



Talking Stick Resort

INTRODUCTION

Talking Stick Resort in Scottsdale, Arizona, is a premier destination for relaxation and entertainment. The resort offers an impressive mix of accommodations and amenities such as multiple dining options, a world-class casino, a full-service spa, and a championship golf course. Talking Stick Resort provides a comprehensive experience for every type of traveler.

"THE COLLABORATION WITH CRESTRON WAS GREAT. THEY PROVIDE A DIVERSE PRODUCT LINEUP THAT ALLOWED US TO IMPLEMENT DIFFERENT SOLUTIONS FOR EVERY SPACE AROUND THE RESORT WHILE MAINTAINING A CONSISTENT LOOK AND FEEL."

Fletcher Hickey
*Audio Visual Manager,
Talking Stick Resort*



THE CHALLENGE

Talking Stick Resort upgraded the entire property, from the 15th floor of the hotel to the back of the house under the casino floor. They wanted to create a world-class poker room and multi-purpose showroom that could be adapted to any size event. Since Talking Stick Resort's needs are constantly evolving, they needed something that would be flexible, reliable, and future-proof.

THE SOLUTION

Audio Visual Manager Fletcher Hickey has been with Talking Stick Resort for 15 years and was heavily involved in the upgrade starting at the design phase. Hickey decided to implement Crestron DM NVX® AV-over-IP technology due to its reliability and ability to serve the 24/7 environment.

"TALKING STICK RESORT WAS GOING THROUGH A LARGE TECHNOLOGY CHANGE, AND WE WANTED TO MAKE SURE TO CHOOSE THE RIGHT SOLUTION. CRESTRON TECHNOLOGY HAS PROVEN TIME AND TIME AGAIN THAT IT IS THE BEST FOR US."

Fletcher Hickey
*Audio Visual Manager,
Talking Stick Resort*



THE TECHNOLOGY

Talking Stick Resort's poker room is the largest in the United States outside of California; it includes 69 tables for regular and tournament play. Two-stories high and the length of a football field, the floor-to-ceiling screens are powered by Crestron DM NVX AV-over-IP technology. Each screen can be split into four, where separate content streams are arranged in a grid. Guests are able to log in to the resort's portal and listen to the game they prefer from their smartphones to avoid any latency on the larger screen.

Crestron DM NVX technology is also behind the tournament clocks and digital menus and can easily switch between them if more clocks or menus are needed. At the table games, dealers can put in orders for the guests using a Crestron touch screen where the information is then sent to the kitchen or bar accordingly. The staff also uses the Crestron touch screens for audio and video distribution, LED brightness control, and preset scenes.

"CRESTRON DM NVX GAVE US THE FLEXIBILITY WE WERE LOOKING FOR. WITH CRESTRON'S INDUSTRY REPUTATION, WE HAD PEACE OF MIND KNOWING WE WERE NOT GOING TO BE LOOKING FOR A NEW SOLUTION IN TWO YEARS."

Fletcher Hickey
*Audio Visual Manager,
Talking Stick Resort*

The sportsbook lounge leverages Crestron DM NVX technology, elevating the betting environment so that guests can see results in real time. DM NVX technology is also found in other places around the resort such as guest rooms and by the pool. DM NVX technology powers the digital signage around the resort, as well as on gaming devices for keno, sports betting lines, and information. The resort's VIP cabanas include displays driven by Crestron touch screens. This relieves the stress of broken remotes while giving the guests all the functionality they need.

Crestron Virtual Control is used behind the scenes primarily for conference rooms and other executive areas. Also found in conference and meeting spaces is the Crestron AirMedia® presentation system for wireless connections to displays and projectors. Users are able to easily get connected and share their content without any disruptions to the flow of their event.

"WE LOVE CRESTRON AIRMEDIA FOR EASY WIRELESS CONNECTION. IT IS NOW OUR STANDARD FOR NEW CONFERENCE ROOM BUILDS."

Fletcher Hickey
*Audio Visual Manager,
Talking Stick Resort*





RESULTS

Through Crestron DM NVX technology, Talking Stick Resort can easily entertain thousands of guests in its poker room and display sports betting games. The reaction to the resort's upgrade has been positive as the staff enjoys the flexibility of the system.

"Without Crestron's support and guidance throughout this project we would not be able to accomplish the massive upgrade that we did," says Fletcher Hickey, Audio Visual Manager at Talking Stick Resort.

Featured Products

4-Series® Control System
CP4N

DM NVX® 4K60 4:4:4 HDR Network AV
Encoder/Decoder
DM-NVX-360

DM NVX® 4K60 4:4:4 HDR Network AV
Encoder/Decoder Card
DM-NVX-360C

10.1 in. Wall Mount Touch Screen
TSW-1070

AirMedia® Receiver 3200
AM-3200

Crestron Virtual Control
VC4-PC-3