



## Global tech company Uniguest completes fourth UK acquisition with support from Cripps

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Cripps' corporate team has advised Uniguest on its successful acquisition of UK-based IP video and digital signage provider MediaStar Systems.

US private equity backed [Uniguest](#) is a global leader in providing highly secure, fully managed digital engagement technology solutions to the hospitality, senior living, sports/stadia, retail, education, healthcare, government, and corporate sectors. Its acquisition of [MediaStar Systems](#), which was founded in 1984 and is based in Newbury, Berkshire, adds additional capabilities to Uniguest's already robust digital signage and enterprise video offering.

This is the fourth acquisition in the UK for Uniguest which is PE-backed by [Atlantic Street Capital](#). In November 2021, Uniguest acquired video platform provider [Planet eStream](#) increasing its footprint in the education industry.

Led by [Salim Somjee](#), our corporate and private equity team which advised Uniguest included [Alexander Bishop](#), [Emma Saunders](#) (employment), [Kathryn Rogers](#) (commercial) and [Sandeep Bains](#) (real estate). The team managed the legal aspects and worked closely with Uniguest and UK accountants [Kreston Reeves](#) on the transaction.

Commenting on the legal support provided by Cripps, Jeff Hiscox, CEO of Uniguest, said "We're delighted to complete this acquisition and to bring MediaStar Systems into our group. The support provided by Salim and the team at Cripps made the process much easier and has helped Uniguest achieve its objectives in this acquisition. Cripps has been a great partner in assisting the growth of our business over the last few years through the four acquisitions we have completed together."

To learn more about how Cripps can support your business on its growth journey, please contact a member of the [corporate team](#).