



 NanoLumens®

## HOW A REVITALIZED SPORTS BOOK CHANGED THE GAME FOR A LAS VEGAS CASINO

In the cutthroat world of gaming, staying on top of technology often means staying in business. And, there is no more competitive gaming environment than that of sin city. Las Vegas is the mecca of all things gambling, and every little competitive advantage can equate to massive revenue.

Red Rock Casino already had a gigantic-sized sports book – a place where sports and betting enthusiasts could congregate to watch games, matches, or races, kick back with a beer or two, and place some bets on the action.

But, Red Rock wanted to up the oomph, and make its sports book a true showstopper.



## CHALLENGE

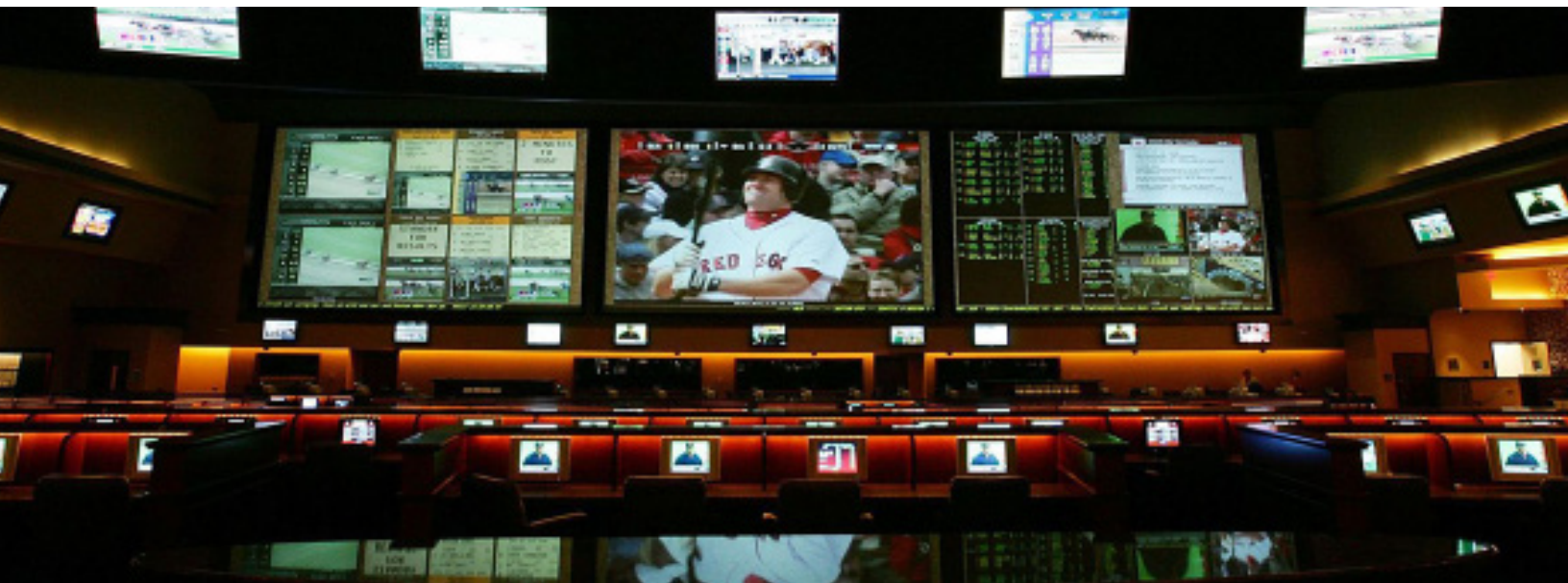
What isn't challenging in the hyper-competitive world of Las Vegas gaming? The best in the casino business have epic resorts there. Red Rock Resort is one of them and has been listed as one of USA Today's top 10 casinos, the only one in Vegas to make it on the list. The resort wanted to stay ahead of the competition by transforming its giant sports book into a true Vegas style experience. Red Rock management wanted to create a visual experience within the sports book that would be so compelling, it would pack in the sports fans and compel them to stay for hours, and also have benefits that spill over into other parts of the casino. To further complicate the installation, the sports book had to remain operational while the displays were being installed. That's where NanoLumens comes into the picture.

