their commitment to community engagement. This move signals the company's strategy to blend entertainment and nostalgia in the competitive location-based entertainment market.

## LAI Games Hits the Arcade Jackpot: Revolutionizing Entertainment with High-Octane Offerings



LAI Games is making significant strides in the location-based entertainment sector with two standout offerings. Asphalt Moto Blitz DX is garnering exceptional reviews, rapidly becoming a revenue booster for arcades globally. In addition, HYPERpitch, a dynamic baseball-style pitching game, is designed to attract crowds with its engaging head-to-head gameplay and vibrant LED lighting. This game is particularly appealing for sports bars and entertainment venues, promising to enhance player engagement and encourage repeat visits. Both products underscore LAI Games' commitment to driving excitement and profitability in the arcade industry.

# About Us

UNIS Technology is a global leader in the development and manufacturing of innovative amusement games and interactive entertainment solutions. Driven by creativity and advanced technology, we combine fun with cutting-edge features to create unforgettable experiences. With a customer-focused approach and global reach, UNIS is dedicated to shaping the future of entertainment by inspiring joy and connecting people through play.

UNIS Technology - Bringing Fun to Life.

