

The Sportsbook at the Golden Nugget in Atlantic City Opens with LED Walls Driven By Analog Way NeXtage Processors



When the Supreme Court ruled last spring that states could legalize sports gambling, Atlantic City's Golden Nugget hotel and casino mobilized to add The Sportsbook off its Main Atrium. The new venue, which encourages guests to "wager, watch and win," features four Absen LED walls driven by four Analog Way NeXtage 08 – 4K AV processors.

The Sportsbook features seating for more than 100 and offers a large array of big-screen displays and monitors presenting live sporting events and details on statistics and wagers. The venue opened just in time for the start of the college football season.

Tom Knauss, CTS-D President of KMK Technologies in Chappaqua, New York and Monroeville, New Jersey, guided the hotel operations and facility staff

who were responsible for all the new construction. Then KMK provided the AV technical support for The Sportsbook's complex audiovisual environment.

"This was an exceedingly fast turnaround project," says Seth Teates, Regional Sales Manager for Analog Way. "From the start of design to opening day it spanned just 29 days. I've never seen that done before!"

"There are 84 different video displays in the room," notes Tom Knauss, "including four Absen LED walls each measuring approximately 12 x 9 feet. I had done another project with Analog Way, and they provided the kind of expertise and personal support that we look for and need. Seth recommended the NeXtage 08 – 4K processors for The Sportsbook, and we followed his lead."

Analog Way – Pioneer in Analog, Leader in Digital

Analog Way is a world-leading designer and manufacturer of innovative equipment dedicated to the professional audiovisual industry. Since 1989, Analog Way has developed and manufactured a wide range of high-end solutions and reliable equipment for professional AV applications including video wall processors, mixers and seamless switchers, event controllers and multi-format converters, as well as software and integration tools. With the acquisition of Picturall, Analog Way added an extensive range of heavy-duty media servers to its portfolio. Analog Way products provide premium solutions for Rental & Staging, Corporate, Broadcast, Institutional, Education, and House of Worship markets around the globe.

www.analogway.com.

Customer:
KMK Technologies

Final client:
Golden Nugget hotel and casino

Location:
Atlantic city, New Jersey

Analog Way products:
• NeXtage 08 - 4K

Press Contacts:

Valérie Gérôme
Global Communications Manager
Tel: +33 (0)1 81 89 08 73
valerie.gerome@analogway.com

David Steinberg
Press contact for Americas
+1 646 319 8255
golmar@me.com

“The client needed a mission-critical system that was ultra-reliable, had the processing power required, offered the best image quality out there, and was very easy to integrate and program,” says Teates. “NeXtage filled the bill for this high-profile and high-urgency project.”

Each NeXtage processor is dedicated to an Absen LED wall, which displays 16x9 1080p or 1080i HD content sourced from cable and satellite television feeds. The big screens give an up-close-and-personal look at sporting events for guests relaxing on comfy leather couches or enjoying drinks and food at tables scattered throughout the space.

“NeXtage was easy to integrate and program – an important factor given the short time allotted to the project,” Knauss says. “It was great to have Seth on site to activate the processors for us.” KMK oversaw the electrical rough-in and equipment installation labor which was provided by the Golden Nugget Entertainment and Facilities Staff. The AV equipment for the project was supplied by Total Video Products, Inc. of Mickleton, New Jersey.



Analog Way – Pioneer in Analog, Leader in Digital

Analog Way is a world-leading designer and manufacturer of innovative equipment dedicated to the professional audiovisual industry. Since 1989, Analog Way has developed and manufactured a wide range of high-end solutions and reliable equipment for professional AV applications including video wall processors, mixers and seamless switchers, event controllers and multi-format converters, as well as software and integration tools. With the acquisition of Picturall, Analog Way added an extensive range of heavy-duty media servers to its portfolio. Analog Way products provide premium solutions for Rental & Staging, Corporate, Broadcast, Institutional, Education, and House of Worship markets around the globe.

www.analogway.com.