PLANAR | Installation Profile



Product

Planar CarbonLight
CLI Flex Series
Planar TVF Series

Location

Albuquerque, New Mexico

Industry

Gaming & Hospitality

Application

Guest Engagement
Interactive Promotions
Digital Signage

Partner

Alpha Video & Audio
Draper

Route 66 Casino Doubles Down on Planar LED Display Technology

Route 66 Casino

Located just west of Albuquerque, N.M. is Route 66 Casino, a themed gaming facility designed with Route 66 memorabilia. Owned and operated by Laguna Development Corporation (LDC), the casino includes table games, sportsbook, a dedicated poker room, a 500-seat bingo hall and over 1,700 slot and video poker machines. In addition to gaming amenities, Route 66 also features a 154-room hotel, convention center, sports bar, lounge, restaurants and a 2,800-seat theater.

Since opening Route 66 in 2003, LDC has made several improvements and expansions to the property. Some of the more recent projects have involved modernizing the casino gaming floor and integrating LED display technology from Planar to engage guests and promote specific floor games.

Halo LED array highlights 'Route to Riches' progressive slots

As part of a facility update, Route 66 converted a nightclub into a new sports bar and sportsbook. With the addition of the new bar, ownership decided to remove a circular bar previously located on the gaming floor, which opened the opportunity to add a themed gaming area in its place. Fittingly named "Route to Riches," the new area features progressive slots where a central jackpot increases each time a game is played until someone finally wins it.





Large LED video wall drives interactive game experience

Following the success of the halo LED display, the Route 66 marketing team saw another opportunity to use display technology on the gaming floor. At a higher vantage point located just outside the progressive area, Alpha Video & Audio installed a nearly 32-foot-long, 9-foot-high Planar® TVF Series LED video wall with a 2.5mm pixel pitch (TVF2.5) in a 16x8 configuration.

"The video wall is eye-catching and vivid, with great color saturation."

— Cassandra Sambrano,
Promotions Manager,
Route 66 Casino

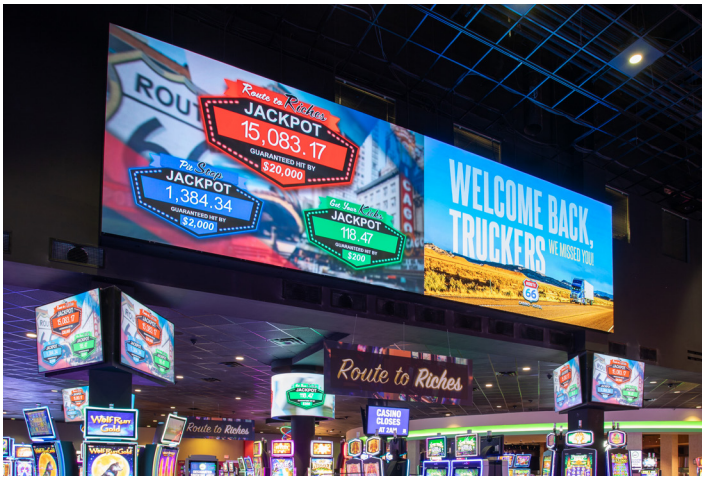
"The impact of the screen is incredible. The clarity and picture quality stops people in their tracks."

— Lance Hutchinson,
Vice President,
Alpha Video & Audio

The main purpose of the installation is to draw attention to the casino's promotional games by broadcasting them live on the video wall. "The casino runs a daily promotion where guests play interactive games on kiosk touch screens to win various prizes," Hutchinson said. "The marketing team can engage more people with these promotions by showing the interactive games on the video wall for everyone in the casino to watch. The impact of the screen is incredible. The clarity and picture quality stops people in their tracks."







When the casino is not running a promotional game, the LED canvas is used for digital signage, airing sports games or showing the casino's advertising reel.

Route 66 Casino Promotions Manager Cassandra Sambrano said the Planar TVF Series LED video wall expands the casino's promotional capabilities. "The video wall is eye-catching and vivid, with great color saturation," she said. "It definitely stands out—you can see it from almost every part of the casino floor."

"The LED display drives awareness about the progressive games and allows guests to keep track of the jackpots from anywhere."

— Trevor Taylor,
Director of Marketing,
Route 66 Casino



About the Planar CarbonLight CLI Flex

The Planar CarbonLight CLI Flex is a line of pliable LED video wall displays composed of bendable LED modules that are ideal for curved or column wrap applications. The smooth curves of Planar CarbonLight CLI Flex do not cause color shift and offer a more visually appealing alternative to flat LED cabinets faceted into segmented curves. The Planar CarbonLight CLI Flex is a front-service solution that attaches magnetically to a customized sheet metal mounting frame, enabling wall-mounted, free-standing or hanging installations.

About the Planar TVF Series

The Planar TVF Series is a family of fine pitch LED video wall displays with a 16:9 aspect ratio that allows every pixel pitch to exactly achieve popular resolutions, including Full HD and 4K . Featuring front serviceability and a creative stackable design, Planar TVF Series video walls are assembled like building blocks, eliminating cabinet-to-cabinet cabling and reducing the complexity of installation and vertical alignment. With a profile of less than three inches, the Planar TVF Series reduces the overall footprint and servicing space that is required. This makes the video walls easier to fit in more spaces compared to other LED video wall solutions.thrilled with the results.

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