



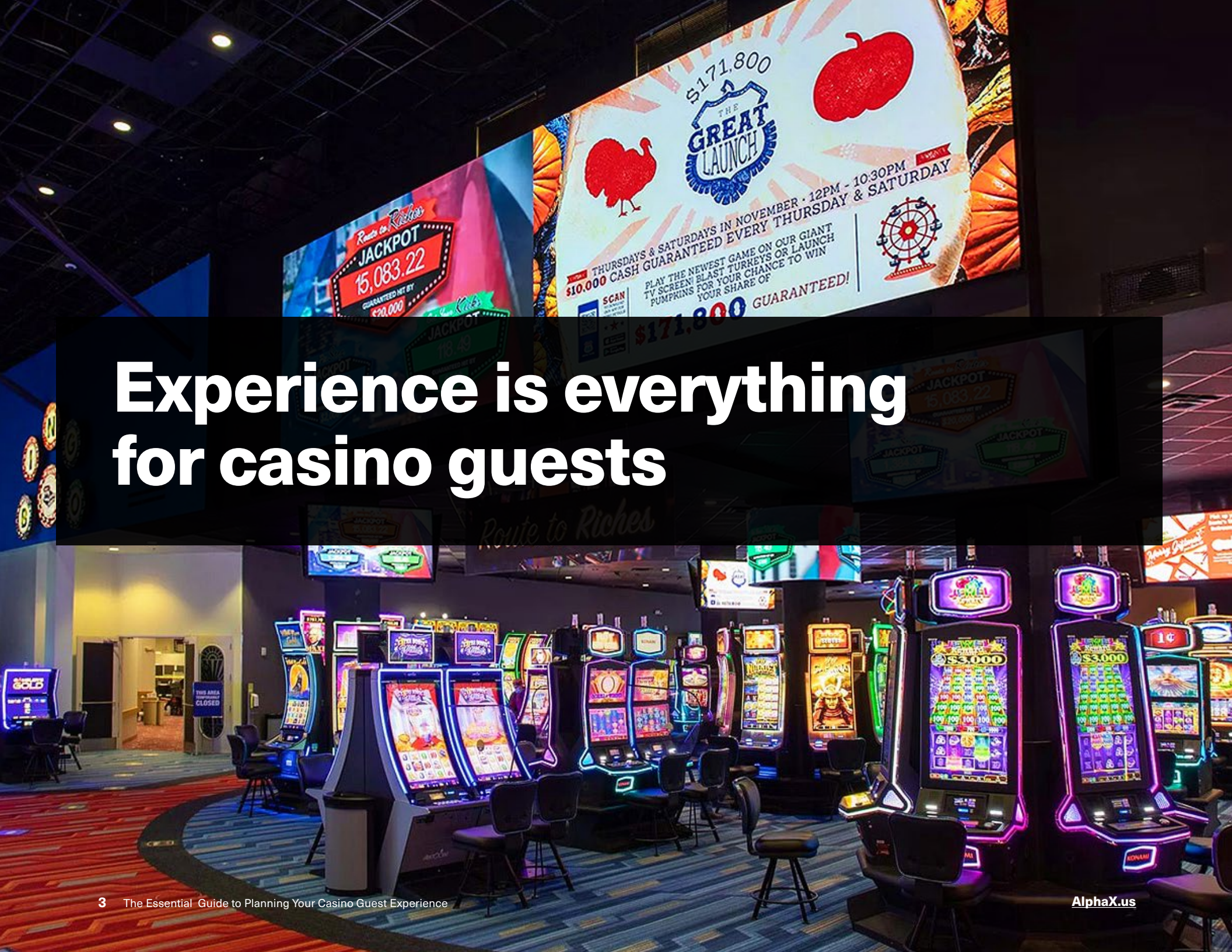
The Essential Guide to Planning Your Casino Guest Experience

Unifying audio, visual, content, control, and design

A connected, end-to-end technology solution is essential to delivering a truly differentiated casino guest experience that advances your strategic objectives. Whether you're building a new property or upgrading your existing infrastructure, the best way to drive engagement is through careful planning. This guide provides key questions to consider in the planning process, along with guidance for making your casino technology vision possible.

