

Case Study: Beer Park by Budweiser

Samsung High-Brightness Displays Deliver Unmatched Outdoor Viewing Experience



Overview

Customer Need

Beer Park by Budweiser, a large outdoor bar and grill perched over the legendary Las Vegas Boulevard, needed bright displays to show sports programming. In order to compete with hundreds of dining and entertainment options, the TV viewing experience had to be world-class. The displays also needed to provide crisp, clear viewing under challenging environmental conditions, including bright ambient lighting, intense temperature swings, and inclement weather.

Samsung Solution

Samsung was selected as the single brand for all 56 digital displays throughout the rooftop bar and grill. Video walls above the bars can show individual channels on each display or be combined to show a single channel when there is a big sporting event. High-brightness outdoor displays are installed on custom mounts throughout the dining and games areas for a 360° viewing experience. At the satellite bar on the ground floor, menu boards display food and beverage offerings with bright, eye-catching visuals.

Results

Samsung displays have scored with sports-loving customers at Beer Park. The bright displays provide a world-class sports viewing experience throughout the day and night – from almost any viewing angle. As a result, customers are engaged and spending more time at Beer Park which has driven up ticket orders for food and drinks. The Samsung displays have helped Beer Park create a distinctive experience and positive brand impression that customers can take home.



Beer Park by Budweiser is Las Vegas' first rooftop bar and grill. Located at the Paris Las Vegas Hotel and Casino, the 10,000-square-foot venue offers panoramic views of the Bellagio fountains and the iconic Las Vegas strip.

Customers can enter Beer Park directly from the high foot traffic Las Vegas Boulevard. The venue offers customers over 100 beer options and fan-friendly food, like pretzels, burgers, sandwiches, nachos, and hot dogs. A satellite bar on the ground floor offers a selection of drinks and food for walk-by traffic.

Beer Park is owned and operated by Chateau Management in a brand sponsorship with Anheuser-Busch, the parent company of Budweiser.

The Customer Need: Creating a Unique Outdoor Entertainment Experience

Las Vegas is one of the most popular vacation destinations in the world with over 42 million annual visitors. Anheuser-Busch recognized the opportunity to further connect its beer brands with vacationers.

"We've been offering brand experiences at sports stadiums for a while and wanted to provide that same experience in Las Vegas to a global audience of tourists and convention attendees," says Josh Halpern, VP of On-Premise for Anheuser-Busch.

Beer Park would be an experience that was unlike anything else available in the Vegas market. It would be a fun, casual outdoor place to watch sports with friends and family, enjoy great beer and food, play games, or simply relax.

"Visitors have hundreds of entertainment options on the Strip, so we needed Beer Park to really stand out and be a showcase for the Budweiser brand," says

Perry Rogers, partner of Chateau Management, owner and operator of Beer Park. "We needed to offer an experience that would not only make their jaws drop when they walked in, but keep them engaged – so the TV displays needed to be world-class."

Beer Park needed reliable, commercial-grade displays that met the challenges of outdoor operations. The displays needed to be extremely bright so programs could be easily seen in daylight, in shade, and at night.

The venue posed additional technical and design challenges. "Beer Park is outdoors so you're also dealing with rain, wind, dust and the heat of the desert," says Dan Shannon, Co-Owner of Ponto Solutions, an Audio/Visual solution provider retained by Beer Park to design and implement the A/V technology. "The displays had to seamlessly fit into the architecture and design of the venue while meeting all safety requirements."

The Solution: High-Bright Displays Deliver Superior Viewing

Based on a detailed assessment of the requirements, Ponto Solutions recommended Samsung displays to Beer Park. “When putting together the outdoor display recommendation, we had only one, which was the Samsung OH55,” says Matt Abbrederis, Co-Owner of Ponto Solutions. “It has a 2,500 nit rating which is up to eight times brighter than a regular screen.”

Twenty-three Samsung OH55 high-brightness displays are hung on custom mounts throughout the venue, including eating areas, game tables, and lounge areas. The displays provide unobstructed view of sports programs from almost any angle and have auto-brightness sensor. The OH55 displays are also IP56 certified for outdoor usage in heat, cold, rain, snow, and dust.

Beer Park has two large bar islands with sixty different beer taps. Above each island, wrap-around video walls with 55” and 75” Samsung displays show sports programming. The displays usually show individual channels, but if there is a big game, the staff can easily combine them to show a single game. The thin bezels create a nearly seamless picture across the video wall.

In order to ensure that the displays fit with the architectural design while meeting customer needs, Ponto

enlisted the support of Premier Mounts. “We looked at the human factors, such as the dimensions, viewing angles, the audience’s location relative to the displays,” says Rich Pierro, CEO of Premier Mounts. Premier Mounts then designed a mounting infrastructure that also met design and building code requirements.

All of the displays and video walls are controlled with the included Samsung MagicInfo software, an intuitive content creation and management solution.

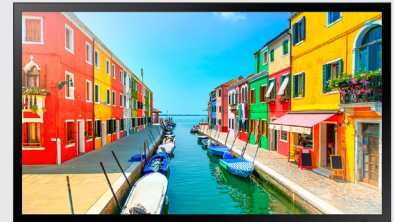
Beer Park also operates a satellite bar on Las Vegas Boulevard that serves drinks and snacks for walk-by traffic and helps drive visitor traffic to the main bar upstairs. Three 48” Samsung displays serve as digital menu boards to showcase eye-catching drinks and food. The staff can easily alter menu items with the Samsung MagicInfo software.

Ponto Solutions worked closely with Samsung experts during the planning and deployment. “Samsung has all the displays we need, they’ve got the software and they’ve got the expertise in the field,” says Shannon. “We’ve engaged with probably a half dozen different people from Samsung in the field on this project and all stepped up and gave us the support.”

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The Results: The Ultimate Beer and Outdoor Entertainment Experience

Samsung displays are helping Beer Park create the ultimate beer experience in Las Vegas, where people can relax, enjoy, and spend time with friends. Beer Park gets overwhelmingly positive reviews from the time customers enter until they leave. “When I watch customers enter the beer park for the first time, I see their mouths are open,” says Rogers. “They are like, ‘Oh my gosh, look at this!’”

Visitors say they feel like they’ve entered sports heaven. They are delighted and share details with friends when they returning home. “We loved coming here. We are huge sports fans and the screens are so clear and so

vibrant. We feel like were there (at the game),” says an out-of-town visitor. Beer Park is also becoming a standard for local residents. “I love coming here to watch the games,” says a Vegas native. “The (Samsung) screens are awesome, and so clear and the atmosphere here is great.”

Anheuser-Busch is also impressed with the Samsung displays. “We are a global brand and wanted to create a world-class experience with Beer Park,” says Halpern. “Samsung displays definitely met the challenge. We’ve had customers ask who did our displays, because they are brighter and crisper than those in other restaurants.”

Normally, a customer might spend an hour at a Vegas bar, but Beer Park customers are easily spending two or more hours. “Samsung displays have really allowed customers to want to stay longer because they are having so much fun watching sports,” says Jason Ellefson, General Manager of Beer Park. “With that comes repeat business and drives the longevity of the business.”

“We’re already getting rave reviews on Yelp and other social media sites,” says Halpern. “We couldn’t have done it without Samsung’s help, because they really understand how to create that positive customer viewing experience.”



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