

## USA's Uniguest Buys ONELAN

Written by Bob Snyder  
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US-based **Uniguest** acquires UK's **ONELAN**, a digital signage and visual communications company.

Well-known in digital signage, wayfinding, and meeting space tech, ONELAN's footprint spans across 6000 projects in 50 countries and operates in the education, corporate, retail and hospitality sectors.



Less known to Europeans is the company Uniguest. While the press release highlighted its interest in cybersecurity ("*Secure Technology Provider Acquires U.K. Digital Signage Company*," Uniguest entered into security from its history of providing public technology such as internet kiosks and guest computer systems in hospitality, business services, senior living, community living, fitness centers and other industries.

Uniguest operates more than 28,000 devices across 15,000+ locations: that's more than enough exposure to the public to make software security a big priority. Their new next-generation software platform, **Secured Advantage 10** was built to protect the most innocent guest users and defend against cyber threats, viruses and malware . So, yes, Uniguest knows something about security.

Their website "Company Overview" defines the company with this headlined text: "Uniguest is a leading technology solutions provider of secure managed kiosks across multiple industries..."

Products in digital signage include: **U-Local** concierge kiosk station for guests and visitors to access and explore local knowledge; and **U-Table**, an interactive and Internet-enabled solution to enhance social areas, boost customer's productivity, and to increase their property's food and beverage revenue streams.

Uniguest doesn't mainly sell security products; it sells technology solutions that are distinguished from their many competitors by their security.

In 2013, Hoover (financial services research company) estimated Uniguest sales turnover as \$43 million. Then private equity firm Atlantic Street Capital acquired Uniguest to accelerate the company's growth and expand its technology offerings beyond the hospitality industry: Uniguest completed a series of four acquisitions in 2015 and 2016. Acquisitions included Vertical Systems, Inc. (VSi), Ascension Software, Eleven Wireless, and Showcase Technologies.

Now Uniguest is buying ONELAN's digital signage and visual communications solutions as a natural extension to Uniguest's portfolio of products. ONELAN has much to offer Uniguest's traditional customers (guests, shoppers, and residents in the hospitality, office retail, and community living industries.)

"Digital engagement is something we see as a crucial component to the future of the industries we operate in," Uniguest CEO Jeff Hiscox says. "After doing a thorough review of the market, we realized ONELAN's solutions are best in class and our combined solutions will drive a new "digital infusion" in the public use space of our customers."

For the near future, ONELAN will continue to operate as a stand-alone business with its current team members out of the UK headquarters. Uniguest will fold the signage offerings into its solution set, and the products will be available to Uniguest clients during the Q2 2018.

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