

# Casino Gaming

Improve the **guest experience** by guiding, informing and entertaining.



## Win on the WOW Factor

The inherently high traffic and complicated layouts of casino & gaming venues provide a great opportunity for more effective communication, utilizing digital signage.

Help move your guests efficiently throughout your venues. Keep your guests entertained and informed while creating a modern and visually appealing facility.

Simplify communications with digital displays in lobbies, elevator banks, the casino floor, conference/banquet areas and restaurants. Streamline concierge services and improve location services with interactive Wayfinding kiosks.

Provide guests with dynamic flight departure and arrival information in concierge areas. Create a safe environment by instantly converting your displays into an emergency broadcast system.

## Benefits

Create an immersive digital experience, so each individual has a personal interaction with your brand.

### Improved Guest Communication

- Promote in-house activities and entertainment schedules
- Display daily menus and catering services
- Include Dynamic Menu Boards in quick service food and drink areas

### Engage and Entertain

- Utilize interactive Wayfinding kiosks to help players efficiently navigate the facility
- Inform Players of with interactive players club promotions
- Display gaming wait lists

### Reduce Costs

- Reduce printing and logistics costs of static communications that may never be read
- Reduce time and printing costs of location maps, daily schedules and activities

# Casino Gaming

Improve the **guest experience** by guiding, informing and entertaining.



## Product Spotlight

Be the game changer!

Adding Video Walls to the casino industry creates a big WOW factor. With 4K technology, images and video come to life in stunning resolution. Impress your guests by informing them with player programs, food and beverage promotions and highlighting casino milestones.

You can:

- Promote food and bar specials
- Showcase top winners
- Motivate with Employee of the Month

## Stat

In 2016, the United States gaming industry generated \$73.1 billion, growing at an annual rate of 2.0%.

Source: Rubin Brown

## Industry Focus Spotlight

### Technology and Gaming

Engage casino and gaming visitors to stay in your facility with engaging digital displays. Wayfinding to take them to their next adventure or video walls to create an amazing WOW factor. This contributes to guests having a pleasant experience while they play.