



Soboba Casino Resort, California

Going All-In With The SpinetiX Digital Signage Solution

Nestled at the foot of San Jacinto Mountains between Los Angeles and San Diego, Soboba Casino Resort is more than just a gambling playground despite its 2,000 slot machines and 32 types of table games. It's a refined hospitality establishment that features an upscale hotel, an events center, a full-scale golf course, and extensive dining facilities, all laid out across 480,000 square feet.

The resort is a modern leisure and entertainment venue that takes advantage of state-of-the-art technology to enhance guest experiences. Opened in early 2019, Soboba Casino Resort chose to go all-in with the SpinetiX digital signage solution throughout its entire property. Here's why.

Challenges

Building the resort from the ground up, the end-customer had room to maneuver right from the start when carefully weighing in AV solution options. The strict requirement for a robust, flexible, and scalable solution tipped the scale in favor of SpinetiX. There was particularly a need for a **digital signage solution that:**

- Takes up multiple functions throughout the resort's extensive facilities
- Allows for minimum investment during future expansions
- Features reliable professional-grade technology that runs 24/7 and requires minimum maintenance
- Delivers content securely from multiple sources of information including streaming service, slot-machine server, room reservations, events' scheduling and more
- Delivers automated content that is scheduled in advance from a centralized location
- Is able to play full HD video content
- Distributes content across multiple screen types and configurations, including LED and video walls



“The client wanted something unique that would rival any Las Vegas property.”

KEVIN HILL
VP Sales & Marketing, Agility AVL

Solution

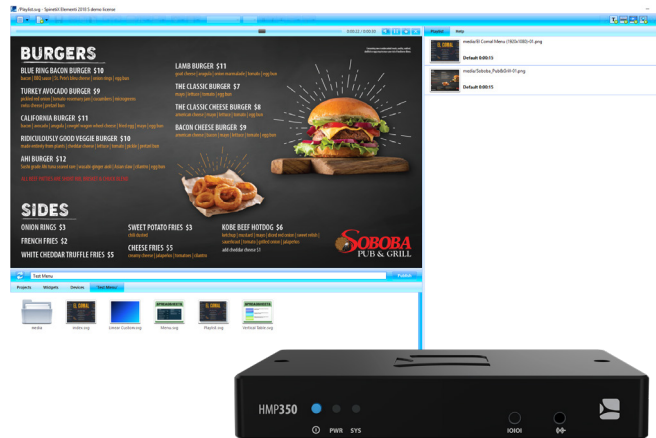
To answer the challenge, the end client brought in a skilled team of integrators from [Agility AVL](#) who designed and built the digital signage installation throughout the Soboba Casino Resort. As it stands, the completed project includes 92 SpinetiX [HMP350](#) players with plans to extend the installation with additional players.

SpinetiX HMP players at the heart of the digital signage installation

SpinetiX players are designed to deliver professional-grade digital signage with no compromise. The end client selected the SpinetiX HMP players in a heartbeat for their unbeatable track record of around-the-clock operation in public areas, compact design, and no moving parts.

The players deliver digital signage content to 65", 75", and 80" LCD displays in single horizontal and portrait as well as in video-wall configurations. The displays are installed throughout the casino gaming floor, hotel reception desk, within the conference center, and across food-and-beverage facilities. The players also power a number of wide LED displays within the entertainment areas of the casino.

The SpinetiX HMP players connect seamlessly with third-party technology like the resort's audio system as well as AMX controller units, encoders, and decoders. This allows for flexible switching between digital signage audio-visual content and IPTV at any location across the resort.



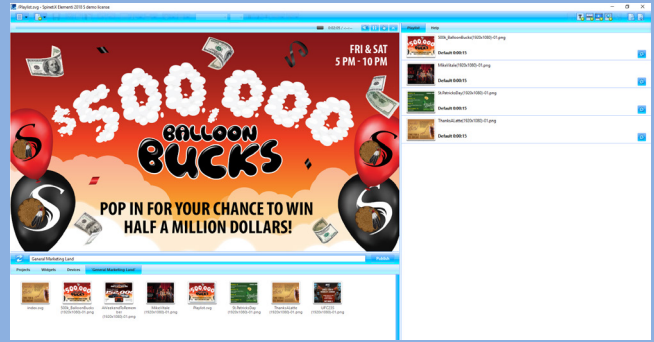
Screen content made easy with Elementi Software

Part of the complete digital signage solution, the [SpinetiX Elementi software](#) is installed on a single computer and is used by 2 trained hotel staff members to create, schedule and publish content to displays across the entire resort from a centralized location on the local network.

Screen content is linked to multiple sources of information. These include the casino's slot-machines server, containing information about jackpot wins and tournaments, the hotel's room reservation system, and the conference center's event schedules. The information is displayed at the right moment and place in a way that appeals to resort guests and visitors.

Data-driven digital signage widgets

This highly engaging way to bring raw data from the tools that the resort staff use daily is made possible by a set of highly customizable **data-driven widgets** included in the Elementi software. Widgets are digital signage components designed to display live data that auto-updates. This way, staff don't need to bother with manual content updates. Screen content automatically adapts during a lucky jackpot win or when the time an event starts is updated in the conference center's Excel timetable.



