

PRAIRIE MEADOWS RACETRACK CASINO RELIES ON KEYWEST TECHNOLOGY MEDIAPOD FOR EXTENSIVE DIGITAL SIGNAGE INSTALLATION

The digital signage player/controller is driving 25 channels at the Des Moines, IA, facility used for directional signage, promotional messaging and employee communications.

Prairie Meadows Racetrack and Casino has setup an extensive digital signage network with 25 Keywest Technology MediaPOD digital signage controllers.



The Des Moines, IA, -based pari-mutuel track and casino's digital signage network serves three major functions: to direct patrons looking for the right meeting room at the facility's new event center; to promote an ever-changing stream of shows and concerts, and other special offers and services; and to keep the casino's workers up to date on a wide variety of employment related news.



The Keywest Technology-powered digital signage network accomplishes another important task. It fulfills these diverse communications goals in a cost-effective manner that's in keeping with the not-for-profit facility's mission of maximizing the

revenue the casino and racetrack produce for Polk County and the state of Iowa.

Since 1995, Prairie Meadows has given nearly \$40 million to the community, which has used the money to



CASE STUDY

Want to learn more?

www.keywesttechnology.com

info@keywesttechnology.com

Call: 800-331-2019

Outside the U.S.: 913-492-4666

Copyright ©2009 Keywest Technology, Inc. All Rights Reserved

fund construction of the Iowa Event Center, refurbish roadways, build schools and contribute to the activities of churches and civic groups.

Transitioning from conventionally printed and translucent back-lit signs to Keywest Technology-powered digital signage will save the facility more than \$1 million over the next five years in printing costs -adding to the funds the track and casino will give to the community.

“Our MediaPOD-driven digital signage definitely makes financial sense because we don’t have to have our graphic designers on property designing for print and designing for electronic media,” said

Ryan Dunn, Television manager Prairie Meadows Race Track Casino. “They are all designing for one, and we also save close to six figures a year on not having to print those backlit signs.”

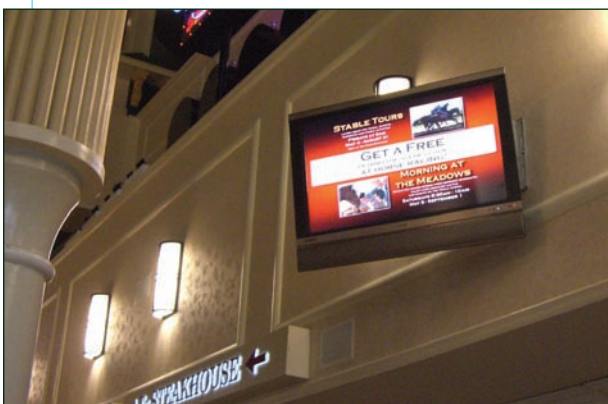
“Once we have the initial cost of putting in those MediaPODs and televisions, they basically pay for themselves because we don’t have to worry about constantly printing, worrying about mistakes or changes.”

DIGITAL SIGNAGE USES

At Prairie Meadows, digital signage fulfills three major functions and handles a few minor duties as well. “No. 1, we use them for directional signage in our event center,” Dunn explained.

In this application, a MediaPOD drives a large flat LCD panel at the entrance of the event center to

inform patrons, those attending meetings and concerts where they are headed. Nine-inch monitors outside the meeting rooms at the event center identify the function scheduled for each room so visitors know they have arrived at the proper destination.



CASE STUDY

Want to learn more?

www.keywesttechnology.com

info@keywesttechnology.com

Call: 800-331-2019

Outside the U.S.: 913-492-4666

Copyright ©2009 Keywest Technology, Inc. All Rights Reserved

For this application, MediaPODs automatically retrieve data from Prairie Meadows' Delphi property management scheduling database and populate pre-built graphical templates with times, places and directions to minimize the time casino personnel interact with the system.

"There is no double data entry," said Dunn. "The second it gets input into Delphi, it is available to the MediaPOD."

Prairie Meadows also uses digital signage for promotional applications. The casino is replacing its backlit signage with 40-inch Sony LCD monitors, each under the control of a MediaPOD. Here again, digital signage is transforming the casino's workflow and better serving the informational needs of its patrons.



"Each one of those flat panels allows us to be a little more specific in what promotions we have and what's going on," said Dunn. "That means the panels by live racing

are generated for live racing; content generated for the panels by the food establishment is catered toward that and for the casino are more slot machine-oriented."