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The image is a collage. The top half features large, brightly lit promotional signs. One sign on the left is for 'Route to Riches' with a 'JACKPOT' of '15,083.22' and a 'GUARANTEED NET BY' of '€20,000'. A larger sign to its right is for 'THE GREAT LAUNCH', featuring a turkey and a pumpkin, with a 'GUARANTEED' amount of '\$171,800'. It specifies 'THURSDAYS & SATURDAYS IN NOVEMBER - 12PM - 10:30PM' and offers a '\$10,000 CASH GUARANTEED EVERY THURSDAY & SATURDAY'. It also mentions a 'NEW!' game where players can win by 'PLAY[ING] THE NEWEST GAME ON OUR GIANT TV SCREEN! BLAST TURKEYS OR LAUNCH PUMPKINS FOR YOUR CHANCE TO WIN YOUR SHARE OF'. The bottom half of the image shows a row of slot machines in a casino. The machines are illuminated with various colors like blue, purple, and red. Some machines display 'JACKPOT' amounts like '\$3,000'. The floor is covered in a patterned carpet, and the overall atmosphere is vibrant and typical of a modern casino.

Experience is everything for casino guests

1

Define your technology vision


When planning a connected, end-to-end technology solution, the best place to begin is at the end – by establishing what you want to accomplish.

- **What is the guest experience you're looking to create?** Are you going for a “wow factor” in your solution, or are you just trying to fix a problem?
- **Where will you elevate the guest experience?** Gaming floor, high-roller areas, sportsbook, theaters, restaurants/lounges, hotel, meeting/conferencing facilities, property exterior, etc.
- **What's your 3-year plan?** This identifies your expectations for the longevity of your desired technology solution.
- **Will you create a new space or remodel an existing one?** If you're going to build on an existing audio-visual infrastructure, indicate which parts of it – including digital

signage, LED displays, IPTV (Internet Protocol Television), AV (Audio Visual), etc. – you expect to retain.

- **Who are the internal stakeholders – and have they been brought into the planning phase?**
- **Will this be a single solution, or is it just a phase in a master plan with multiple components that will be addressed over time?**

The clearer your vision, the easier it will be to realize it. Don't be so concerned about specific components at this point. Think about the overall experience you want to provide. Once you've articulated what you want to achieve, it's time to think about what you can afford. →



Nearly

50%

of casino guests say their reasons for visiting a casino include making use of non-gambling amenities. Meanwhile, casino guests are younger than ever – with the average age dropping about 15% since 2019.

Yet less than 50% of casinos currently take advantage of unified digital signage and IPTV solutions to provide the property-wide, immersive experience sought by a new generation of customers.

Source: AGA State of the States 2023

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Define your budget

Once you have a sense of the guest experience you want to provide, ensure your finances align with your vision by asking yourself the following questions:

- **What type of project is this – a quick-fix, a bridge to a bigger technology solution, or a full-on remodel or revamp?** The type of project informs budget, timelines, resources, and many important details.
 - **Is your budget sufficient to realize your vision?**
If not, will internal stakeholders allow you to tap into more budget? Should it be necessary to curtail your vision, what area could you reduce first? Remember, it may be possible to find creative ways to split up the project to accommodate your budget while ultimately achieving your vision.
 - **Which expenditure model will be used – CapEx, OpEx, or a hybrid?** A growing number of casinos are moving toward OpEx in order to provide the flexibility they need to make the investment desired.
 - **Have you considered important elements such as the cost of content creation, 24/7 service and support, and building scalability into your solution?** A good rule of thumb is to devote 20-30% of your annual budget to content creation in order to continually refresh the guest experience. Also consider whether you have the internal resources necessary to minimize system downtime should a failure occur.
-

A solid grasp of your budget will give you greater clarity about what's possible, especially if unexpected developments increase the solution cost. Once you've arrived at a budget and established parameters for any surprises you might have to absorb, you're ready to focus on the solution itself. →

3 Create a connected, end-to-end casino solution

Now that vision and budget are defined, it's time to develop the end-to-end solution you envision.

So, what does “end-to-end” actually mean? It's the union of system design and technology to create a truly seamless and immersive guest experience – one that causes casino guests to stay longer on property, return more frequently, and to share the experience with others when they're off-premises.

An end-to-end solution drives behaviors that are essential to making a casino successful. Just as important, a well-designed solution has built-in scalability, so that even if you can't achieve your full vision on day one, you can do so over time by enhancing the quality of the experience as your budget allows and technologies evolve.

First, let's look at the best way to explore system design. →

“End-to-end” refers to the union of system design and technology to create a truly seamless and immersive guest experience.”

– Lance Hutchinson, Vice President, Alpha

End-to-End Connection

Provide a truly immersive casino guest experience with the seamless integration of LED, audio, video, digital signage and IPTV, control technology and custom content.