## SOLUTION

Red Rock Resort wanted to swap out its antiquated wall of aging 18 projectors, which were costly to operate and maintain, with something spectacular. Resort management reached out to NanoLumens, to create the perfect solution: three state-of-the-art Engage Series™ LED displays with exponentially brighter pictures and substantially lower operating costs. And, all of the displays were custom built to fit exactly in the spaces as the old screens, eliminating design costs for Red Rock.

At the time of installation, "these screens were literally running at just 10 percent of their potential brightness, and were already dramatically brighter than the projection video system they were replacing," observed H Waldman, Chief Operating Officer at National Technology Associates. The screens each measured 31.5-feet-wide-by-17-feet-tall, totaling more than 1,700 square feet of video surface with a native resolution of 3840 x 2112. They were installed one at a time, with two screens on at all times, allowing the sports book to operate without interruption.

The NanoLumens Nixels™ that comprise the walls were simple to install, allowing the walls to be constructed row by row as crews worked behind masking curtains. Waldman explained, "It took about a week to install each solution, which is very fast considering there were a lot of connections to be made with the new head-end AV system we also installed. The NanoLumens Nixels were extremely easy to work with." The new NanoLumens solutions will keep Red Rock's Race & Sports Book at the forefront of technology, enhancing the overall entertainment experience. And in Vegas, this is one of the biggest differentiators between casinos.





The project was a huge success. The sports book at Red Rock became a sporting destination for gamers and viewers alike. People started coming to the sports book with their friends to watch games. The screens not only attracted more customers during racing season, but also overflowed during football and basketball season, too. With massive crowds gathering regularly, standing room only became the norm. And the visual upgrade also boosted the bottom line. The project gave Red Rock a 10-15 percent boost in revenue for their sports book. A real game-changer that provides a new benchmark for Las Vegas, and the racing industry overall. While the industry has seen consistent decreases in revenue, by making the upgrade to NanoLumens's displays, the Resort has managed to flip the script and increase sales in their sports book.

## PRODUCTS USED

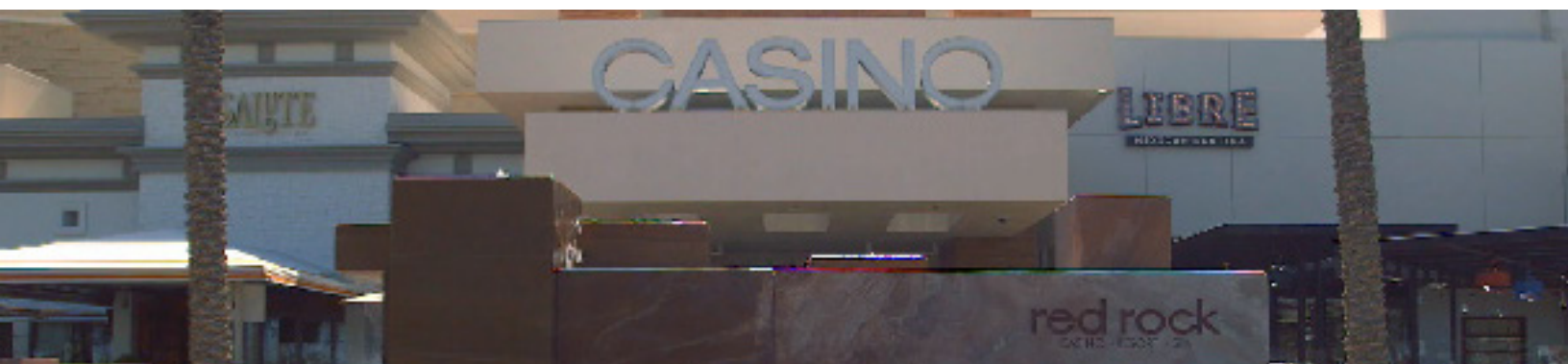
Three NanoLumens 2.5mm Engage Series™ LED visual solutions were installed at Red Rock Resort, creating 1,730 square feet of crystal-clear video surface in the sports book. The screens, each 31.5-feet-wide-by-17-feet-tall, have a native resolution of 3840 x 2112 and were installed in the openings previously occupied by the projection systems.

