

/// FEATURE: SIGNS AND DISPLAYS



A SIGN OF THE TIMES

What makes casino displays and signs essential for transforming the visual appeal of your casino?

CASINOS are dynamic environments that absolutely thrive on sensory experiences, from the bright lights of the slots to the rush of excitement on the gaming floor. In such a space, capturing the attention of your audience is no mean feat.

Advances in digital technology have dramatically changed how operators can communicate visually with their customers, whether for marketing, communicating essential game information, or simply enhancing the gaming experience.

Table game displays, for example, do more than simply announce factual information – they must do so in a visually arresting way which can keep people more anchored to the table.

“For years, casinos have recognised the power of data visualisation,” said Nicci Smith, managing director UK and Europe at TCSJohnHuxley. “Providing players with trends, game states, animations and winning results creates an immersive experience that extends playtime.”

As ever when it comes to grabbing people’s attention, novelty is paramount. “While pre-installed themes remain convenient, the trend towards custom displays is undeniable,” continued Smith. “Allowing operators to tailor displays to their specific brand and casino theme creates a unique and immersive atmosphere.”

“The convenience of pre-installed themes is being challenged by the rising popularity of customisable setups. Solutions like TCSJohnHuxley’s Dynamic Display System (DDS) have been developed to empower casinos to tailor their graphics, balancing branding with clear information, fair play and a pleasant atmosphere. This ensures players stay informed and engaged while casinos maintain control over their unique identity.”

While customisability is important in a table display, so too is connectivity, with displays being able to be linked to systems like side bets and bonusing for personalised experiences and targeted promotions.

“Some displays can incorporate custom game features to enhance the casino offering,” said Nicci Smith. “One such example from TCSJohnHuxley is Roulette Xtreme, a unique progressive game, built on the foundation of the Supernova Progressive Jackpot System, that provides operators with the flexibility to configure multiple customised progressive jackpots and patented mystery prizes to enhance the base game.

“With multiple progressive jackpots and mystery prizes, all of which can be customised to meet the needs and expectations of each operation, the system focuses on preferred hit frequencies as well as specific jackpots, their seed values and contributions.”

CUTTING EDGE

Staying at the cutting edge of technology means table displays are always progressing. From static displays to LED and LCD displays, it has never been more important to keep up with the best way to impress.

“Larger, brighter and slimmer displays have enabled companies like Galaxy Gaming to offer better table signage packages that enhance the player experience by making it more appealing to view progressive values, side wager pay tables and other important game information,” said Michael Ratner, senior VP of product at Galaxy Gaming.

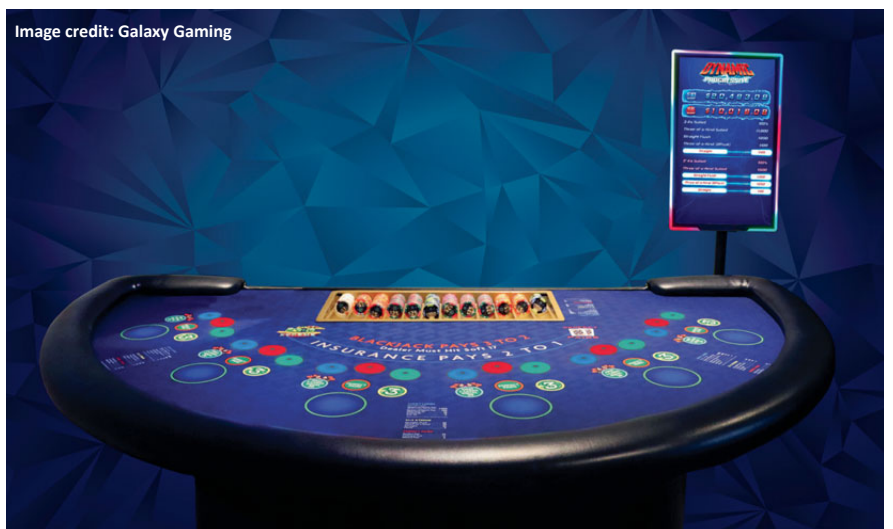
“Galaxy Gaming is also exploring new technologies focused at further enhancing the player experience like the engaging displays found on slot machines, aiming to introduce more entertainment and excitement for players.”

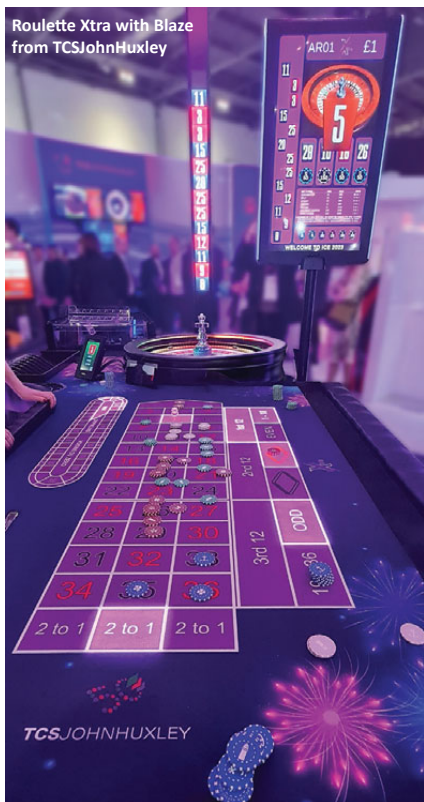
“We embrace a design philosophy that prioritises clear and understandable displays, while also focusing on excitement and engaging concepts designed to draw in and attract players.”

