



Casino Advertises Attractions with Digital Signs

Downstream Casino engaged Presidio Networked Solutions to deploy network-connected digital signs.

Case Study

Customer Name: **Downstream Casino**
Industry: **Resort**
Location: **Oklahoma**
Company Size: **1200 full-time employees**

Challenge:

- Create world-class casino environment
- Deliver compelling marketing messages

Solution:

- Engaged Presidio Networked Solutions to implement Cisco digital signage solution, Oklahoma's first
- Used Cisco Digital Media System planning, design, and implementation services

Results:

- Differentiated property by creating a beautiful and high-tech environment
- Captured guests' attention with full-motion graphics
- Increased efficiency of marketing personnel and saved printing costs



Challenge

People looking for a Las Vegas-style experience can now enjoy it in the midwestern United States by visiting the Downstream Casino Resort, located at the junction of the Oklahoma, Missouri, and Kansas state borders. Opened on July 4, 2008, Downstream Casino is owned by the Quapaw Tribe. Its 70,000-square-foot gaming area features 2000 slot machines, 30 table games, and a 14-table poker room. The resort stimulates the local economy, attracting more than two million visitors annually, providing more than 1200 full-time jobs, and contributing to the purchase of approximately US\$30 million in goods and services each year.

Downstream's planners wanted to create a world-class casino environment, with an open floor plan, artistic lighting, and luxurious style. They needed a modern, attention-getting way to promote the casino's entertainment, amenities, and events. Most casinos mount posters on easels, protecting them from passers-by with stanchions. But the stanchions block aisles, impeding the free flow of traffic. New posters must be printed frequently, increasing costs and carbon footprint. Marketing personnel have

to walk across the property to replace signs. And guests can easily overlook a particular poster advertising an event that they would have enjoyed.

"We wanted a more exciting way to communicate with our guests, one that would also contribute to the beauty of the property," says Sean Harrison, public relations manager, Downstream Casino.

Solution

Downstream found its solution in the Cisco® Digital Media System, which is a comprehensive suite of digital signage, Enterprise TV, and desktop video applications. The Downstream marketing department uses Cisco Digital Signage to create, manage, and display full-motion graphics on network-connected digital signs throughout the property. "Our younger patrons expect video, and older patrons are comfortable with the digital signs because they resemble television," says Harrison.

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Sean Harrison

Public Relations Manager, Downstream Casino



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Sean Stegmann
Account Manager, Presidio Networked Solutions

To help ensure that the digital signage would be operational in time for the grand opening, Downstream engaged Presidio Networked Solutions, a Cisco Gold Certified Partner. As this was the first Digital Media System installed in the state, Cisco provided a Mentored Install Service, working side by side with Presidio engineers to deploy and test the complete system: digital displays, Cisco Digital Media Players, and Cisco Digital Media Manager. As an example of the collaboration, Cisco engineers preconfigured the Cisco Digital Media Players so that they arrived ready to connect. “Presidio deployed the system in just three days, despite having to work around other construction activities,” says Matt Bracich, vice president of IT, Downstream Casino.

The digital signs are mounted above the floor, where they attract attention but don’t interfere with the open floor plan. Downstream Casino chose high-traffic locations:

- Behind the counter of the casino’s membership club: As members wait in line, they can begin planning their stay by viewing information on a 52-inch digital sign mounted behind the counter.
- In the hotel area: The 40-inch screens are integrated into the décor, framed by stone or cherry wood to match the surroundings.
- Above the area where guests go for money transactions.
- In the restaurant area.
- Above the slot floor, which has 2000 machines. This digital sign displays different content from the others, and is used mostly to advertise daily tournaments.

Content Development

Downstream’s creative agency creates three- or four-minute videos that include photographs, graphics, and text to promote current entertainment, events, special promotions, and amenities. After the agency creates a new video, Downstream’s marketing department moves the file to Cisco Digital Media Manager and can begin distributing the video over the network to the digital signs with a few clicks. “The management interface makes it very easy to schedule video to play in some or all digital signs at different times of day,” says Steve Brewer, Advertising Manager, Downstream Casino. The video plays in a continuous loop.

Results

Unique Guest Experience

Clusters of guests can be seen watching the digital signs throughout the day as they plan their activities. “The Cisco Digital Media System helps us create a unique guest experience that differentiates us from other casinos,” says Harrison. “Digital signage is part of the ‘wow’ factor at Downstream Casino and supports our strategy to be in the top tier of casinos anywhere in the United States.”

Increased Efficiency

Downstream’s marketing personnel don’t have to walk throughout the casino to change posters. “We can update the content without leaving our desks,” says Harrison. “This leaves more time for high-value marketing activities.” What’s more, eliminating paper posters saves printing costs and conserves natural resources.

Smooth Deployment

“The Cisco Digital Media System does exactly what we want it to do and is very reliable,” says Bracich, who gives a large part of the credit to Presidio. “We attribute the success of the deployment to preplanning, Cisco’s Mentored Install Service, and very good communications among ourselves, Cisco, and Downstream Casino,” says Sean Stegmann, account manager, Presidio Networked Solutions.

Next Steps

Downstream Casino plans to begin taking advantage of more capabilities of the Cisco Digital Media System:

- **Scheduling:** Using the Cisco Digital Media Manager, the marketing department can easily schedule different content to play at different times of day, and on digital signs in the hotel, gaming area, and restaurants. In the late afternoon, for example, Downstream can add more content, promoting evening entertainment.
- **Interactivity:** Touch-screen digital signs with maps will help guests locate different attractions in the casino.
- **Emergency notifications:** The casino is considering using digital signs to display emergency notification and instructions, such as notifying patrons where to go in the event of a tornado.

“Cisco has been a solid and reliable business partner, and we are pleased with the solution quality,” says Harrison. “And Presidio has provided excellent service.”

For More Information

To find out more about Cisco Digital Media Systems, go to: <http://www.cisco.com/go/dms>

Product List Services

- Cisco Digital Media System Planning, Design, and Implementation Services

Routing and Switching

- Cisco Digital Media System Digital Signage application including:
 - o Cisco Digital Media Players 4305
 - o Cisco Digital Media Manager