

# Amusement Equipments Business: Supplying “Fun”

Over time, Universal Entertainment has been lauded by developing consistently-novel amusement machines as an industry pioneer. Underlying that development stance of ours is a spirit of manufacturing that places emphasis squarely on “fun.”

We see doing our part to energize our fans and invigorate the Pachislot and Pachinko industry as a whole through our amusement machines as both our challenge and our mission.

## Driving the market as the industry’s leading manufacturer

In the amusement machine industry, January 31, 2022 marked the transition to a market based on amended regulations. Since entering this phase of major change, the market has been showing new momentum with Pachislot machines based on the new regulations becoming more widespread and smart amusement machines exhibiting utilization levels that meet Pachinko hall expectations.

Universal Entertainment is aggressively engaged in the development and distribution of a wide-ranging lineup of Pachislot titles that satisfy player needs. With a spirit of manufacturing that emphasizes “fun,” we will keep on doing our part to invigorate the entire market as the industry’s top manufacturer.

## Our unique DNA and title development based on market research

Since entering the Pachislot business in 1980, we have brought forth countless hit titles that are consistently novel and invigorate the industry.

In our development efforts for Pachislot machines, we have strongly focused on dynamic visuals and musical presentation linked to combinations of reel symbols. We are especially known for our superb fusions of reel

symbol layouts that produce winning combinations and reel symbol designs that emphasize visibility. As we continue to carry forward our unique DNA encoded with this history and tradition, we bring to the market Pachislot and Pachinko machines that demonstrate new creativity and flexibly accommodate that ever-changing market through ceaseless research.

## Realizing new value-added through our peripherals

Universal Entertainment has always aggressively engaged in the development of new, unprecedented functions that blaze a trail in the peripheral market.



Through smart device-compatible systems, we will offer new value-added that shapes the next-generation of Pachinko halls.

## Creating superior patented technology

Since the dawn of the Pachislot industry, we have developed, patented, and held various other technologies and patents that contributed substantially to the development of the industry, where we will continue to secure our competitive advantage by patenting revolutionary technologies.

## Consideration for the global environment

Given that we live side by side with our planet at all times, we emphasize environmental consideration just as we would any other factor of amusement machine production. Moreover, we ensure that only elements with a minimum environmental footprint go into every stage of the production process while being mindful of the 3Rs (Reduce, Reuse and Recycle).



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