TCSJohnHuxley also enacted a way to extend its graphical capabilities beyond the table displays to the gaming surface as well.

“Blaze LED surface technology uses patented technology to deliver flexibility, reliability and graphic capabilities like never before,” said Smith.

Image credit: Galaxy Gaming





“Using energy-efficient LED lights that are fitted below the surface of the gaming table, Blaze displays unique ‘attract sequences’ and custom-themed animations while also highlighting winning numbers.

“When combined with the Saturn Glo Roulette Wheel, players have even greater visibility to see each stage of the game with text prompts on the layout such as Place Your Bets, Finish Betting and No More Bets that are also highlighted on the game grid with the same colour changes shown on the wheel.”

A SIGN OF THINGS TO COME

As with table displays, casino signage has grown and evolved to the point where casino gaming floors have been completely transformed from how they appeared even a few short years ago.

“Seven years ago, displays had a lower resolution than displays being sold today,” said James Smith, product manager - AV at JCM Global. “Today’s displays offer superb resolution with lower cost than yesterday’s, and because of the way they are built, they also offer unlimited configurations. That creates an ideal situation for properties today - higher resolution and unlimited configuration.

“It’s a dream come true for the property’s marketing team, giving them variety and range to communicate to guests anywhere and everywhere across the casino or resort, indoors and outdoors.”

“Technology has completely transformed casino signage, enhancing the gaming floor experience with more immersive and dynamic displays,” agreed Paisley Jones, marketing and media manager at Novomatic Gaming UK. “The advancements in LED technology, high-definition screens and interactive signage have allowed operators to engage players like never before.

“Our LED and screen signage integrates real-time jackpot data, enabling players to see the

live jackpot values, making the whole experience even more exciting. Motion elements, such as spinning base signs and innovative lighting effects, have also become crucial in attracting attention and elevating the overall ambience of the gaming floor.

“At our HQ in Bridgend, Wales, we are always looking at developing our signage solutions for the UK market, ensuring our customers are at the forefront of our design process.”

ART OR SCIENCE

As with virtually all pieces of technology, there are a few vital points for operators to bear in mind to get the most out of them.

“The first key point for these is a minimum height, as only then can the signage capture the interest of casino guests amidst numerous other devices and lights,” said Kevin Schmidt, product manager international at Merkur Gaming, talking of jackpot signage specifically.

“Naturally, resolution also plays an equally important role, as only top-notch quality can maintain guests’ attention over the long term. Additionally, signage should offer a certain level of graphic flexibility to be able to display any type of animations in high resolution.

“Currently, our customers are free to choose between three different installation options according to their preferences and possibilities. The single-sided variant is particularly suitable for wall installations, while the double-sided version, with its ‘back-to-back’ setup, is optimal for positioning in the middle of a room,” Schmidt continued.

“In my opinion, signage has definitely become a real trend as they are seen as an ideal way to impressively draw the attention of casino guests to the lucrative jackpots.”

Of course, signage need not necessarily be a piece of standalone equipment. Screens and displays can be incorporated into walls and partitions, bringing a casino’s décor to life like nothing else.

“Based on what the customer visualises and wants to achieve, we can coordinate a display installation of almost any size or shape for anywhere in the casino,” said James Smith.

“We’ve had customers who have created ticker-tape type displays for sports scores that perfectly fit along the curving soffit around the sportsbook. Others have created an entire atmosphere with arched displays and accompanying 3D sound. Others have even created circular displays for centre bars, over electronic table game pits and more.

“We have a large gallery on our website to inspire future customers to use the product in new ways.”

JCM has earned recently released its Clear signage series, which features high density industrial tempered glass and integrated circuit technology.

“In the past, flat sportsbook



walls were the hot sellers,” said James Smith. “Now, our Clear transparent digital signage is gaining momentum.

“Our Clear displays are unique to the casinos because they offer a barrier but remain transparent while displaying a message/content. Speaking openly, these are just really, really cool. Plus, they are fantastic for both indoor and outdoor areas.

“We even had one casino group who saw one of the Clear solutions at a tradeshow and bought that exact display for their casino. We shipped it from the convention floor to their casino floor.”

Novomatic Gaming UK (NGUK), meanwhile, has received a lot of success with its end-of-bank products. “Our end-of-banks are some of our most popular signage products, as they are fully customisable from their artwork to the content shown on their screens,” said Jones.

“Coupled with our infills, they play a crucial role in completing the gaming setup, ensuring a polished and visually appealing layout with high-quality game artwork and configurable promotional monitors that allow casinos to showcase jackpot updates, in-venue promotions and branded content to keep guests engaged.

“Signage is essential in delivering a premium gaming experience and our products are designed to not only provide functional solutions but also elevate the overall atmosphere of a venue. With our incredible product development team at NGUK, we ensure seamless integration, full customisation and the latest technology to help operators create an unforgettable casino environment.” □

