



Vee Quiva Hotel & Casino hits the jackpot with ViewSonic LCD displays.

Challenge

- Outfit a new 70,000-square-foot casino with all-new commercial displays
- Balance stunning visuals and excellent durability with light weight and low power consumption

Solution

- 16 CDP4635 46-inch displays
- 12 CDP5537-L 55-inch displays

Benefits

- Proven durability
- Slim, lightweight design
- Full HD 1920x1080p resolution
- Low power consumption
- Excellent performance-to-cost value



55-inch ViewSonic CDP5537-L Commercial Display

CASE STUDY



CUSTOMER PROFILE

Officially opened on July 2, 2013, the new Vee Quiva Hotel & Casino in Laveen, Arizona, is one of three casinos owned and operated by the Gila River Indian Community in Chandler, Arizona. The upgraded facility replaced the former Vee Quiva Casino, built in 1997, which was showing its age. Poor ventilation, outdated construction and limited floor space prompted the planning and building of a new casino—this time with a 90-room boutique hotel. The 70,000-square-foot casino now includes a 550-seat bingo hall, 950 slot machines, 36 table games and a 16-table poker room.

The Challenge

Bright lights and beautiful signage are a huge part of the allure in the casino and gaming industry. Therefore, brilliant visuals—with very little down-time—is the goal.

When planning and building its newest casino, Vee Quiva needed new high-definition commercial displays with excellent durability, stunning visuals and low power consumption to complete the build-out. For assistance, the casino called on its digital signage partner and fabricator, City Lites Electric Sign Company, Las Vegas. As a strong proponent of ViewSonic LCDs and audio/video equipment, City Lites didn't hesitate to recommend its manufacturer of choice, ViewSonic.

"We almost always recommend ViewSonic, and there's a good reason why," said Todd Baker, General Manager. "ViewSonic LCDs have proven to be real workhorses and our customers know they can depend on them. We have very few failures in the field, and on the rare occasion we do have one, ViewSonic steps right up and takes care of it as quickly as possible."

The ViewSonic Solution

Vee Quiva wanted large-screen commercial-grade LCD displays in two different sizes that were thin and light, while also offering low power consumption.

Based on Baker's recommendation, Vee Quiva purchased 28 commercial displays—16 CDP4635 46-inch panels and 12 CDP5537-L 55-inch panels—all offering Full HD 1920x1080p resolution, fast response time, slim design and excellent dynamic contrast ratio. The 46-inch panels, displayed in portrait view, are devoted to marketing—promoting restaurants, buffets, players' club benefits, poker tournaments and upcoming shows. The 55-inch panels are used on the casino floor—as signage above the progressive banks, showing the jackpot prize numbers for that bank of machines.

"Once we explained about these products' power consumption—which is always a concern these days—and the displays' dependability, excellent warranty and ViewSonic's service reputation, Vee Quiva was sold, and they've been happy ever since," explained Baker. "ViewSonic has an excellent reputation, and for good reason."

"Today, Vee Quiva is very satisfied with their ViewSonic solutions. They like knowing that their displays are working great—and that they don't have to invest any man hours to maintain them or deal with replacement problems. They are very happy with their decision to go with ViewSonic."
— Todd Baker, General Manager, City Lites

The Results

"Slot machines are the money-makers; digital signage is not," said Baker. "When casinos start cutting expenses, many times it's with signage. Vee Quiva wanted the best value for every dollar, so ViewSonic was the perfect fit."

"Today, Vee Quiva is very satisfied with their ViewSonic solutions," he added. "They like knowing that their displays are working great—and that they don't have to invest any man hours to maintain them or deal with replacement problems. They are very happy with their decision to go with ViewSonic."

For more information, contact ViewSonic at SalesInfo@ViewSonic.com or visit www.ViewSonic.com.