Signs4U products on the casino floor

GET THE MESSAGE

Monitors and displays may be the silent medium but they have a power of their own

DISPLAYS, monitors and signage are, in a way, a hidden technology, designed as the medium for what they portray. However, that doesn't mean that the companies that develop these products skimp on creativity during the process. In many instances the products are also designed to stand out in their own right.

"Our solutions are all designed to help our partners deliver the ultimate gaming experience and to allow creativity to never be limited by technology," Annalisa Bloss, head of marketing and communications at **Quixant**, told *InterGaming*.

"Our design process is always based upon working in partnership, delivering solutions which are bespoke to our partners' needs,and always with firm focus on seamless integration into existing technologies and platforms."

New technology has definitely aided the development of these products. "Customer expectations of bigger and sharper displays and interactive touch experience has driven innovation is this space," added Bloss. "Keeping ahead of what the customer expects is the key so each interaction with a game is the best it can be and using these technologies in new ways is critical.

"Our designers partner to work hand in hand with our customers to drive innovation, enabling them to deliver brilliant experiences to their customers.

"And feedback from operators plays a major part in that development process. This is the essence of outsourcing critical business processes. Quixant is here to listen, come up with solutions and deliver market-leading technology across all product categories."

Increasing demand for larger portrait configurations has shaped Quixant's product development and the company has focused on developing portrait monitors in 43ins and 55ins configurations, with flat and curved monitor options.

"These have been eagerly adopted by our customers as the vehicle to deliver the latest games they are developing, which they look forward to bringing to the market as the global industry gradually reopens.

"We've also seen significant demand for customised button decks and have developed products that integrate newer technologies such as card readers, wireless chargers and other interactive elements which enhance the player experience.

"All Quixant products are designed with the primary goal of delivering the ultimate gaming experience. Our products incorporate the latest technologies, with flexible configuration and design options and we partner with our customers to tailor products to their individual requirements to achieve maximum results.

"Displays will always be an integrated part of the game experience and we believe these will be further developed to feature multiple and larger screens that attract players. Screen quality will also continue to improve, driving higher resolution with 4K HD screens which deliver 3D and 4D content.

"An increased focus on responsible gaming and compliance has seen technologies like facial recognition gain increasing adoption and we believe that being able to integrate new features like these will drive future growth and improvement in displays."

Bloss added that developing "off the shelf" cabinet solutions will be a key focus in the future, providing complete solutions that allow game manufacturers to focus exclusively on creating the ultimate game content.

"Advancement in display technology has enabled more immersive experience for players, drawing in a wider customer base, serving as a vehicle to deliver the best game content and to keep players engaged in the game."

Rene Huibers of **Signs4U** told *InterGaming* that there is a significant difference between the overhead machine signage and single displays on the casino floor. "The overhead signs on top of the machines are mainly used to show the jackpot numbers and to attract players, whereas the single displays around the floor mostly display commercial messages and advertisements.

"Nowadays operators want to have big LED walls in their casino to keep their customers happy during big sports events like the Olympics and Champions League matches, so we added these solutions to our portfolio.

"All additional products like these LED walls which we design and sell are complimentary to the multimedia system and casino signage. We developed fillers to be installed between the slot machines; these are equipped with a small table for drinks, etc, which have wireless smartphone chargers fully integrated.

"We can even add LED panels on top of them for a special effect. The same works for the bank-end displays, which are a great addition to a bank of slot machines, also with LCD or LED panels to give the floor a complete wow effect.

"In the past the overhead signs consisted of aluminium bases coated with laminate with added light bulbs and even neon - in the middle a big LCD monitor displayed the jackpot numbers. Nowadays these are hardly ever used as they break and are very expensive to produce. The LED matrix panels are now covering the complete sign and light bulbs, neon and an LCD monitor are not necessary any more. With these new signs operators can display everything needed for an attractive experience.

"The great advantage of these LED matrix panels is the customizability. The panel itself comes in different sizes and with different pixel size and distance. This means for big LED walls the LED size is bigger as well as the distance between the pixels and for smaller signs it will be the complete opposite so the image for every different viewing distance will be absolutely sharp and perfect."

Does feedback from operators play a major part in Signs4U's development process? "The overhead slot signs we produce are always developed in cooperation with the slot manufacturers," said Huibers. "They introduce new game themes and need a matching sign with graphics; we discuss the possibilities and

needs with them and create several designs to choose from.

"Mostly this is a range from high-end solutions to cheaper solutions. Some operators will take eight machines with a sign and some will take four, so we have to be very flexible with the design. This way the operator always has something to choose from. These signs are also always sold to the slot manufacturers and sent to the operators as a complete package to be installed on the floor.

"The latest development coming from the slot manufacturers is fully integrated LED signage. This solution fully integrates the slot machine into the sign. Instead of an overhead display sign only, now there is also room for signage between the machines and round the corners so it looks visually even more attractive.

"With the new LED matrix panels we are very flexible. They are also available with a flexible rubber back, which means that we can bend them to give us more options to use them on the casino floor. We also created a sign which completely covers columns on the floor. We can bend the LED panels around them, which gives a spectacular effect in the casino. This solution is fully customisable.

