CASE STUDY

Going All In With Reliability and Performance:
BTX-Supplied Gefen Digital Signage Media Players With Wi-Fi™ Drive Digital Menu Boards at Resorts World Casino New York City

Overview

Resorts World Casino New York City is the Big Apple's first casino. Adjacent to the Aqueduct Racetrack in South Ozone Park, Queens, the two-story property offers 4,468 video lottery terminals and 550 electronic table games. For hungry guests, the casino features 17 dining options, including a full food court and the 400-seat Aqueduct Buffet. 40 digital menu boards provide patrons with current information on the availability and pricing of breakfast, lunch, and dinner items.

Challenge

To deliver up-to-date dining information to the digital menu boards located in the casino's food court and Aqueduct Buffet, systems integrator The Integration Factory required digital signage players that provided networking capabilities for remote access, allowing content to be updated quickly and conveniently. In addition, reliability was a key consideration for the busy casino. To meet both of these needs, The Integration Factory purchased 40 Gefen Digital Signage Media Players with Wi-Fi™ from BTX Technologies, a value-added distributor and manufacturer of interface, integration, and system products.

In addition to the company being a Master Digital Signage Distributor for Gefen, BTX provides The Integration Factory and its clients with complete peace of mind. The company is staffed with technical experts on every product it carries, and everything BTX sells undergoes extensive quality control testing for the utmost reliability. After the sale, the company backs up its products with unmatched technical support. BTX's highly experienced and knowledgeable staff is available to assist with projects of any size. This was important to The Integration Factory and Resorts World, as the casino would be integrating more A/V technology in the future.

Solution

Gefen's Digital Signage Player with Wi-Fi is a full-featured, high-definition media player providing a clean, seamless digital signage solution. The SMIL-compliant player is a LAN-based product, which supports 1080p full HD, one-line scrolling text, two-channel L/R audio, and calendar scheduling with more than ten preloaded templates to choose from. (cont. ▶)

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Solution (cont. ▼)

The all-metal enclosure features a passive cooling system. The product comes with 4 GB of built-in flash memory, while a securable compact flash card slot allows the addition of up to 16 GB of memory if needed — replacing the internal storage. Two integrated USB 2.0 ports provide connection to a keyboard and USB storage devices. Support for more than 20 different media formats provides a wide selection for content creation. A watchdog timer lets the product recover and resume playback after power and network disruptions

Each of the casino's digital menu boards features a Gefen media player mounted directly behind it, which is connected to the casino's food court network server. This allows Resorts World technicians to access all

Results

"When selecting a player for the digital menu boards at Resorts World Casino New York City, what we required was a truly 'wash and wear' product; one that could be quickly installed and essentially forgotten," said Carlos Gonzalez, senior manager of business development at The Integration Factory. "With its Wi-Fi and networking capabilities, the Gefen Digital Signage Media Player with Wi-Fi fit the bill perfectly. All players have performed flawlessly since the installation, and the ability to update content quickly from a remote location has meant that the casino's busy employees have more time for other tasks."

"The Resorts World Casino installation provides a perfect example of how a basic digital signage media player can really enhance the user experience," said Hagai Gefen, president and CEO, Gefen. "We're thrilled that BTX was able to supply the players, because as a Master Digital Signage Distributor for Gefen, they can offer unparalleled support as Resorts World continues to move forward with implementing advanced A/V features throughout the casino."

Benefits

- Networking capabilities for remote access
- Quick, convenient content updating
- 1080p full HD playback
- Support for more than 20 different media formats
- Extensive quality control testing
- Technical support from BTX's highly experienced