Using the digital signs to promote Prairie Meadows offerings also introduces a new degree of flexibility because more than one image can be on a given sign at time and signs can be updated instantly, eliminating the need for a worker to physically replace outdated signs with the most up to date.



CASE STUDY

Want to learn more?

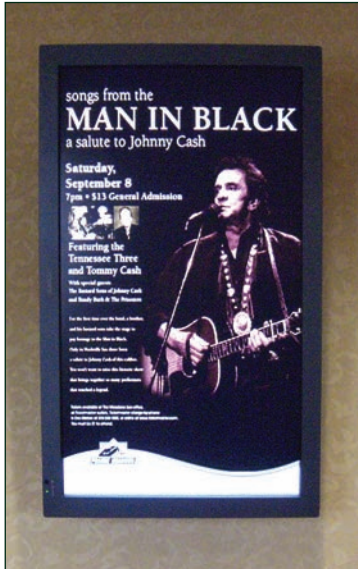
www.keywesttechnology.com

info@keywesttechnology.com

Call: 800-331-2019

Outside the U.S.: 913-492-4666

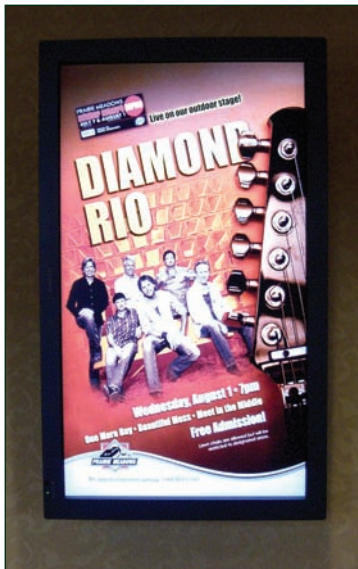
Copyright ©2009 Keywest Technology, Inc. All Rights Reserved



Prairie Meadows also relies on digital signage for employee awareness, training and communications. Two digital signage monitors reside outside the employee cafeteria to inform workers of things they need to know to better serve patrons, the times and locations of important meetings, such as 401K plan sign ups, or mandatory meetings on insurance plans.

PUTTING IT ALL TOGETHER

As an active business with a constant stream of patrons, ease of setup was a must at Prairie Meadows. According to Dunn, one of the things that attracted him to the MediaPOD was the minimal amount of cabling required.



Dunn decided to station the compact MediaPOD in communications closets already in existence to support the race-track and casino's computer network and server hubs. "We just ran Cat 6 to the TVs and back so at most we had a 50-foot run," he said.

"That was a huge benefit because being a decent-sized casino; it would not have been in our interest to run cable to all of those locations. Instead, we worked with the cable that was already there," he said.

Ease of use also weighed heavily in Dunn's decision to choose the MediaPOD. "I liked how easy the MediaPOD scheduling software is to use," said Dunn. "It's very easy to load a graphic and be specific about what time we want to pull it. If a concert gets finished at midnight, at 12:01 a.m. we have a replacement graphic or replacement banner on the floor."

CASE STUDY

Want to learn more?

www.keywesttechnology.com

info@keywesttechnology.com

Call: 800-331-2019

Outside the U.S.: 913-492-4666

Copyright ©2009 Keywest Technology, Inc. All Rights Reserved

Control of the MediaPOD is delegated depending upon the role of the particular sign each controls. In other words, the MediaPOD controlling the digital sign outside the box office is controlled by the box staff; the MediaPOD controlling the digital signage in the employee cafeteria is controlled by the human resources department; and the MediaPODs controlling casino digital signage are controlled by the television department.



"I like the fact that the scheduling software is so easy to use that anyone can use it," said Dunn. "I am confident my staff can do it, but we are talking about it being so easy that administrative assistants can do it as just another data entry task."

Digital signage at Prairie Meadows is helping the racetrack and casino fulfill its mission of maximizing the facility's return on investment with every business activity it undertakes, something Dunn is particularly happy about. "Because we are so vital to the community, we pride ourselves on being very cognizant of where our money goes so we can get the most bang for the buck," he said. "Our mission statement, says we exist to give back to the community. That's why we are there."

"So we definitely don't want to purchase technology that becomes obsolete in six months. Whenever we shop for technology we look for a useful life of five years to get our money back as a useful investment," he said.

"With the savings we are realizing using the Keywest Technology MediaPOD, we'll be able to pay for our 25 channels of digital signage within the first two years."