System Design

An integral part of an end-to-end solution, system design encompasses the nature and scope of the experience you want to provide. Everywhere your guests go in your property, you have the opportunity to elevate their experience. The more seamlessly and pervasively you engage them, the greater the impact on your bottom line, your brand, and your competitive position within your industry. Consider the opportunities presented by each space:

- **Dining.** From audio and video integrations to “techorating” with LED, you can create a dining environment like no other.
- **Gaming floor.** What if your full array of audio and visual technology could react in unison to celebrate a jackpot? That’s just one example of what’s possible for your guests.

- **Sportsbook.** Nearly 70% of American casinos have opened sportsbooks, and savvy operators design them to have a unique presence.
- **Theater environments.** You can create world-class facilities where LED video walls provide stunning backdrops for a performance. Or, flanking the stage, they can show performers close up, ensuring everyone has the equivalent of a front-row seat.
- **Hotel guest accommodations.** Technology can create an unforgettable ambiance while communicating a wide range of messaging to guests.

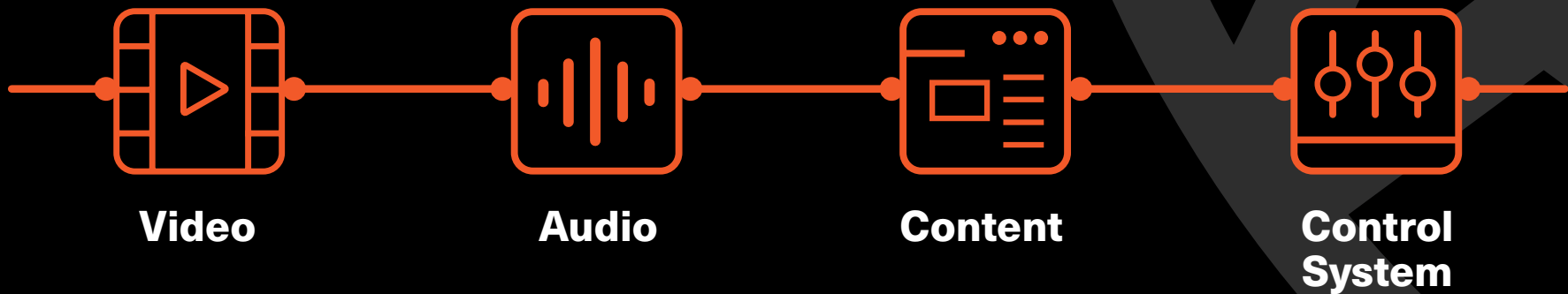
Now let’s go deep into the different elements of a connected, end-to-end solution and how they can be applied to make your vision possible. →

Technology

From the latest audio and video advancements to control systems and custom-created content, casino technology has progressed dramatically from years past. Depending on your vision and budget, a wide variety of elements can come together. This is why technology choices must be made as part of your larger focus on system design within a connected, end-to-end solution.

The impact of your technology investment – including cost-efficiency, operational ease, and scalability – depends on careful system design to ensure all components work in concert. This is how you create an exceptional and captivating guest experience.

In the following pages, we'll explore key considerations surrounding the principal technology components of a connected solution. They include: →



Video

Take a close look at how you deliver video today and consider how the experience could be improved. Focus on considerations such as the following:

- **How versatile is your current system?** Many casinos operate with legacy systems whose components have just one purpose. Digital signage can't display IPTV, for example. Other displays may have TV, but can't do double duty as digital signage.
- **Would you like more diversity, simplicity and flexibility in your messaging?** Instead of a trio of adjacent displays showing the same message, imagine if they could communicate three different, equally important messages. Would you like to control displays from a central interface? What if you could automate content delivery? Auto-scheduling alone is a positive step toward crafting custom messaging directed to specific audiences at specific times.
- **What are the closest and farthest viewing distances?**
- **How many distinct images will you want to display at once?**
- **What resolution do you prefer – 4K, 1080, other?**
- **If you include LED, what are your warranty length and service plan requirements?**

From exterior signage to interior techorating, video has never been more impactful than it is today. It can be tailored for almost any space. Content can be created for any purpose. Combine it with complementary technologies and see how your vision comes to life. →

Audio

The key with casino audio planning is to ensure an effective overlay with your video technology, as they reinforce each other. With this in mind, ask yourself:

- **Is it time to replace my older, closed-loop system?**
Every new casino is moving over to IP-based systems, which offer greater control, enhanced scalability and more flexibility to accommodate your property's evolving needs.
- **How can audio improve the casino guest experience?**
Today's technology allows you to leverage sound in ways that enhance your guests' perception of luck and winning. Think of a slot machine jackpot celebration, sportsbook payouts, and other specially zoned sonic experiences. Audio and video work together to drive guest engagement.