Casino Gaming Floor

20 endcap displays situated at the end of slot-machine rows help promote games and tournaments. Video walls on the sides of the gaming floor perform the same function.

The endcaps and video walls are linked to the property's audio system and can take over at the right moment to create an all-round real-time audiovisual experience during jackpot wins.



Cabaret Lounge

Located within the gaming floor grounds, the Cabaret Lounge is a unique bar and entertainment venue equipped for live music and live sports games.

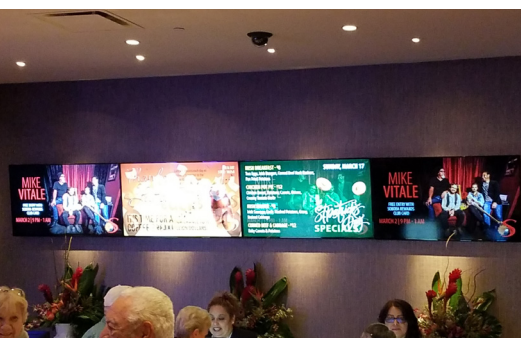
Two large LED video walls as well as a dozen LCD displays make sure the experience is immersive and compelling.



Events & Conference Center

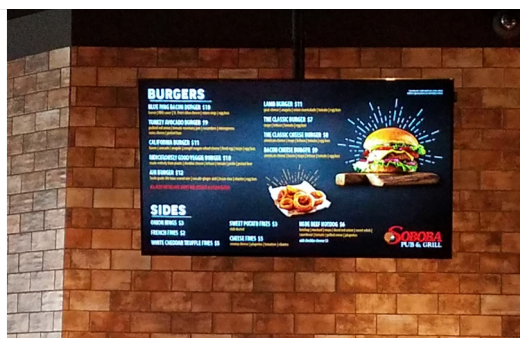
One vertical display located at the conference center's registration desk informs and promotes to guests the center's scheduled events.

Several displays located in front of each of the 3 breakout rooms and the large banquet hall greet guests with event schedules and promotional material about the resort's facilities. A large video wall in the banquet hall can be used to suit any event or presentation.



Hotel Reception Desk

4 horizontal screens are used to inform first-time visitors about the resort's golf course, restaurants, casino games, and events. The screens are linked to the resort's intercom messaging system which can take over at any time, for example, during an announcement from the reception desk.



Dining Facilities

There are 4 fast-food areas, 2 cafes, and 1 fine-dining restaurant throughout the resort, all equipped with screens displaying digital menu boards and promotional material.

The menu boards and other screen content at dining areas, as well as everywhere else in the resort are all created with [Elementi digital signage software](http://Elementi.digital).



Other Areas

The resort has 8 additional HMP players at hand to be used in ad-hoc situations like temporary exhibitions and special pop-up events.

In addition, there are plans in place to expand the resort's digital signage installation to the property's golf course.



“The property wanted us to provide them with a signage solution that is robust, that delivers a clear image and that can handle the rigors of running 24/7. And the SpinetiX solution simply delivered.”

ART MARTINEZ
Agility AVL

Results

A flexible digital signage solution that maximizes value

The flexibility of the system is important – especially for a resort with a wide variety of facilities equipped.

The SpinetiX solution is used resort-wide because it allows for screen content to be linked to any combination of data sources and display the information in an appealing way, at the right time, and to the right audience

A solution that is easy to use

The feature that probably thrilled the end customer most is the ease of creating and maintaining screen content. With the SpinetiX solution in place, the Soboba Casino Resort’s marketing department can create and push their content quickly and efficiently from a single PC.

A scalable solution that minimizes costs

The SpinetiX digital signage solution allows for easy extension of the property’s installation.

The same centralized content creation, update, and publishing technology is used regardless of the number of new displays the installation grows by.

Within a year of the opening, the resort has grown its digital signage installation by more than 50% and is already planning to expand it further to its golf course grounds.

PARTNERS

[Agility AVL](#) – Project and build Integrator
[SG Western](#) – SpinetiX sales rep in California
[Strong DS](#) – SpinetiX Distribution Partner USA

“SpinetiX HMP players are pretty robust and in two years of support, we never processed a single warranty repair. The maintenance costs are minimal to non-existent. This means that the only extra cost the client is left with is that for expanding the system.”

LUCAS BECK
Head of Technical Support and Training, Agility AVL

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About SpinetiX

At SpinetiX, we inspire businesses to unlock the potential of their story. We believe in the power of digital signage as a dynamic new storytelling platform to engage with people. For more than 10 years, we have been constantly innovating to deliver cutting-edge technology that helps our customers shine. Engineered in Switzerland, our comprehensive suite of solutions empowers businesses to realize their full potential. Whether you're looking for a plug & play solution to bring your story to life or a fully customized solution to captivate your audience, SpinetiX is your partner to successfully grow your business.