"During this Covid period we developed casino entry systems and machine spacers to keep the customers safe while playing in the casino."

Another new product the company developed last year is the Extreme Bonus Wheel. "Together with CasinoFlex Systems we have produced a mystery bonus jackpot system with a brand new interactive top sign. The major advantage of this new product is the integration with existing machines on the casino floor; operators can boost the existing machines with a jackpot, so this solution is very cost saving."

The scalability of Signs4U's multimedia system is getting more and more sophisticated. "Besides the standard advertisements around the floor we can also connect to the audio/TV and lightning systems of operators," said Huibers.

"The system can be fully integrated with the casino floor. We will stream local TV on the displays when the customer needs to see important live events, sports, news, etc. We can also control the audio system to celebrate jackpot hits and play audio messages when needed. Operators can even create Spotify playlists.

"We are a production company and we use a lot of different technologies. We always are on the lookout for new products which can be integrated in our sign and multimedia

A Quixant monitor

solutions. This means for the future we are partly depending on new technologies developed by manufacturers regarding LED, LCD, lightning solutions and multimedia.

"With our multimedia system, which is now fully web based, we can take over a lot from the operators. For instance, the casino marketing department creates new advertisements which can be all sorts of formats like jpg pictures, graphic designs or complete commercial videos.

"When finished they upload this to the cloud and Signs4U can take care of the technical infrastructure of the multimedia system. We will add the new designs to their multimedia schedule and according to the operator's wishes it will be displayed across the casino floor on certain days and times. This will save them a lot of time and training."

Sigsn4U has been expanding its offices and during the lockdown period the current offices have been completely renovated and also expanded by around 250sq.m The building started right after summer and lasted for about five months.

A complete new second floor wing was attached to the current building with parking places underneath. The new construction holds several new offices, toilets and a brand new showroom with all the latest innovations on display.

TCS John Huxley is a global leader in winning number display technology, offering an extensive range of displays for all games which deliver unrivalled quality, performance and a new dimension of game excitement on the casino floor.

The TCS Ora range of winning number displays has been designed and built specifically for the rigours of the 24/7 casino environment. Incorporating a variety of sizes, finishes and frame options in both landscape and portrait formats, Ora displays offer a stylish and vibrant solution for every game type.

Ora winning number displays feature LED indicators that show current game stages, winning results and trends. These striking LEDs can be programmed to display a colour palette of over 65,000 options that not only provides an eye-catching and attractive addition to the gaming floor, but can also be customised

to notify table denominations and trends that drive players to tables.

Trends are patterns or streaks of results that appear in a game. These trends are used by players to decide what kind of betting trend to utilise based on previous results. This is particularly popular with baccarat players and is one of the reasons displays such as Ora Luxe, which offers visually stunning frames incorporating laser cut designs with inset LEDs, and the Ora Curve, with its elegant curved frame inset with striking LEDs, have been so successful in Asia as well as globally.

Ora landscape displays for baccarat, poker and progressive games are available in 23ins, 27ins and 32ins screen sizes, with the larger size displays especially popular right now with operators and players alike.

For added security there is the option for integrated cameras, providing surveillance staff clear and unobstructed views of the game in play.
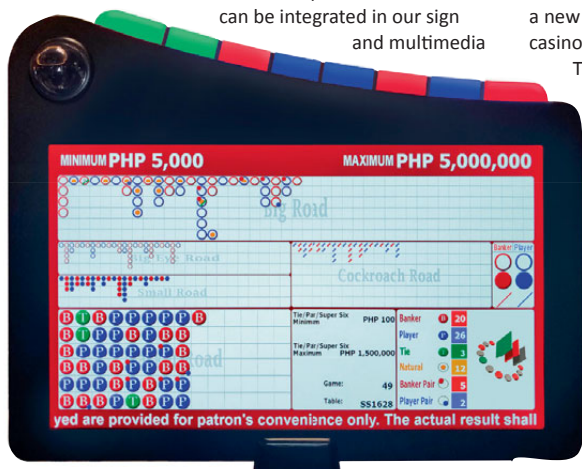
Ora portrait displays for roulette and sicbo include Ora Grande and Ora Elite. Featuring sleek curved lines with integrated LEDs and a generous 32ins screen, Ora Grande ensures there is no chance players will miss out on any of the action with its large screen display. The Ora Elite 29ins with its clean silhouette also provides excellent visibility from multiple angles across the casino floor.

High impact graphics can be configured in numerous combinations allowing animations, winning numbers, multiple stats, advertising content and video, to provide eye-catching displays with information that is creative and customised.

All Ora winning number displays can be standalone where features are altered individually at the table, or networked to allow changes to be made from one central point to every display across the gaming floor.

TCS John Huxley offers various types of software which integrate seamlessly with its Ora range of displays. These include options for a range of predetermined skins, dynamic table minimum skin changes, customisable graphics, LED trend notification and selected reporting.

DRGT Africa MD Charl Geyser told *InterGaming* that outside the obvious differentiators such as functionality, picture quality, physical product quality and robustness and value for money, "there are also the

TCS John Huxley's Ora Curve