- **What is your existing audio system and the protocol used for signal delivery?** If you plan to build on your current infrastructure, it's important to assess its ability to adapt and scale to your evolving needs.
- **Do you distribute audio via closed loop or a network solution?** Each has pros and cons depending on your requirements, the importance of factors like latency and security, and your desired level of flexibility and scalability.
- **What type of control technology do you want to use?**
This question is central to system design.

Audio is essential to the casino guest experience. After all, music sets the mood, speakers enable public address, and sound enhances the perception of luck and winning. Audio's real power, however, comes as part of a connected, end-to-end solution. →

Content

Today's guests respond to content that is tailored to their needs and reflects the uniqueness of your property and brand identity. In addition to budgeting for the cost of new content, ask yourself the following questions:

- **What is the value of customizing the content you deliver to casino guests?**

As part of a distinctive, multi-sensory guest experience, custom content helps bring your unique heritage, values, and brand identity vividly to life.

- **Do you want the ability to create your own content?**

High-quality, proprietary content will speak directly to your audience, heighten the experience you want to provide, and reinforce your unique brand. Whether you create content in-house or use external resources, just remember to budget for it.

- **Will you show content on a single display or expand it to multiple displays when desired?**
- **How diverse is the content you will display?** The latest technologies can carry a vast array of messaging – from videos and slide shows to URLs, RSS feeds and content created in-house. The result is a richer, more satisfying guest experience.

Ultimately, your technology components are just a vehicle for the messaging they deliver. If content is to register with your guests, it needs to be fresh and relevant. Keep in mind, also, the importance of an effective content control system. →



Control System

Perhaps the most far-reaching advances are happening in the control realm, where casino operators are exercising new power over every aspect of the guest experience.

- **How satisfied are you with your control system?**
Is the IT/AV team skilled at operating and maintaining it? Do the end users like it? Does it lack any capabilities that you wish it had?
- **Who will operate the new technology solution?**
Ease of use will be an especially high priority, especially for high-turnover entry-level personnel. Consider whether you want to give control to a variety of designated users or restrict control to a smaller number of people.
- **How will displays be controlled – iPad, GUI, wall plate, help desk ticket, etc.?**

- **How many locations will need control?**
- **Do you want a single interface to control video/audio/lighting, or can they be separate?**
- **What do you want to control – projector screens, lighting, audio, video, scents? And how do you want to control your technology?**
- **What level of automation would you like in your control system?**

Casino guests aren't the only ones who benefit from a capable control system. A well-designed control component will be intuitive to operate, durable, secure, and flexible enough to evolve with your needs. For guests, the experience is everything. For you and your team, a successful solution is all about control. →

Bring your vision to life

Today's technology gives you the power to fully integrate separate systems – including LED, digital signage, IPTV, audio, video and content – across the entire casino.

Your needs will be met efficiently and comprehensively by a solution that also provides the scalability and flexibility necessary to accommodate your evolving requirements.

Collaboration with an experienced provider of end-to-end casino solutions can yield powerful and distinct advantages, including a casino experience that's deeper, more varied,

and more memorable than ever before. So look for a partner who possesses the requisite expertise, shares your commitment to success, and has all the capabilities you require. The combination of your vision with the right partner's resources, imagination and ingenuity will ensure you provide a guest experience unlike any other.



Experience Possible

Alpha makes visionary ideas possible through connected, end-to-end technology solutions that dramatically elevate the casino guest experience.

We partner with casino properties, their architects, designers and contractors, integrating hardware, software and custom content to drive casino guests to stay longer, visit more frequently, and promote the experience when off premises.

Tell us what you'd like to achieve. For over a quarter century, Alpha has excelled at translating ambitious thinking into thrilling reality.



125+

Casinos

Corporate and tribal casinos nationwide choose Alpha to provide end-to-end solutions that elevate the guest experience and differentiate their brand in a hyper-competitive marketplace.

26+

Years in Gaming

Nearly three decades of pioneering casino experience combined with multi-industry mastery enable Alpha to bring your vision to life today and secure your competitive advantage over time.

500+

Systems Integrated

Alpha meets the diverse needs of casinos with expertise that spans system design, technology integration, control systems, content creation & management, and service & support.

**Contact Alpha today for a
free consultation on how to make
your casino vision possible.**

[Click here to speak with an expert](#)

