



www.kramerelectronics.com

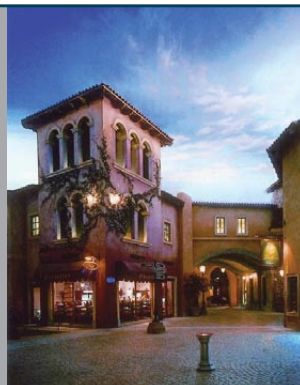


CASE STUDY

AV Technology for Casino digital Signage

Life is Beautiful at Montecasino,
Gauteng's premier entertainment
destination

► Montecasino at night;
Rows of Kramer TP-123 Twisted Pair
transmission devices.



ABOUT THE CUSTOMER

"Montecasino" is a casino and entertainment complex near Johannesburg SA, voted the Best Place to Take Out-of-Towners. With an average annual attendance of over 7 million visitors, Montecasino offers a wide variety of entertainment including: 1,700 slot machines, 70 gaming tables, over 20 restaurants and coffee shops, a 32-store shopping arcade, live shows of every genre in two world-class theatres, a 15-theatre cinema complex, a wide variety of nightclubs and bars, and spectacular outdoor venues that host internationally acclaimed events and stars.



THE REQUIREMENT

Design and install a centralised distribution system for digital signage, advertising, and general information display across the entire casino floor and other public areas.



THE CHALLENGE

Route and send images over a widespread area with some of the runs approaching 300 meters! In cases with challenging cable routes, use CAT 5 infrastructure. Feed all information from a number of computers in the main equipment room and distribute at high-bandwidth RGBHV level.



THE SOLUTION

The Sierra Video 48 x 48 Viper router became the heart of the system, connected to a multitude of Kramer TP-123/TP-124 transmitter / receiver pairs that carry the video images over CAT 5 cable up to 100 meters in all directions outward from the central control room.



THE PROJECT DETAILS

All source equipment is housed in a central control room. The Sierra router is fed by a large number of dedicated computers using VGA to 5-BNC cables. As operators needed to confirm the content going out to each of the destinations, the outputs of the router are first fed into 48 VP-200N distribution amplifiers. One set of outputs is fed to 48 x 21" LCD monitors mounted in the control room. The other set is output to 48 x TP-123 transmitters and distributed over CAT 5 cable to the casino floor and the extremes of the shopping areas. Displays include 42" and 50" plasma and LCD screens, 3 video cube walls (in 4x4 and 3x3 configuration), and 5 Panasonic 103" plasma screens.

Kramer VP-719xL scalars provide rock-solid switching synchronization to the complex video cube walls and long cable runs of the farthest LCD displays.

With this system, the client is able to route pre-determined advertising content to any of the displays, by controlling the router using custom scheduling software. Never having the same display macro active for more than about 30 seconds, "This Viper is one busy snake!"

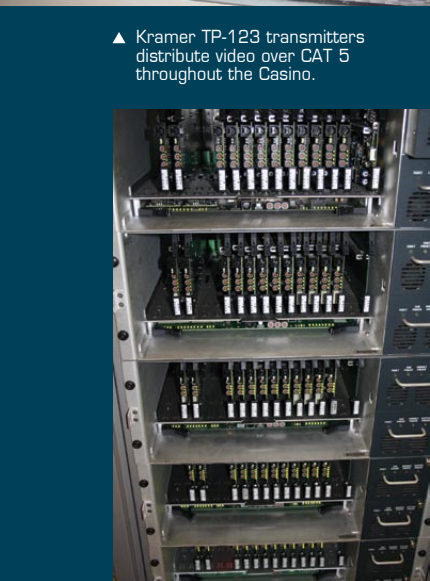


CUSTOMER BENEFITS

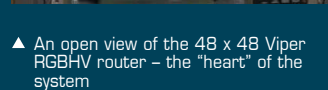
This large-scale routing system gave the client an effective means of delivering paid advertising to any and all displays over a wide display network. Kramer products guaranteed crucial system reliability, backup, and support in an environment where downtime means loss of income. These benefits were achieved without sacrificing wide flexibility for future upgrades and expansion. With Kramer and Sierra Video products providing the infrastructure, the only non-Kramer products were computers, displays and a few ancillaries.



▲ The magic of Montecasino by night.



