



# Santan Mountain Casino

## PRODUCT

Planar CarbonLight CLI Flex Series  
Planar TVF Series

## LOCATION

Chandler, Arizona

## INDUSTRY

Hospitality

## APPLICATION

Guest Engagement  
Digital Signage

## PARTNERS

Immersive Studios  
Immedia

## Santan Mountain Casino Reaches New Heights in Casino Aesthetics with Planar LED Video Walls

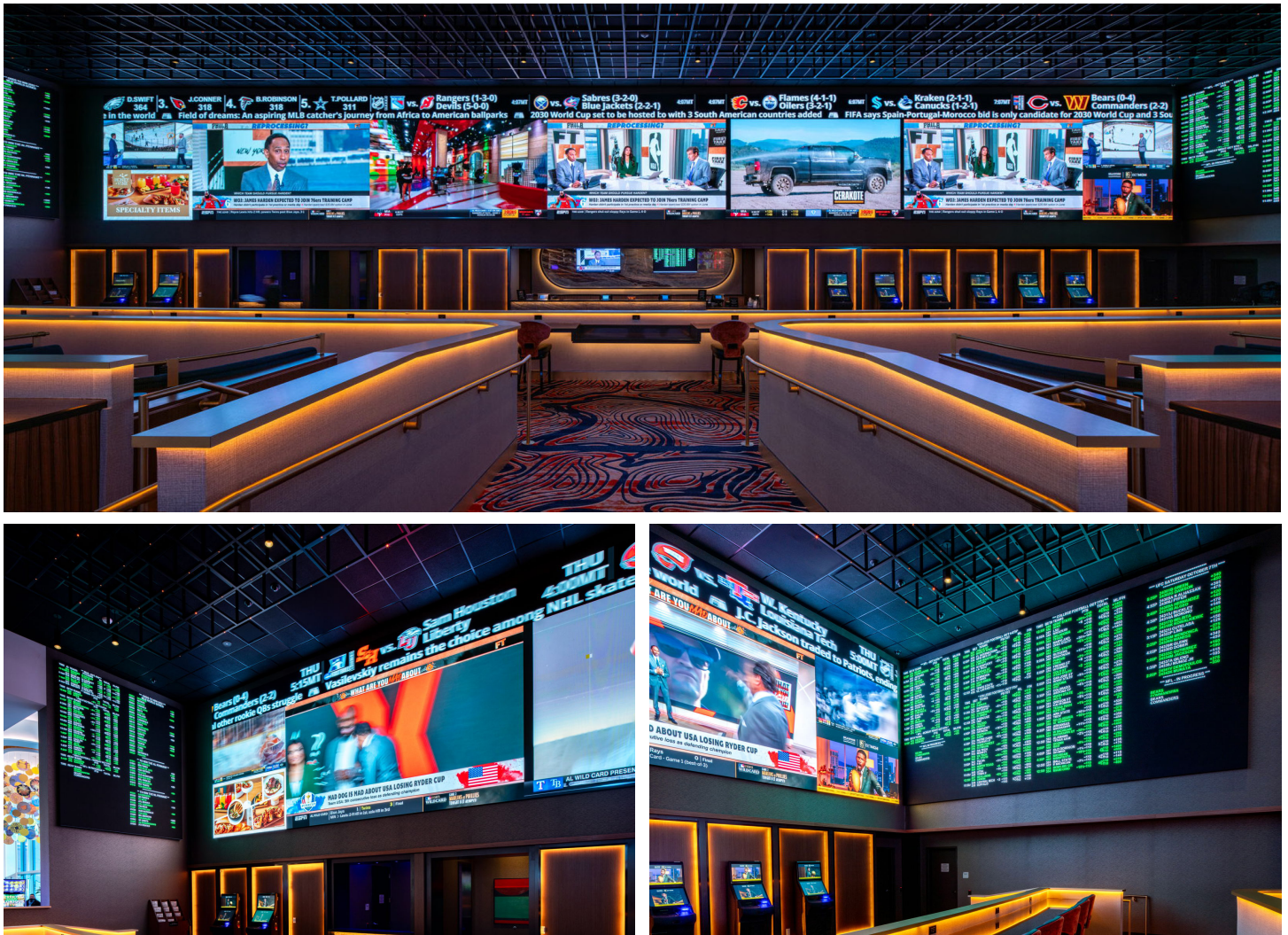
In summer 2023, Gila River Resorts & Casinos unveiled the new Santan Mountain Casino on the Gila River Indian Community in Chandler, Arizona—a 160,000-square-foot gaming destination featuring over 800 slot machines, 25 table games and lots of amenities. The casino boasts restaurants and bars, a nearly 7,000-square-foot vibrant ballroom and the state's largest casino sportsbook.

