



The Venetian® Macao

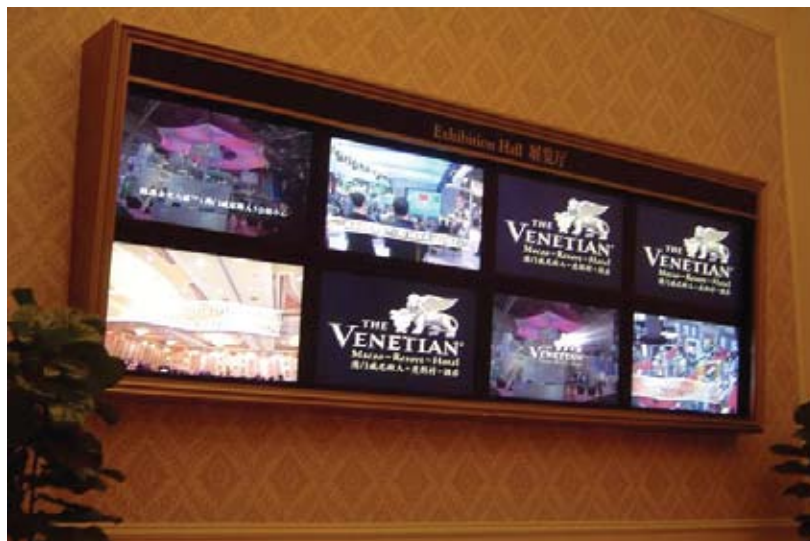
Luxury Gaming Resort Makes Sure Bet with Harris Digital Out-Of-Home

The Venetian Macao demonstrates how the hospitality industry is leveraging digital signage to creatively promote services, better serve patrons and increase revenue.

Customer Profile

The Venetian® Macao-Resort-Hotel, located on the Cotai Strip in Macau, China, is one of the world's pre-eminent centers for entertainment, business and gaming. Currently the largest hotel in Asia and the fourth largest building in the world, The Venetian Macao serves as the \$2.4 billion anchor for a strip of casino hotels, which together generate gaming revenues that rival those for the entire state of Nevada.

Like The Venetian Las Vegas, The Venetian Macao is a luxury resort that combines the grandeur and romance of Renaissance Venice, complete with canals and gondoliers, with an immense casino featuring 3,400 slot machines and 800 gaming tables. The massive Las Vegas Sands-owned resort boasts more than 1.2 million square feet of convention and meeting facilities, 3,000 guest suites, a 15,000-seat arena, 350 retail shops and more than 35 restaurants offering cuisine from around the world.



Eye-catching Harris Digital Signage promotes services at the Venetian Macao

CASE STUDY SNAPSHOT

Customer

- The Venetian Macao Resort Hotel, Macau, China — owned and operated by Las Vegas Sands Corp.

Industry

- Six-star luxury casino hotel resort

Business Challenge

- Implement efficient, sophisticated digital signage network across massive resort complex
- Increase overall revenue by persuading visitors to take advantage of resort services
- Enable many diverse departments to create and deliver unique, multilingual messaging

Technology Solution

- Harris Digital Out-Of-Home solution, including:
 - InfoCaster Creator™
 - InfoCaster Player™
 - InfoCaster Manager™

Business Value

- Guests have quicker, multilingual and on-demand access to resort information
- Promotion of overarching themes such as progressive slot machine jackpots and other Sands resorts
- Eye-catching signage promotes resort events and amenities, thereby increasing sales and revenue



The Venetian Macao installed a Harris Digital Signage™ solution comprising more than 150 InfoCaster Player™ systems. The players enable near-film resolution content to be fed to banks of 42-inch, 1080p, color LCD monitors placed in high-traffic areas throughout the building, including the conference and exhibition facilities, casino space and on floors of the hotel itself.



Business Challenge

In keeping with the world-class design of the resort, The Venetian Macao wanted to provide timely, eye-catching digital signage that would effectively inform, direct and persuade visitors — ranging from 60,000 to 80,000 daily — to take advantage of the many attractions, events, services and amenities throughout the complex.

In such a large, diverse operation, it was important to install a digital signage system that would enable different departments within the resort — such as sales, entertainment and scheduling — to compose, control, send and track their own, unique messaging throughout the complex.

In addition, digital signage for the resort needed to be custom-tailored to the specific needs of each zone along the network, while also promoting overarching themes such as the progressive slot machine jackpots in the casino; other Sands casino hotel resorts worldwide; daily restaurant specials; and upcoming concerts and sporting events.

Finally, since the majority of the resort visitors would be coming from neighboring mainland China and Hong Kong, it was vital that the digital signage system be able to display all text in both English and Mandarin Chinese on the same screen.

Technology Solution

The Venetian Macao installed a Harris Digital Signage™ solution comprising more than 150 InfoCaster Player™ systems. The players enable near-film resolution content to be fed to banks of 42-inch, 1080p, color LCD monitors placed in high-traffic areas throughout the building, including the conference and exhibition facilities, casino space and on floors of the hotel itself. Six of the players are quad-channel systems that feed displays to four monitors simultaneously, while others are dual-channel systems feeding two screens from a single unit. Four InfoCaster Player systems serve as backup machines to ensure uninterrupted service.

Streamlining the design of the visually complex presentations, InfoCaster Creator™ systems enable resort creative teams to produce digital signage displays that sync a wide variety of media elements, including text, video clips, digital effects, live streaming media, real-time tickers and scrolls, and 3D animations and graphics — all in a multi-zone screen presentation. Templates available within the centralized InfoCaster Creator systems enable digital signage displays to be composed, updated, or repurposed quickly and easily, without starting over from scratch.

Because of the creative versatility of InfoCaster Creator, The Venetian Macao's digital signage network operators are able to convey the day's scheduled events, directions, weather updates, currency rates, ticket information, restaurant specials, and a wealth of desired data arranged on each screen. The data is retrieved on demand from the network's central server and then downloaded and played by the InfoCaster Player systems.

The InfoCaster Manager™ system provides various operators — such as the sales, entertainment, scheduling and promotions departments — with the control and flexibility to send different pre-presentations to different zones or banks of monitors on the network. With all data moving in real-time over an Internet Protocol (IP) network, data is sent, retrieved and downloaded to the InfoCaster players automatically.

. . . the digital signage system allows the company to creatively promote its activities and services, which drives consumer traffic and dollars to shops, restaurants, bars, concerts, sporting events and the casino, thereby increasing sales and revenue throughout the resort.





Business Value

The inherent scalability of the Harris Digital Signage solution offered the resort considerable cost efficiencies in both design and implementation and will allow additional playback units to be added to the existing digital signage network infrastructure as necessary.

The digital signage network adds value to The Venetian Macao's daily operations by enabling the resort to provide its guests with quicker and on-demand access to resort information. Ensuring that the needs of all resort visitors can be met, the advanced, full-featured InfoCaster™ digital signage systems enable posting of information in two or more languages simultaneously.

Without the effective, robust InfoCaster systems, The Venetian Macao would have to position more personnel around the

facility to convey basic information and direct people, or rely upon conventional signage such as letter boards and posters, which lack the visual impact of an InfoCaster-produced digital signage presentation.

Perhaps most importantly, the digital signage system allows the company to creatively promote its activities and services, which drives consumer traffic and dollars to shops, restaurants, bars, concerts, sporting events and the casino, thereby increasing sales and revenue throughout the resort. In addition, The Venetian Macao uses the digital signage network to cross-promote activities and services of its sister resorts, which helps to increase sales and revenue for the overall business.

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