## ABOUT RED ROCK RESORT

Boasting a Four Diamond AAA rating, Red Rock Resort is the only Las Vegas-based casino named on USA Today's Top 10 Casinos. The resort is owned by Station Casinos, which was founded in Las Vegas in 1976. Station Casinos is the premier provider of gaming and entertainment for residents of the Las Vegas metropolitan area. The Station Casinos franchise includes eight major gaming and entertainment complexes and five smaller casinos. Station Casinos pioneered and developed the "local's" gaming market in Las Vegas and caters primarily to people who live and work in the area. The Company prides itself on providing a complete, high-value gaming and entertainment experience with unparalleled convenience, high quality assets, unique gaming products, personalized customer service, and consistency in execution. For more information about Red Rock Resort, visit: [www.redrock.sclv.com](http://www.redrock.sclv.com).

## ABOUT NANOLUMENS

Headquartered in Atlanta, Georgia, NanoLumens partners with clients to create uniquely compelling, interactive LED visualization solutions that take the guess work out of owning a display network. As the fastest growing visualization company in the US, our experiential LED displays exceed the imaginations of global clients in retail, transportation, corporate, gaming, higher education, sports and arenas, and houses of worship. Through world-class proprietary technology, NanoLumens displays are ultra-thin and lightweight, energy efficient and available in any size, shape or curvature. NanoLumens solutions are proudly designed and assembled in the United States of America and come backed by an industry-leading six-year warranty. For more information, visit: [www.nanoLumens.com](http://www.nanoLumens.com).



## THE WORLD'S TOP BRANDS

Creating displays impactful enough to deliver a truly immersive experience for your space takes more than technology. Now featured in leading companies worldwide, NanoLumens combines a powerful visual display platform with an unparalleled team of visual communications professionals that empowers companies to produce engaging experiences.



## ANY SIZE, ANY SHAPE, ANY CURVATURE

The foundation of our LED displays is the Nixel™, our patented digital building block that gives our visualization solutions the flexibility to match your design requirements.

## INDUSTRY LEADING WARRANTY

Our six year, Nixel™ to Pixel Warranty backs your display from corner to corner, down to the individual pixel. This includes all parts and controller devices. We guarantee displays are free from defects from the date of shipment.

## COMMITTED TO US MANUFACTURING

Designed, assembled, and supported in the USA, our products qualify for the Buy American Act (BAA – 41 U.S.C. §§ 8301-8305) and are also Trade Agreements Act Compliant (TAA – 19 U.S.C. §§ 2501-2581).

## AWARE® - DISPLAY MANAGEMENT

The future of visualization technology will move far beyond the display itself. Success will be found by those companies who bring intelligence to the marketplace. Our hardware-based, software-as-a-service display management system combines support functions with interactive content, live video feeds, remote diagnostics, and audience communications.

Headquartered in Atlanta, Georgia, NanoLumens partners with clients to create uniquely compelling, interactive LED visualization solutions that take the guesswork out of owning a display network. As the fastest growing visualization company in the US, our experiential LED displays exceed the imaginations of global clients in retail, transportation, corporate, gaming, higher education, sports and arenas, and houses of worship. Through world-class proprietary technology, NanoLumens displays are ultra-thin and lightweight, energy efficient and available in any size, shape or curvature. NanoLumens solutions are proudly designed and assembled in the United States of America and come backed by an industry-leading six-year warranty. com.