



## This Famous Vegas Casino Gets a Jackpot in Raydiant



The world-famous Treasure Island Hotel & Casino has been a figurehead on the Las Vegas Strip since 1993. Located in the heart of the Strip, Treasure Island offers nearly 3,000 hotel rooms and is home to *Mystère*, the longest-running Cirque du Soleil show in town. We sat down with the hotel and casino's Special Events Manager, Jacqueline Jackson, to find out how becoming a Raydiant customer has enhanced their customer experience and impacted their bottom line. Here's what she had to say.

### "Jackpot!" Displays Encourage Longer, and Repeat, Visits

"We measure our success by our gross gaming revenue and customer retention," says Jackson. "Raydiant helps us in these endeavors by enabling us to create memorable customer experiences, like celebrating jackpot winners of \$10K and over with vibrant on-screen messages." These jackpot celebrations, which show the win amount and can be set to display on one monitor or on screens floor-wide, excite clientele and encourages them to play longer. The excitement fostered by these celebrations give an "I could be next!" message to gamers, who are also more likely to become repeat customers.

**"Raydiant screens help us celebrate our jackpot winners and create a feeling of excitement for our customers."**

JACQUELINE JACKSON — SPECIAL EVENTS MANAGER  
TREASURE ISLAND HOTEL & CASINO

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Raydiant's large app library of easy-to-use design tools makes it easy to create celebratory screen content in minutes. The PosterMyWall app alone offers over 150,000 design templates in HD and 4K. Create animated digital posters, short branded videos, and more—and with the Soundtrack Your Brand app, you can also add mood-based music to match your screens. Keep signage on-brand and consistent across screens and locations with these tools, which can be used to create, schedule, and update content through Raydiant's cloud-based platform.



## On-Screen Promotions Market Brand and Raise Revenue

“We also love using Raydiant to market our monthly promotions and loyalty program on our casino floor,” Jackson told us. Raydiant gives Treasure Island, and other casinos, a leg up in competing with the visual onslaught customers face in a casino environment. With bold, dynamic digital signage that include crisp HD colors and exciting animations, Raydiant screens cut through the noise and provide a high-impact visual experience to gamers. With Raydiant, they can grab customers’ attention by putting promotional content on big screens, and drive on-site spending by showcasing the current casino, hotel, and in-house restaurant offers.

Raydiant enables casinos to make their promotions larger than life on big screens—and set them to display in specific zones or across the casino floor. This allows you to tailor your messaging to different customer subsets, for targeted messaging that boost sales by meeting each customer where they are in their buyer’s journey. For example, you may wish to display happy hour promotions near the bar, showcase kid’s activities in more family-friendly zones, and promote nightly shows in dining rooms. All of this can be managed easily and simultaneously using one centralized interface.

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## From Outdated DIY Digital Signage to a More Streamlined Solution

“Before Raydiant,” says Jackson, “we were using thumb drives plugged into each monitor.” But this DIY form of digital signage quickly became problematic and unsustainable. “We would have to download media content to a thumb drive, and then physically walk to each monitor and plug in the thumb drive,” Jackson explains. “It didn’t work well.” On-screen content was becoming outdated quickly, and floor staff would have to run to each monitor to update it. They started looking for an easier solution and found Raydiant.

Raydiant allows Treasure Island staff to quickly and easily create and schedule on-screen content to display at certain days and times. The result? Always up-to-date signage, less time wasted running around, and more time for staff to focus on customer care and work responsibilities. Now, staff can schedule on-screen messaging weeks, and even months, ahead of time. Special events, casino contests, and more can be promoted when and where they choose, and a live on-screen events calendar can be displayed by syncing with Google calendar, keeping customers up to date on important happenings.

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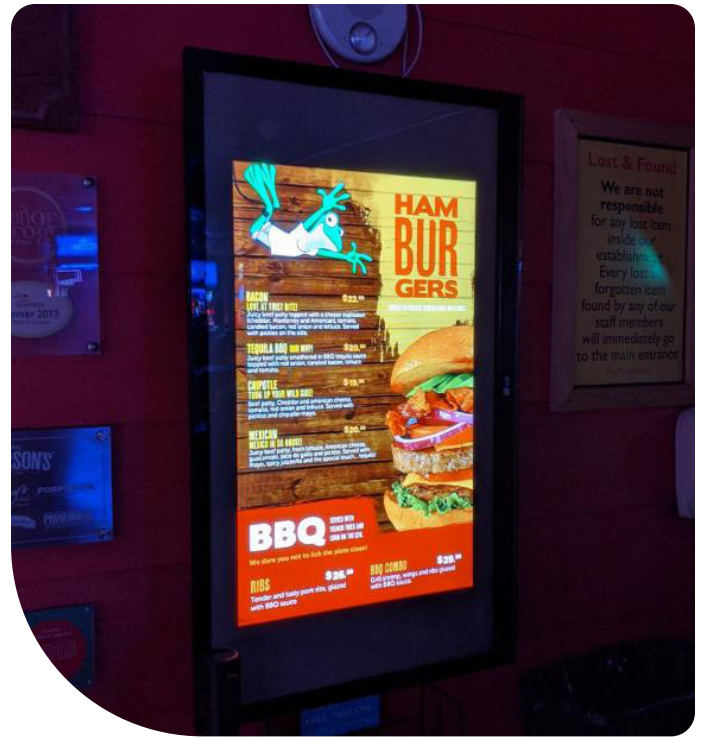
## Managing Multiple Screens Remotely a Win for Casino Staff

“The ability to upload images and other screen content remotely is crucial to our business,” Jackson told us. All of Treasure Island’s digital signage can be managed through one easy user interface, which is accessible through any internet-connected device. The ability to make, schedule, and update screen content on multiple devices (and even multiple locations) means that changes can be made effortlessly, and signage updated in a matter of seconds. Instead of Treasure Island staff running from monitor to monitor every time they want to change out their signage, any staff members with administrative access can update all screens at once, whether they’re at work or off site.

Raydiant’s remote accessibility is a gamechanger for casinos, who can use Raydiant screens to display big wins, provide wayfinding signage, promote upcoming events, and much more. Raydiant can be used to display interactive casino maps, tell customers about loyalty program perks, display welcome messages in lobbies, and can even be used for back-of-house functions like employee trainings and webinars. All of this functionality is managed at the touch of a button, making even last-minute changes a breeze.

## Looking to the Future with Raydiant

How does Treasure Island see their future with Raydiant? “We plan on using it more and more to advertise our events, display tournament scores and photos, and more,” Jackson answers. Raydiant’s multi-dimensional system offers hi-res graphics, moving animations, HD videos, curated music, and more to enhance each customer’s casino visit. Plus, it streamlines digital signage management so that casino staff can focus on what matters most: a personalized customer experience that ensures happy—and loyal—customers.



## About Raydiant for Casinos

In an industry where it's challenging to grab—and hold—customers' attention, you need signage that stands out and steps up your customer experience. Create and display bold, vibrant visuals, gorgeous animations, and memorable branded videos with Raydiant digital signage. Our platform includes everything you need to create attractive welcome and wayfinding signage, jackpot signs, digital menu boards, promotional digital posters, custom music playlists, and more. Try Raydiant today, risk-free.

## Experience the Raydiant Difference

See how our platform can transform your in-store experience and increase franchise sales. Visit [raydiant.com](https://raydiant.com) and **book a demo** now with our sales team.