



Paradise Casino Yuma, Arizona

A Hot Spot for Unique Guest Experiences in the Middle of the Desert

The Paradise Casino in Yuma, Arizona uses the Spinetix digital signage solution to deliver unmatched guest experiences with dynamic visual communication and high-impact theming that are as functional as they are captivating.

With themes that draw inspiration from thriving oasis life, a set of large digital screens, video walls, and active ceiling lighting all work in sync to create impactful ambiances across the entire gaming floor.

Challenges

Through a comprehensive renovation project, the casino was seeking to recreate a modern and stimulating sanctuary for guests in an exciting environment that includes:

- **High-impact visual theming** integrated with the existing architectural features of the gaming floor
- **Easy-to-use and change guest ambiance** including beach, aquatic, and winter themes
- **Dynamic screen content** from multiple locations (streaming, pre-programmed animations, and guest messaging)
- **Multi-layer screen content** for flexible overlay of messaging on top of visuals
- **A centralized system** that is simple to deploy and control
- **Unobtrusive renovation works** that allow gaming operations to remain open during construction

Solution

To answer to the challenges, [I-5 Design | Build](#), Spinetix Certified Silver Dealer with long-standing experience in casino design and renovation, used [HMP hardware players](#) and [Elementi digital signage software](#) as part of the ambitious renovation project.

Spinetix HMP players for digital signage and active lighting

Spinetix HMP350 players were selected for their reliability track record, robust compact design, as well as their support for multi-layer screen content and network control commands.

In total, eight HMPs are used. One player is placed behind each of the seven digital signage displays to control content throughout the gaming floor. In addition, one player controls the dynamic ceiling lighting.



The Reef Bar

Three high-resolution custom-curved LED screens feature an impressive virtual aquarium videowall behind the casino's bar. The videowall content can be synced with the rest of the displays in the casino and can be changed at a click of a button.



Gaming Floor

Four extra wide upper-wall displays feature themed dynamic content and are flexible enough to individually display different messages at different times. The displays are designed to seamlessly fit within the casino's décor and reinforce the gaming floor's overall visual ambiance.



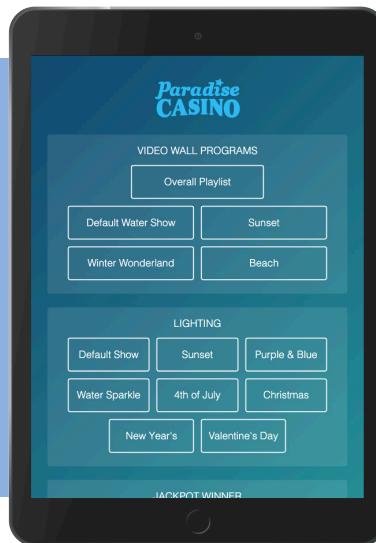
Active Ceiling Lighting

A structure of highly programmable light fixtures are built into the ceiling structure. Multiple pre-set videos are used for mapping colors on the light fixtures and for creating the needed ambiance at the right moment.

Elementi software for content programming and easy control interface

Elementi is the digital signage software of choice used to create and pre-program all screen content. Spinetix Service Provider Praece Consulting also used Elementi to create an easy web-based control interface. It can be accessed on one or multiple iPads connected to the casino's secured local network.

The iPads are used by casino staff to conditionally display content and messages at any screen location throughout the gaming floor and control lighting. The control interface is a simple web page that is accessed from a browser. It is stored on one of the HMP players, so there's no need for a server.



Results

A transformed interior

The project dramatically upgraded the visual presentation of the property's interior.

A unique guest experience

Synchronized theming delivers a major improvement to the visual impact of the gaming floor and a property-wide upgrade to the image of the casino.

A highly integrated system that is easy to control

The combination of powerful HMP hardware and intuitive control interface created with Elementi software allows to quickly manage content remotely and simultaneously on all devices.

No maintenance costs

HMP players are easy to install, don't take up space and are very robust, as they have no moving parts.

Minimal impact on operations during works

The major amenities and revenue creating areas were made available for guests while the renovation works were taking place. No loss in revenue was incurred during construction and revenue have since gone up.

PARTNERS

I-5 Design | Build – Spinetix Certified Dealer
 Praece Consulting – Spinetix Service Provider