



CASE STUDY

Casino Video Distribution Upgrade a Success Thanks to Enterprise AV™ over IP Solutions

Site On Sound utilizes Key Digital's Enterprise AV™ over IP Solutions to complete a large video distribution upgrade at at Dakota Magic Casino in Harkinson, ND

Set on the Fort Traverse Indian Reservation, Dakota Magic Casino has been a staple in the Harkinson, North Dakota area for twenty years. A destination like no other, Dakota Magic Casino offers guests an expansive golf course, a luxurious hotel, three delicious restaurants, and an entertainment lounge where visitors can grab a drink while dancing the night away to fabulous music.

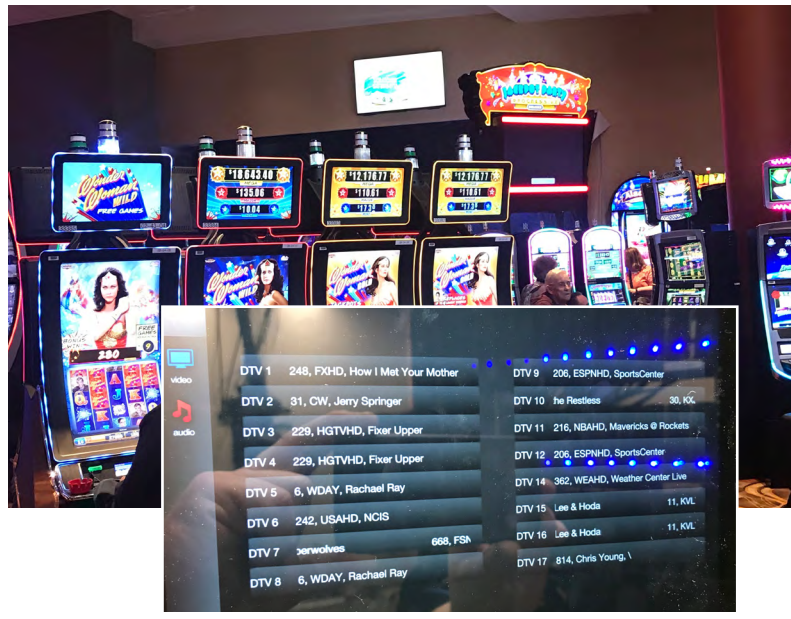
"Key Digital's great technical support team bent over backwards to assist in this project, and I would not have been able to do it without them. Both the Key Digital hardware and software have been flawless and easy to install, and the customer has had nothing but great reviews."
 - Paul Hagen, Technology Integration Specialist for Site On Sound

With plans to add 30,000 square feet and renovate the existing infrastructure, the Dakota Magic Casino upgrades would include an ambitious and impressive all new and renovated casino floor, Twin Buffalo Grill, and Exit 1 Lounge for guests to enjoy. Turning to Key Digital's trusted ecosystem of Enterprise AV™ over IP hardware and industry-leading control system, the integrators at Site On Sound were able to deliver the flawless installation that Dakota Magic Casino needed for their customers.

Working around the challenges of long cable distances, wiring restrictions in the existing infrastructure, time constraints, and performing the installation while still keeping the casino open and occupied 24 hours

a day 7 days a week, the hardware and control solutions would have to work right the first time every time.

The extensive project was planned to take place in a span of multiple phases over multiple years, which made Key Digital's easily expandable Enterprise AV over IP solution the perfect choice. Key Digital's KD-IP1080TX and KD-IP1080RX HDMI over IP transmitter and receiver units with support for PoE (Power over Ethernet) were chosen to handle over 100 televisions throughout the entire building. The IP transmitters and receivers were designed to be utilized as a way to build an entire video infrastructure using IP video components. With PoE, power can be carried to Tx and Rx units with a Power Over Ethernet enabled Managed Network Switch.



Case Study - Dakota Magic Casino



The KD-IP1080 are extremely low bandwidth, so they can easily connect to the building's Cisco network switches via a fiber link port to add up to 1024 inputs and an infinite amount of outputs. These signals can be reliably sent up to 400' using CAT5e/6 UTP/STP cable, which was more than necessary with the long cable runs needed at Dakota Mafic Casino. Taking the job even further, additional screens have been added to the system since the initial installation. By simply adding the KD-IP1080RX with each screen no additional set-up or alterations of the Cisco control system was required.

To easily maintain the audio and video in the massive building Key Digital's Compass Control® Pro was used to provide seamless and customized control. The cost-effective software suite excels in video control functionality, a key element in the proliferation of digital signage and video collaboration. Compass Control® Pro was implemented on 3 iPads throughout the facility to make control of the video and audio more accessible to any staff member at Dakota Magic Casino, and let them easily navigate and manage the intuitive control system.

Compass Control® Pro integrates components from Compass Alliance™ Partners via pre-built bi-directional drivers and UI modules, that were crucial in providing real-time metadata, allowing accurate understanding of what is happening with each television, DirecTV receiver, the Rane Halogen audio DSP, and the digital signage players in the building. The network based bi-directional feedback provides 'now playing', 'current channel', audio routing, and other essential information so the staff can confidently route desired video and audio content to the screens.

"We are delighted with how one little iPad can do so much to control our building. It was hard to imagine that such a universal device would be able to perform such customized control, but the Compass Control Pro software is so easy that every employee understands how to use it," said the General Manager of Dakota Magic Casino and Hotel.



For 38 years Site On Sound has been one of the largest custom install specialty retailers in North Dakota. They have the product knowledge and experience to handle the toughest design obstacles, and knew that with Key Digital they could handle the challenges thrown at them



during the Dakota Magic Casino installation. Key Digital is an award winning developer and manufacturer of leading-edge technology, consistently

delivering total video systems solutions. The company manufactures a wide range of digital video processing and video signal distribution solutions as well as control systems marketed broadly to the HDTV community, such as digital video and audio processors, switchers, distribution amplifiers, cables, adapters, and more.