



## OVERVIEW

**Product:** ListenWiFi

**Location:** Las Vegas, NV

The Caesars Palace Race and Sports Book has been voted the best Las Vegas betting destination four years in a row by Las Vegas Review-Journal readers. The venue is constantly evolving and implementing new features to better serve its customers.

With this in mind, Caesars Palace partnered with Vincent King of King Audio Video Integration and Consulting, Las Vegas. The challenge: capture the millennial market share in their sports book. Understanding that millennials have high standards for the customer experience, King designed the space to take the guest experience to the next level by delivering cutting edge technology that would be the first of its kind on the Las Vegas Strip. "We designed it so every seat feels like your own personal viewing experience - there is not a bad seat in the house," said King.

As you approach the Sports Book, the first thing to capture your attention is the 138' X 10" curved LED video wall, capable of 96 different configurations, and the largest on the strip. The 4K video wall draws people in, but the quality, personalized audio, is what keeps fans engaged.

ListenWiFi puts the power of audio in the palm of the guest's hands, allowing them to listen to up to 48 channels via a Wi-Fi network using their own smartphone. The free internet and ListenWiFi app make it simple for guests to have an interactive experience; they can check stats and analyze their team's performance in real time, while listening to their preferred audio channel, and watching all the action on the video wall.

### System Components:

- PL-900-01-A1 ListenWiFi Server
- PL-400-24-2R 24/48 Channel Audio Interface, 2RU
- PL-320-A1 Wireless LAN Controller
- PL-301B-A0 Wireless Access Point (WAP) for Expansion Kit

### ABOUT

Consistently recognized among the best places in Las Vegas for sports betting, the newly remodeled Race & Sports Book at Caesars Palace is an environment where energy runs high and winning runs rampant. Credited among the first high-tech sports books on the Las Vegas Strip since first opening, the Sports Book at Caesars Palace remains an ultra-modern marvel.

“Today, when you walk through the Sports Book at Caesars Palace, you see everyone has a smartphone, most people are multi-tasking on the phone, and almost everyone is wearing earbuds. We see this as the future of sports books, ListenWiFi makes this a truly tailor-made experience.

—VINCE KING  
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