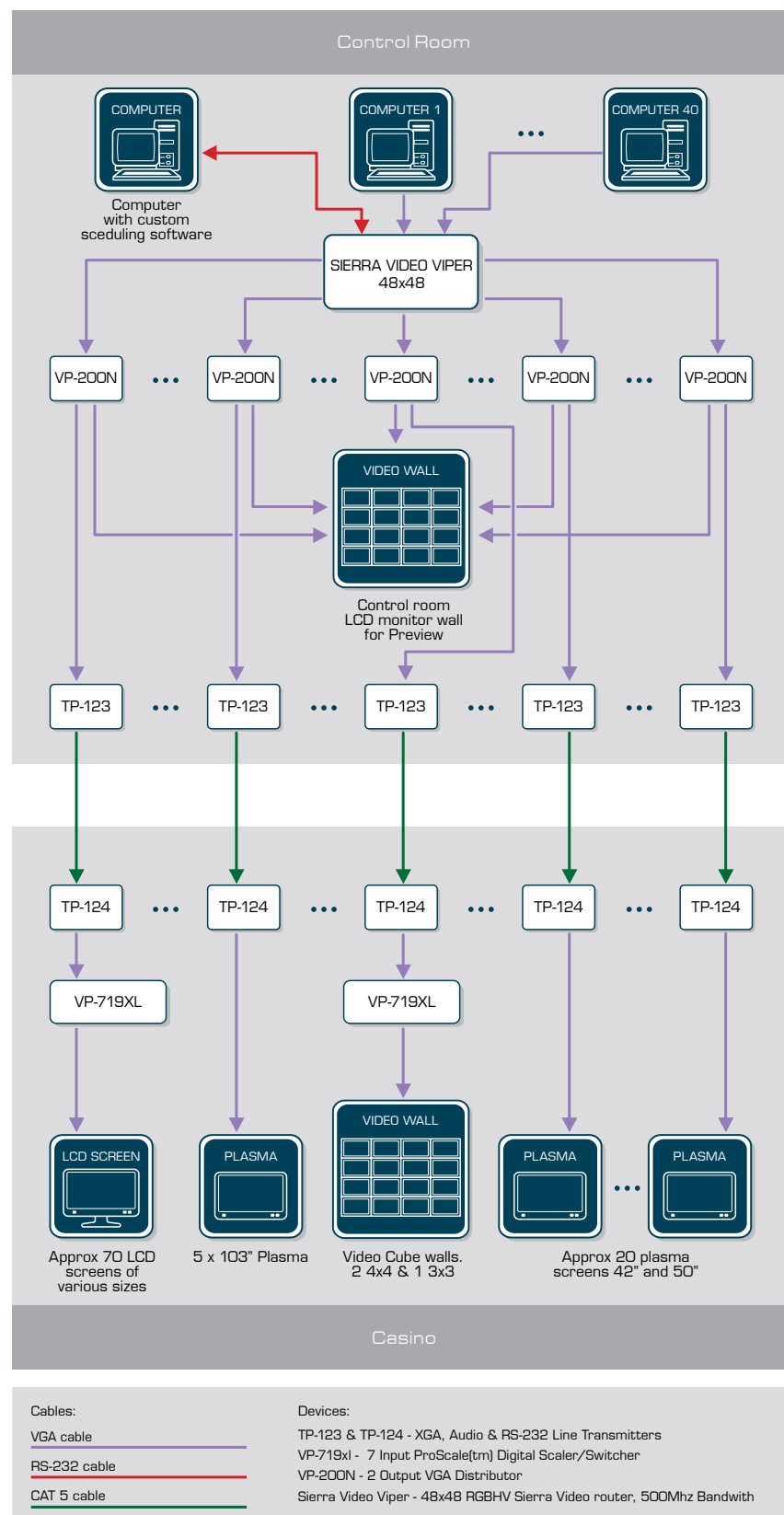
▲ Kramer TP-123 transmitters distribute video over CAT 5 throughout the Casino.



▲ An open view of the 48 x 48 Viper RGBHV router – the "heart" of the system

APPLICATION DIAGRAM

The application drawing below indicates the scale of this installation. This was one of the first Sierra Video "Viper" installations in the world. Using the Kramer CAT 5 distribution equipment behind it was the only way to make this installation cost effective, and still achieve the necessary results in terms of display quality.



KRAMER ELECTRONICS, Ltd.

3 Am VeOlamo St.
Jerusalem, 95463, Israel
Tel: + 972 2 654 4000
Fax: + 972 2 653 5369
E-mail: info@kramerelectronics.com

www.kramerelectronics.com