

# 360 Degrees of Action

## RESORT SPORTS BAR ADDS CURVED LED VIDEO WALL

BY SCN STAFF

**O**wners of Agua Caliente, a AAA Four-Diamond Resort in Rancho Mirage, CA, were determined to push the boundaries of aesthetics and create a unique, immersive experience unlike anything else in the Greater Palm Springs area.

To truly wow guests, their plan was an intricate video wall with curved walls and recessed displays, but conceiving it and actually getting it built are two different things. In addition to having to accommodate the shape of the wall, which affected display alignment, the install was complicated by the fact that the sports bar was still under construction and under a tight build timeline tied to a New Year's Eve launch, allowing just 10 to 16 days for the full installation.

Advanced LED Displays of Las Vegas, NV, was chosen as the integrator for the project based in large part on its ability to meet the demanding deadline. The integration team selected Unilumin for the LED screens and Peerless-AV for the LED mounting solutions.

According to the integrator, while Peerless-AV was the only manufacturer whose mounts would work for the curved wall, the brand was also selected based on its flexibility, cost effectiveness, and superior customer service—all aspects of Seamless by Peerless-AV, the company's LED video wall integration program. Peerless-AV says its Seamless program ensures that its entire LED Solutions Team is available every step of the way, guaranteeing every customer receives quality product support and service.

"It was so refreshing to have someone there from our [Peerless-AV] team to actually help us design the mounting system that would fulfill all of these crazy designs we came up with," said Vince Ovist, president, Advanced LED Displays. "No other company came to that point where they would help us out from the very beginning."

Peerless-AV says it's proud that it was able to help pull this project off, installing the LED mounts that allowed the bar, called 360 Sports,



Guests at Agua Caliente can now enjoy the action from anywhere in the sports bar thanks to

to become one of the first sports bars without traditional televisions. Agua Caliente confirmed that the entire installation process was simple and completed before the tight deadline; the casino was thrilled with the final outcome and guests can now enjoy the action from anywhere in the sports bar.

"The feedback has been phenomenal," said Bill Oliver, chief information officer, Agua Caliente. "It's been a great buzz around the valley. This is the place to come."

Via the innovative curved wide-scale visual display in 360 Sports, patrons in the sports bar and all guests entering the resort now see eye-catching visuals showcasing the high quality and chic design that is representative of Agua Caliente. \*

