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## Showcase of AWS Infrastructure Advancing the Use of Gaming Data

— Driving stronger customer engagement and higher LTV through Unimemo —

Universal Entertainment Corporation will exhibit at AWS Summit Japan 2026, to be held at Makuhari Messe on Thursday, June 25 and Friday, June 26, 2026.

Under the theme of “An AWS Infrastructure that Connects Unimemo Gaming Information,” the Company will present its data platform initiatives that support Unimemo, a service linked with amusement equipment machines.

Unimemo is a service designed to enhance the user experience by accumulating and visualizing gaming data. Through the advancement of this infrastructure, the Company is enabling real-time utilization of gaming data, analysis of individual player tendencies, and improvements in customer lifetime value (LTV) by encouraging continued usage, thereby driving its evolution from a traditional machine-sales business to a data-driven business model.

In addition, by leveraging a scalable data platform powered by AWS, the Company aims to create new added value through further enhancement of the gaming experience using AI and support for optimizing Pachinko parlor’s operations. This initiative marks the first-ever exhibition at AWS Summit by a amusement equipment machine manufacturer, and the Company intends to share it as an advanced example of data utilization in the industry.

### Exhibit Overview

At the exhibit, visitors will be able to view the overall process of collecting, storing, aggregating, and utilizing gaming information through a live demonstration of the Company’s amusement equipment machine, “SMART PACHISLOT MILLION GOD: KAMIGAMI NO KISEKI,” together with a system architecture diagram of Unimemo.

### About AWS Summit Japan, Japan’s Largest Event for Learning About AWS

AWS Summit Japan is one of Japan’s largest cloud learning events, organized by Amazon Web Services Japan G.K. Covering a broad range of themes—including the latest AWS services and implementation case studies, generative AI, data utilization, security, and modernization—the event introduces the latest trends through keynote speeches, sessions, and exhibitions.

### Overview of AWS Summit Japan 2026

Name: AWS Summit Japan 2026

Date: Thursday, June 25 – Friday, June 26, 2026

Hours: 10:00 a.m. – 6:30 p.m. (until 7:00 p.m. on the second day)

Venue: Makuhari Messe

Admission: Free (advance registration required)

How to Attend: Please access the event website via the URL below and register.

Organizer: Amazon Web Services Japan G.K.

Official Website: <https://aws.amazon.com/jp/events/summits/japan/>

\* About Unimemo: <https://www.universal-777.com/product/fun/unimemo/>