Santan incorporates non-traditional design elements that depart from traditional casino aesthetics. The interior features white and vibrant colors, and along the front façade are expansive windows that provide sweeping views of the desert landscape while allowing in abundant natural light during the day. “We took the rulebook for a dark, dungeon-like casino and threw it out,” said Santan Mountain Casino General Manager Blake Katsnelson. The casino's unique design approach also spills over to its use of eye-catching LED display technology from Planar.

# An Unforgettable Sportsbook Experience

It's only fitting that the largest sportsbook in Arizona would have the largest sportsbook LED video wall. Designed by Immersive Studios and installed by technology integrator Immedia, the stunning installation in Santan's BetMGM Sportsbook is comprised of three Planar® TVF Series LED video walls with a 1.8mm pixel pitch. The LED video walls are mounted side by side—creating a 129-foot-long continuous LED display.

Anchoring the massive installation is a nearly 95-foot-long, 11-foot-high (48x10) middle array that is flanked to the left by a nearly 10-foot-long, 11-foot-high (5x10) video wall and to the right by a nearly 24-foot-long, 11-foot-high (12x10) display installed on a 90 degree turn.



“Our goal was to create a Las Vegas-style sportsbook and be the number one choice for anybody who’s into sports betting or watching games,” Katsnelson said. “So, we went big with these Planar video walls and set up stadium seating to ensure an optimal view for all patrons. Every seat is a good seat and the technology gives us customization—we can break up the giant display and show 40 games at once or feature one or two major games across the entirety of the screen.”

While the center video wall is dedicated to delivering the ultimate sports viewing experience, the two side Planar TVF Series LED video walls serve as sports tickers, allowing guests to clearly view the betting odds for each featured game. According to Katsnelson, the combined LED display is a dramatic ‘wow factor’ in the sportsbook. “The whole display is massive, but at the same time it’s very crisp and clear,” he said. “The sound system that goes with it is amazing. You feel completely immersed in any game you’re watching. It allows us to draw people in and give guests exactly what they really want.”



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**— Blake Katsnelson,**  
General Manager, Santan Mountain Casino



Based on their experience operating sportsbooks at other properties, Gila River aimed to create a much more powerful and dynamic viewing experience at their BetMGM Sportsbook, said Immedia Project Consultant Matt Clist. “They wanted larger-than-life entertainment and knew video wall technology was going to be a mission-critical piece for their new sportsbook,” Clist said. “We worked collaboratively with the team of project partners to execute the final design.”

## Halo LED Elegance in the Hive

The central bar at Santan Mountain Casino—named “Hive”—is an eclectic space that serves as a congregation spot for guests. It contains a circular bar featuring an art installation illuminated with vibrant lights known as the “Tree of Life.” Surrounding the entire bar area is a custom-built halo LED display—a 58-foot-long, five-foot-high (19-foot-diameter) Planar® CarbonLight™ CLI Flex™ Series LED video wall with a 1.9mm pixel pitch.

During sporting events, like football, the halo LED display can be divided into sections to show multiple games simultaneously. The casino also created custom marketing content for the display including animated videos and digital art that “add to the ambiance and excitement of the property,” Katsnelson said. “It’s a design feature that serves as an impressive focal point. The LED display can be customized to anything we want. We look at it as another guest service initiative that takes the whole experience to the next level.”

The halo LED video wall allows the casino to tie into the branding connected to the property, Clist said. “Planar provided an unbelievable product that really works to enhance the senses and the visual experience of the Hive,” he said.

Immersive Studios also led the design for the halo LED display. According to Art Vivas, Director of Innovation & Design at Immersive Studios, “It all came down to using really great technology to build something that looks truly spectacular. The casino can use the display to be as creative as they want for entertaining and marketing.”

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Project Consultant, Immedia

Emphasizing both the sportsbook and halo LED display designs, Vivas said ownership gave them the freedom to expand upon the project vision as they saw fit. “From a technological standpoint, they allowed us to apply our experience, expertise and ideas not only to designing the video walls but also in the way they are used.”

For example, in the initial talks, Gila River expressed interest in hosting a DJ and using the sportsbook as a space for entertainment. Vivas and his team used that idea to set up the large Planar LED video wall as a vibrant canvas for a DJ to tap into. “It becomes a giant, captive surface for abstract imagery or live videos,” Vivas said. “Kick it up with a high-end performance sound system and now you’ve got an entertainment venue.”

Vivas added that the project was one of the best collaborations he’s ever been a part of. “It all started with great ownership—the Gila River team was very open and communicative. Then, the integrator did an amazing job in taking the design to the finish line. And with Planar, you couldn’t ask for better support—they did an incredible job.”

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