

Silverton Casino Hotel - Sports Book



▲ A Christie Velvet LED display envelops a wall at Silverton Casino Hotel providing a rich and dynamic platform for the casino's sports book.

Silverton goes all-in with Christie Velvet LED

Located minutes from the Las Vegas Strip, Silverton Casino Hotel is a high-end resort that caters to those seeking an authentic Vegas experience without the noise, traffic and crowds of the main strip. Featuring a variety of restaurants, events and gambling opportunities, Silverton Casino Hotel provides endless options for guests visiting Las Vegas. Central to this offering is an impressive 7.5 feet by 53 feet sports book made up of Christie® Velvet™ LED tiles designed and integrated by McCann Systems and operated by CG Technology.

"The sports book is one of the premier features at Silverton," remarks Parikshat Khanna, VP of Business Development at CG Technology, "it brings people in." Enveloping the back wall of the 2,000 sq. ft. sports book, the Christie Velvet LED wall provides an engaging and dynamic display that not only keeps Silverton Casino Hotel clients informed with up-to-the-minute sports statistics and betting information, but the clear and crisp visuals make it an excellent place to view various

sporting events. The modular format of Christie Velvet also allows the display to be windowed, providing multiple, simultaneous feeds across the entire wall.

"It was immaculately done...we haven't received any customer complaints and it's hard to take a fault. There is nothing called a 'worst seat' in Silverton. Every seat gives the customer a spectacular viewing experience."

Parikshat Khanna
VP of Business Development, CG Technology

When specifying the installation, LED tiles were chosen because of the high quality picture and low maintenance. Upon the advice of McCann Systems, CG Technology chose the 4mm pixel pitch version of Christie Velvet for integration. "We used 6mm before," explains Khanna, "but as far as the picture quality is concerned, when McCann showed us examples, the 4mm had the crispest visuals."

Customer:
CG Technology

Location:
Las Vegas, NV

Industry/Market:
Casinos and gaming

Partner:
McCann Systems

Requirements:

- Clear, crisp visuals
- Low maintenance
- Broadcast multiple feeds simultaneously
- Clear sight lines

Summary:

When CG Technology and Silverton Casino Hotel launched a new sports book, they chose a Christie Velvet LED display wall. Integrated by McCann Systems and operated by CG Technology, the sports book complements Silverton's other high-end offerings.

Products:

- Christie Velvet

Results:

Through a collaboration between McCann Systems and CG Technology, the Silverton Casino Hotel sports book was expertly integrated. The resulting space is celebrated by the casino and the countless customers that benefit from Christie Velvet's superior visuals.



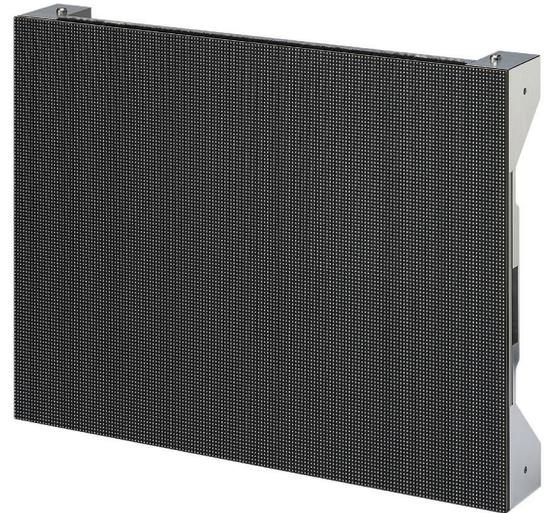
▲ The Silverton Casino Hotel sports book is able to broadcast multiple channels simultaneously, ensuring customers stay up to date with relevant information.

Featuring true 24/7 operation, Christie Velvet LED provides a brilliant digital canvas that is easy to install, operate and maintain. Based on efficient LED illumination, Christie Velvet is a low-energy, long-life platform for display walls in any indoor setting. Producing 281 trillion colors, a full-field contrast ratio of 3,000:1 and brightness levels up to 1,000 nits, content displayed on Christie Velvet enables a fantastic viewing experience.

The feedback from Silverton Casino has been excellent, shares Khanna, saying that they are looking at integrating additional displays. "It was immaculately done. It's hard to take a fault. There is nothing called a 'worst seat' in Silverton. Every seat gives the customer a spectacular viewing experience."

Contact Christie

Contact us today to find out how your organization can benefit from Christie solutions.



▲ Christie Velvet tiles can be configured into virtually any size or shape for unmatched creative freedom.

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