



Boulder Station Casino Upgrades to HD and Integrates State-of-the-Art Components with BrightSign

In early 2013, Station Casinos updated its legacy A/V system in Boulder Station hotel & casino to maintain its edge in the ultra-competitive Las Vegas hospitality and gaming market. Station Casinos wanted to freshen its look to appeal to discerning travelers, and take advantage of Full HD displays to engage and entertain its guests in new and innovative ways. This dramatic transformation integrated a vast array of state-of-the-art components with BrightSign XD media players to create an impressive system for seamless control and automation of an impressive network of 150+ displays.

"Updating the A/V system throughout a hotel and casino is a massive undertaking. The challenges are significant because you're effectively executing multiple individual projects by installing equipment in the gaming, hospitality and foodservice areas simultaneously," said Jeff Hastings, CEO of BrightSign. "The fact that Station Casinos was able to accomplish this with minimal disruption to its day-to-day activities is a testament to the versatility of our XD media players and meticulous planning on the part of the casino and its chosen integration partner."

The project was guided by three key objectives. First and foremost, the hotel and casino's differentiated venues needed to attract and engage clientele, entice them to stay longer, spend more and come back often. Second, an installation of this magnitude required robust tools to simplify content management and control. Last and certainly not least, the casino required the ability to pull content from multiple sources (internet, satellite TV, local broadcast TV, etc.), thus it was necessary that all devices be technically capable and seamlessly compatible.

With careful planning and flawless execution, the Boulder Station hotel & casino now boasts a hip and refreshed look to successfully compete in the fiercely competitive Las Vegas hospitality market.

Key Facts

Industry: Gaming & hospitality

Location: Las Vegas, NV

Integrator: National Technology Associates

Project: Boulder Station Hotel & Casino

Installation

- 150+ networked BrightSign XD1230 players
- BrightSign players are networked and integrated with an array of technology components to drive HD content and live TV via DirecTV
- 170 46", 58" and 70" professional Samsung displays in 20 separate gaming, entertainment and dining establishments within Boulder Station casino

Challenges

- It was essential to leverage existing cabling, thereby limiting downtime and minimizing lost revenue during the renovation.
- A sophisticated web of switchable and integrated content sources required robust hardware/software solutions to properly manage content.
- Each venue within the casino (Sports Book, Race Book, etc.) needed the ability to independently manage content and change television channels frequently to showcase sporting events that patrons were wagering on – channel surfing wasn't an option; employees needed the ability to change channels with certainty.
- The casino needed the flexibility to juggle multiple content sources, as well as the flexibility to use a variety of inputs/outputs.

The Solution

- BrightSign Network management software and the injection of IP streaming over existing coax enables seamless management of 150+ players. Utilizing existing coax infrastructure was key, as the cost/downtime of re-cabling would have rendered the project financially impossible.
- National Technology Associates incorporated BrightSign players to feed 150+ displays; Crestron control systems interface with BrightSign players to control displays on seven VLANs; ReadyLinks hardware utilizes existing coax wiring for network management/updates.
- BrightSign developed custom firmware to integrate with custom Crestron code to control the system.
- Technicolor's QAM modulators enable sports book/race book staff to select a channel by feeding the channel into an IP encoder, which sends the signal to a secure BrightSign Network-enabled webpage whereby employees preview the channel before pushing it to the venue's displays.
- The casino's dedicated AV control and signage network feeds live local TV, satellite TV & IP over existing coax; the network is capable of splitting a variety of outputs, including HDMI, component, composite and VGA.
- Race Book and Sports Book include a digital HD system with centralized switching and touch-screen control.
- Every display in the Race Book and Sports Book is controlled centrally with the ability to provide control to certain areas either by handheld remotes or dedicated touch screens or smart devices.
- The system was designed to incorporate feeds from existing Keno games, allowing any display to become a Keno board; the same applies to ticket drawing servers for live drawing events.

Benefits

- Increased dwell time: most noticeable in the Sports Book and Race Book, where patrons are enticed to stay longer to view sporting events of interest; this leads to increased wagering, an important byproduct of increased dwell time in gaming areas.
- Increased food/drink receipts: Boulder Station's lounges, bars and restaurants are now able to showcase menu content and daily specials much more prominently than before, leading to increased sales of food/beverages.



- Increased patronage: Preliminary patronage data suggests an increase in lodging guests as well as day-visitors that come to dine and play. This increase is attributable to the new Full HD digital signage that makes the resort a hip, entertaining destination for Las Vegas residents and tourists.
- BrightSign hardware would allow Station Casinos to incorporate powerful signage across displays that would normally not allow communication with guests.
- The use of overlaid graphics and animations meant that every display could be used as a communication tool – displays that are already engaging the guests with HD sports & entertainment broadcasts.
- The ability to push messages or overlay tickers/tape animations to existing TV displays could effectively double advertising display count.