

# Winning Solution

## Control Point's Software Technology and Z-Band's Video Distribution Solution

### Introduction

An effective visual presentation is critical for maximizing the customer experience in a casino environment. The ubiquitous digital signage provides useful information to customers and offers point-of-sale benefits for the casino. Televisions located throughout the casino broadcast sports programming on a continuous basis for customers when taking a break from gaming activities or when they want to relax and enjoy a meal or beverage while viewing a racing event.

### Challenge

Developing a video and television distribution system that's capable of managing the wide-range of video needs of a casino has is a challenging task. That's why John Wise, CEO of Control Point Technology, chose Z-Band to meet his unique video distribution needs. Lebanon, PA-based Control Point Technology is the integrator charged with designing and installing the audio/visual systems for Hollywood Casinos: a rapidly growing nationwide gaming chain operated by Penn National Gaming, Inc.

Wise's assignment was to select a backbone RF video distribution system compatible with CP's software solution for installation in three new Hollywood properties located in Toledo, OH, Columbus, OH, and Kansas City, KS. Wise estimates that the three sites average 300 television drops as well as a

large number of digital signage units. Most of the TVs broadcast in High Definition, although some use Standard Definition. Twisted-pair (CAT 6) cable was used for the horizontal transmission of the video signals from the data closets to the TVs and display devices.

Wise remembered Z-Band from a previous system demonstration that made a favorable impression. He used the Z-Band system in a Hollywood Casino located in Grantville, PA, and was pleased with the results. He knew that Z-Band has extensive experience in providing state-of-the-art video distribution systems for the hospitality industry, as its client roster includes a variety of hotels, resorts, casinos, and off-track betting facilities.



*"Working with Z-Band's technical support is second to none. And the customer service—they're always there when I call."*

*John Wise, Control Point Technology*

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### Solution

"In the past we did traditional or conventional copper backbones," Wise said.

"The need for using RF distribution amplifiers, splitters, taps, and coaxial cable... the Z-Band design eliminates all that.

Everything is located in the MDF and a number of IDF closets, which makes the installation much neater."

"We were also able to piggyback the RF video and the IP-based 10/100 control signal on the same CAT 6 cabling by using different twisted pairs wires within the sheath, so we got two benefits from one cable."

Wise also indicates that although the material costs of a Z-Band RF distribution system may be somewhat higher than those associated with a traditional coax-based system, the total acquisition and life-cycle costs are lower because the Z-Band system requires much less in the way of installation, maintenance and labor. He says that there have been no performance issues with Z-Band since the opening of the three new Hollywood Casinos.

"We know (the Z-Band) system works," Wise said. "Its technology supports the systems we use for High Definition and control. Although there may be a more cost-effective way to do it (initially), the ease of

coordinating everything and the reliability of it makes up for any additional costs there are."

The Z-Band system is used to deliver modulated video content throughout the casino for a number of applications. The list includes dynamic theming for the Hollywood Casino brand, and digital signage including way-finding to help customers navigate the facility with greater ease, as well as food service areas and lobbies. Distribution of sports programming signals via DIRECT TV and High Definition TV is also provided. The system is also used for denomination signs above the slot machines that provide visual images of the coinage required for operation.

Wise also believes the experience gained through CP's collaboration with Z-Band can prove beneficial for any future casino owner or operator seeking to get the most out of a video distribution system.



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“For delivery of unattended automation of the casino floor AV system, where the distribution and control of content is done in a cooperative fashion, using the Z-Band delivery method and the Control Point software control system works great.” The Control Point/Z-Band collaboration will continue on future Hollywood Casino projects including additional Ohio sites in Dayton and Youngstown.

### Results

The Control Point/Z-Band relationship has paid dividends for both companies. According to Wise, Control Point has benefitted from the RF system's ease of installation and use, the significant long-term cost savings, and the consistent television picture quality.

“I believe that for the scope of the projects that we did, which were very large--and the fact that we used them in previous projects-- in addition to the three new ones--the reoccurring use of the product I believe speaks for itself,” Wise said. “There were a limited amount of choices out there for RF distribution outside the conventional coax system.

So to use an advanced, dependable technology like Z-Band on these high-visibility projects speaks for itself.”

Dick Snyder, one of Z-Band's co-founders, also has high praise for Control Point and its capabilities.

“From a Z-Band point of view, the relationship goes both ways. It's a dynamic, cooperative, open relationship. We've learned a lot from John about Control Point and how to utilize its technology to provide the most effective RF video distribution/control systems for the casino industry.”

Whether you're building a casino from the ground up or are looking to upgrade the quality of your facility's existing video distribution system, Z-Band offers an unbeatable combination of cutting-edge technology, superior products, and excellent customer service. Contact Z-Band for your RF video distribution system needs.

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