



The UNIS team at the US sales and service centre in Dallas

## Focus on R&D

**U**NIVERSAL Space Video Game was founded in 1993 when its first factory opened.

Since then the China-based company has progressed well with international offices opening in Hong Kong and then in Toronto, Canada, in early 2001.

“Since those early days we have opened external offices and showrooms in Shanghai and Guangzhou in China, Japan and Dallas in the US,” the company’s Steven Tan said.

“The most important milestone we have achieved in this time is our strength in our own local industry for coin-op. Sales in China are a major component of our overall sales, as well as our operations.”

Universal Space is involved in manufacturing, sales, distribution and operations in China and its products are strictly related to the coin-op industry, specialising in indoor amusement games.

Universal Space Video Game brands its products under the UNIS name and is one of the leading and up-and-coming names in the industry, although there are many other stronger and more established factories and brands globally.



New UNIS game  
Fun Fair Bash

“Our markets are extremely global in nature,” added Tan. “We have sold to over 80 countries since our inception and the types of venue our equipment has gone into include shopping malls though to restaurants and bars, but our main market is definitely the FECs.”

The company is in attendance at pretty much all the trade shows around the world. “If we do not exhibit directly, we exhibit through partnership/distribution stands,” said Tan. “We like to be there to have the opportunity to meet and greet clients, many of whom go back to when we first started up in the industry.”

Steven Tan is based at UNIS Toronto and handles most of UNIS’ sales in the first world countries as well as marketing and business development. Simon Lau is the sales manager handling the countries in the Middle East and Asia. Elisa Leung is the sales manager responsible for several key countries including India, Pakistan and Russia.

“Our strong focus is in research and development,” added Tan. “We will continue along the path to innovate and manufacture new products that bring forth the latest technology, designs and ideas. Over the next few months we will be launching 10 brand new games to the marketplace, our best and most innovative set of games to date.”



The new factory being built in China