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Market PULL

The casino resort enterprise remains exceedingly interested in all practices and products that can boost marketing performance

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A display of DISTINCTION

| BY NANOLUMENS

Ultra-wide NanoLumens curved LED display envelops guests in dramatic landscapes at Seneca Niagara Resort & Casino

Casinos strive to create environments that encourage fun and games, and when New York's Seneca Niagara Resort & Casino renovated its lobby, they realized they had an opportunity to "wow" their guests with a huge digital display and engaging visual content.

After considering several options, it became clear that a NanoLumens Nixel Series curved LED display was the ideal canvas to excite and engage guests the moment they enter. Mounted on a curved wall behind the reception desk, the 64.5-foot-wide by 6-foot-tall, 2.5 mm pixel pitch NanoLumens display captivates every visitor with high-definition video and digital visuals that showcase Niagara Falls scenery and local native culture.

According to Mike Epstein, principal at technology consulting firm D3, Inc., which oversaw selection and installation of the new lobby technologies, the NanoLumens Nixel Series was by far the best digital display solution for this location and the casino's desired content.

"The curved wall behind the reception desk was already designed and built, so when choosing a display, we knew that a custom solution would likely be the best option," Epstein said. "Using an off-the-shelf projection system or a wall of LCD monitors wouldn't provide nearly the same guest experience or versatility that the NanoLumens display offers. We were able to maximize the size of the digital canvas since NanoLumens can manufacture to any desired size and curvature, while also delivering the superior brightness and color accuracy required for Seneca Niagara's sunlit lobby."

While Epstein presented multiple options to the casino, it was clear that NanoLumens' best-in-class six-year warranty, reliable performance and simplified front-accessible maintenance couldn't be matched by any other digital display solution. It was the ideal technology to create a seamless, ultra-wide digital canvas to present exciting, sweeping landscapes and digitally-generated visuals.

LOCAL FLAIR

Jeff Wyatt, owner of Las Vegas-based content studio Dreamlab, produced a number of locally-inspired content pieces including a scene that places viewers at the base of the incomparable Niagara Falls, and another showing a lush forest as an eagle flies across the entire 64.5-foot display, taking nearly 10 seconds to do so.

"Working with a display this large and wide enables me to produce unique content that captures viewers' attention and can make a real emotional impact with dramatic motions and scenery," Wyatt said. "The NanoLumens display itself is ideally suited for this type of space, because it has excellent off-axis viewing that ensures each pixel is clear and bright without any distortion, no matter where

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events such as hole-in-one golf contests. Tasked with finding new businesses to cover, Hamman brought in a potential client with a contest that the company considered overly risky. "I communicated that we should take it, it was a good customer, the risk was not that great and it was not a big deal even if we had to pay off. But this was too traumatic for them, and it became clear that working together was not in the cards. But I liked what I saw, so I decided to go my own way, take this business, and that's how SCA was born."

According to Hamman, since SCA's business revolved around the notion of risk and prizes, branching out into the gaming industry was a natural progression, and the casino-dedicated SCA Gaming was formed. The company had the fortune of falling in with Gordon Graves of Multimedia Games fame, which allowed it to get its foot firmly lodged in the casino industry door.

As a gambler himself, Hamman has always relished the chance to play the odds, and it is this unique perspective about what motivates people to take part in a promotion that offers the possibility of life-changing prizes has made a difference for casinos worldwide. This insight has allowed SCA Gaming to become a promotional one-stop shop for casinos and gaming manufacturers. Its end-to-end products range from on-floor promotions, to game shows and boards, to scratch cards, to digital kiosks for loyalty clubs. SCA Gaming also offers large prize

coverage, secure game technology, sports promotions and a gamification platform to extend a customers' marketing reach. It can help attract, acquire, engage, entertain, retain and reward audiences of all interests and demographics.

A list of company milestones includes:

- Paying out over \$200,000,000 to its clients in prize coverage, which correlates to over 120,000 effective promotional events;
- The first \$1 billion promotional prize in history;
- Supporting clients' transition to digital and mobile promotions;
- A patent portfolio that includes random number generation for games of chance;
- Formation of unique relationships with the risk management community, providing SCA with capacity for the largest promotions;
- Multi-national scope to support promotions on six continents; and
- Setting industry standards for gaming industry promotions, contingent prize coverage, over-redemption coverage, and athlete incentives.

For all these and other reasons, Hamman is a worthy recipient of the prestigious Casino Marketing & Technology Lifetime Achievement Award at the 16th annual Casino Marketing & Technology Conference, which will take place later this month at Caesars Palace in Las Vegas.

Hamman, who will receive the award at a luncheon on Wednesday, July 24, joins a distinguished list of casino executive

recipients who include Jim Allen, Staci Columbo Alonso, Virginia McDowell, Lyle Berman, John Acres, Ginny Shanks, Bill Harrah and Phil Satre.

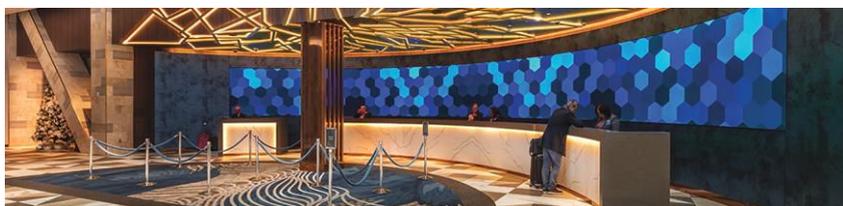
Hamman credits SCA Gaming clients as the inspiration for the products and services that continue to make the company a leader in the casino promotions marketplace. "A number of our new products over the years originated with our clients," Hamman said. "They come to us with an idea, and often we can tweak it to create something that will economically work for both of us."

Hamman also points toward the company's employees as a reason for continued growth. "I think what also sets SCA Gaming apart is that we have a great team of designers and account managers who work closely with casino properties and gaming manufacturers to understand their promotional needs and target markets," he said. "Our designers then take that information and use it to develop new products that not only meet our customers' immediate needs, but take them to the next level of promotional engagement."

As for what the future holds for SCA Gaming, Hamman said the company will continue to focus on technology solutions that help casino operators better market and meet the digital and mobile demands of modern customers.

As for Hamman himself, he plans on being at the helm of SCA for some time to come. "I am going to stay in the game as long as I can and play as well as I can..." 🌍

SPECIAL SECTION: SENECA NIAGARA RESORT & CASINO



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the viewer is standing. Whether there are digital shapes flowing and refracting across the display, or an eagle peacefully gliding across guests' entire field of view, the experience is unforgettable."

The display's unique aspect ratio of nearly 10 to 1 utilizes NanoLumens' 2.5mm pixel pitch technology to offer 8K resolution that is clear and sharp from any distance. The display is also brighter than an average installation requires, producing 1,650 nits to outshine sunlight that fills

the space through a wall of large windows. The display is recessed into the curved reception wall, making the front-accessible design of NanoLumens' Nixel Series a must-have feature to simplify and expedite future maintenance so the display never has to be out of service for long repairs.

"This is a real showpiece for the Niagara area, placing Seneca Niagara Resort & Casino at a higher level of digital infrastructure and audience engagement," said Dave Merlino, vice president of sales for NanoLumens. "A display of this size and

quality used to be found only in extremely select locations like Times Square or the Las Vegas strip, but NanoLumens installations around the world have proven the value and impact that a large, seamless display can have when paired with the right visual content." 🌍

Headquartered in Atlanta, Ga., NanoLumens partners with clients to create uniquely compelling, interactive LED visualization solutions. For more information, visit www.nanolumens.com.