

Epic Digital Signage

Northern Quest Resort & Casino, located in Spokane, WA, offers luxurious accommodations, Vegas-style gambling, a spa, and over a dozen restaurants, bars, and lounges. One of the most popular spots in the resort is Epic Sports Bar, a comfortable venue featuring upscale pub fare that opens every day at 7 a.m. Epic's guests can watch sporting events at any time of day—while enjoying breakfast, lunch, or dinner.

To satisfy the large number of people drawn to the wide variety of sporting events on offer at the bar, high-quality displays were a must. However, constructing and maintaining the large screen was a challenge. The bar originally relied on an old TV screen, which was then upgraded to a movie screen and two sizable projectors that would play content through the day. However, it was difficult—if not impossible—to clean the screen, and when the HVAC system was in use, the screen would shake. Further, the projectors proved to be quite noisy and the cost of replacing them was astronomical.

New Options

With these issues identified, Northern Quest Resort & Casino sought out a digital signage option for Epic that would best showcase sporting events and entertainment while meeting the resort's high aesthetic standards.

In summer 2017, the resort began conducting research, turning to its longstanding installation partner, YESCO, for help with the project. YESCO looked for a display and mount that would meet Epic's needs. Based on past experience and a strong partnership, YESCO selected Samsung for its IFH LED displays. With trusted recommendations, along with video wall expertise, quality hardware, and a comfortable price point, YESCO chose Peerless-AV as the mount manufacturer for the project.

The company says it benefitted from being able to use Seamless by Peerless-AV, an LED video wall integration program that provided start-to-finish support throughout the project; Peerless-AV's dedicated Seamless LED Solutions Team sets the bar for high-quality design. The team consists of a dynamic group of structural and mechanical engineers, product managers, installers, and sales and service personnel—all of whom were available to YESCO and Northern Quest Resort & Casino.

The Products

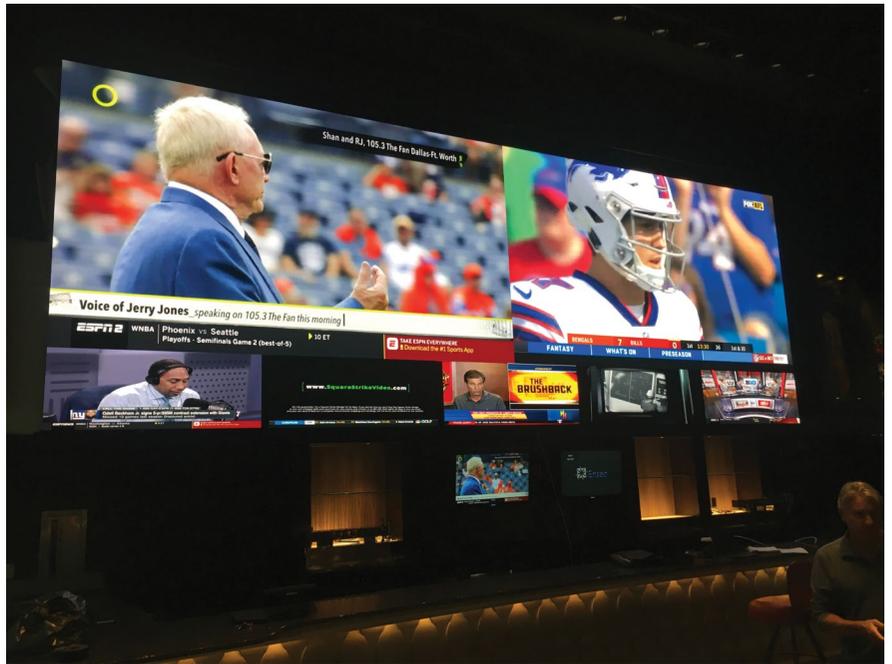
YESCO set out to install a 10 foot high, 30 foot wide Samsung IFH display using Peerless-AV's DS-LEDIF Mounting Solution for Samsung Smart LED Signage. To hang a display of this size, they needed a giant mount—it measured six cabinets high and 19 cabinets long.

Samsung's fine pixel pitch IF series combines the company's video processing technologies with high dynamic range (HDR) picture refinement to add clarity and sophistication to featured content, according to Samsung. The displays are compact and designed to be easy to maintain.

Peerless-AV's mounting solutions for this project feature both height and depth adjustment, along with a lightweight design, allowing the integrators to overcome installation irregularities and for an easy install. The low-profile mounts also meet requirements for Americans with Disabilities Act (ADA) certification.

The Installation

Installation in the busy bar began in August 2018. The integrators faced two main challenges: a very heavy display and an uneven wall. With a display weighing almost 1,500 pounds and a crooked wall, engineers were required to complete back bracing—which involved tearing into



Epic Sports Bar installed a large video wall comprised of Samsung IFH displays and Peerless-AV mounts to entertain patrons.

the sheetrock to install support kickers to the studs. Once the wall was deemed safe to handle the weight of the giant TV and mount, the wall was patched and installation commenced. To mount these colossal displays, the team used two lifts weighing 16,000 pounds each.

The next challenge was the uneven wall. A key factor in ensuring a level install on a crooked wall was the height and depth adjustments of the mount being used. The team said the Peerless-AV mounts proved easy to install—the displays simply slide in and fit together perfectly, like a puzzle.

The final step of the installation was configuring the content, which was calibrated for watching sports because that's what is on the screen about 90 percent of the time. Because the Samsung displays leverage LED HDR scene adaptation technology, customized algorithms analyze and optimize gradation and brightness levels within individual content scenes while preventing dazzling. Customers will also benefit from the display's dynamic peaking, which empowers displays to reach peak brightness levels nearly two times higher than standard LED maximum brightness norms, according to Samsung.

The Results

Working together, YESCO, Samsung, and Peerless-AV mastered the installation of the mount and display in just three days. Since installing, patrons have noted the enhanced aesthetics, with new customers appreciating the ability to watch six to eight games on the giant screen. Northern Quest Resort & Casino is equally thrilled to showcase a video wall that not only offers cost savings on maintenance, but is representative of its high-quality brand.

According to Brent R. Smith, branch manager, YESCO, "Peerless-AV offers vast benefits above other AV manufacturers—they provide the full package. The mounting solution made it easy to slide the LED displays in; it's truly a great solution and is much more aesthetically pleasing than the previous solution. It's also less expensive to run, saving costs long-term. Plus, the Seamless by Peerless-AV team is there every step of the way, a keen benefit. We look forward to exploring what else we can do with Peerless-AV."

Based on the success of the project, discussions surrounding future installations with Peerless-AV and YESCO are in progress. *