

## Video Upgrade with SiliconCore in Atlantis Casino Resort Spa

Atlantis Casino Resort Spa Stepped up its Game by installing two of SiliconCore's Peony 2.6mm Direct View LED display panels. Integrators Vision Control Associates recommended this revolutionary LED display for its dramatic life-like image quality, totally non-reflective faces, low power consumption, and high brightness along with excellent contrast compared with any other display currently available.

The new screens are located in the Race and Sports Book and will feature different sports from all over the world that patrons can place bets on. These vibrant displays give everyone an upfront seat to root for their bets and keep track of all the action. The content featured on the screens switches between live dog and horse races in the daytime and the most prolific matches from any sporting genre in the evenings and weekends. Tom Koerner, CIO at the Atlantis commented that "we keep our guests at the top of our mind as we look for available technological improvements and we will always offer state-of-the-art in every area possible to provide the best experience."

Each one of the two Peony 2.6mm displays consisted of an impressive 1344 pixels wide by 768 high, which translates to a screen size of 139" (3.5 metres) wide by 79" (2 metres) high. The screens are driven by video processors, which allow the casino to seamlessly switch between various sources of live content video feeds across the two video walls.

SiliconCore's LED display products are based on the company's patented Common Cathode technology which significantly lowers power consumption and heat dissipation. This improves the lifespan of the displays and reduces the overall cost of ownership.

Mike Pristow, General Manager, Northern Nevada Operations of Vision Control Associates, [www.visioncontrol.com](http://www.visioncontrol.com) explained:

"The displays were installed to replace two projectors with mirrored synchronization on each screen. The problem with this set up was the casino team constantly had to adjust the mirrors to re-align the video and frequently replace projector bulbs due to their short lifespan. The existing rear projected displays also had a problem as they reflected the ambient light and this really hurt the legibility of the displays.



Figure 1 Peony 2.6mm on the right and projectors on the left.

We selected SiliconCore as the perfect upgrade due to the increased lifespan of the LED system, great viewing angle and near perfect color saturation. This means that the screens will be in place for many years with very little maintenance needed.”

Eric Li, CEO, SiliconCore explains:

“The casino is the perfect environment for SiliconCore displays, the vibrancy of the screens brings the sporting event to life in a very captivating way. Our Common Cathode technology has widened the parameters of LED use to include these close proximity applications. Now, for the first time end users in a normal indoor environment can enjoy all of the benefits of a seamless large format direct view LED display.”

**ENDS**

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