



Gila River Resorts & Casinos

INTRODUCTION

Gila River Resorts & Casinos, owned and operated by the Gila River Indian Community, is a recognized leader in the casino and hospitality industry. Known for its award-winning destinations located in Chandler, Arizona, it operates three premier properties, each offering a unique blend of Vegas-style gaming, upscale accommodations, fine dining, and live entertainment. Gila River Resorts & Casinos delivers a dynamic and immersive experience, making it a top choice for entertainment and leisure in the region.

"THE STRENGTH OF THE CRESTRON ECOSYSTEM EMPOWERED US TO DELIVER SOLUTIONS ACROSS A WIDE RANGE OF ENVIRONMENTS AT GILA RIVER RESORTS & CASINO, ALL WHILE ENSURING A SEAMLESS, INTUITIVE EXPERIENCE FOR EVERYONE."

Carl Adams
Vice President of Sales,
Immedia



THE CHALLENGE

Gila River Resorts & Casinos sought to modernize its outdated AV-over-IP systems to gain greater flexibility and control to elevate the overall guest experience. Ensuring a disruption-free transition, with minimal downtime that would not interrupt its 24/7 operations, was key to maintaining high-quality guest service.

THE SOLUTION

Integrator Immedia has an existing relationship with the Resort & Casino and a familiarity with Crestron technology, which resulted in a smooth design and planning phase for the upgrade initiative. Crestron XiO Cloud® technology operations management platform was selected for its centralized control and remote management, improving system monitoring and maintenance.

"BY USING CRESTRON, WE DELIVERED A ROBUST, FUTURE-READY AV ECOSYSTEM THAT MATCHES THE ENERGY, COMPLEXITY, AND QUALITY OF ONE OF ARIZONA'S TOP HOSPITALITY DESTINATIONS."

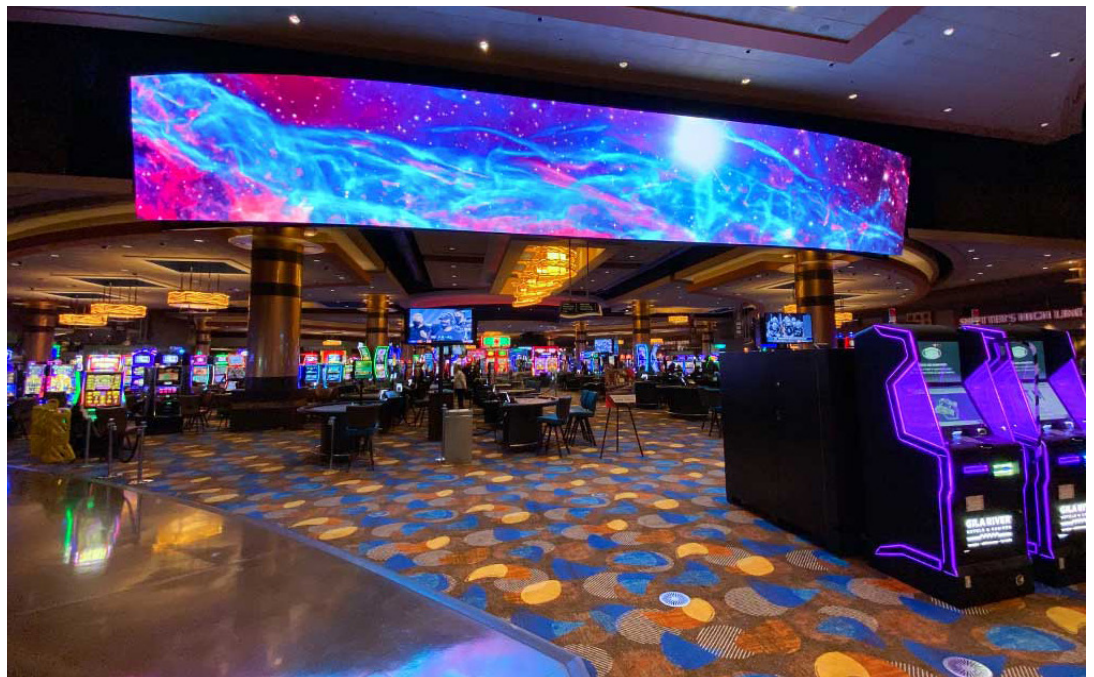
Carl Adams
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THE TECHNOLOGY

Gila River Resorts & Casinos has multiple properties to manage simultaneously, making Crestron XiO Cloud management platform solution the best fit. The Crestron XiO Cloud platform enables proper space management, allowing employees to monitor and control the buildings from a centralized location. This has reduced the need for on-site maintenance and allowed for proactive system diagnostics and updates throughout Gila River Resorts & Casinos.

To make sure the Crestron technology was implemented seamlessly, this project used a phased approach with scheduled off-hour installations until the final switchover from the original system. Crestron control was selected as the backbone of the AV infrastructure to provide centralized command and enable staff to manage audio, video, and environmental settings through Crestron touch screens across the property. The Crestron system operates across diverse spaces such as the casino floor, hotel, sportsbook, restaurants, pool areas, and conference rooms.

Crestron DM NVX® AV-over-IP technology enables high-quality, low-latency video distribution and replaced the outdated system, offering greater flexibility in routing video signals to any display across the property. It also makes real-time content switching possible, which is essential in this dynamic environment. To enhance the guest experience, a custom audio leveling system adjusts sound levels in real time based on the ambient noise and preset thresholds. Different settings are available for the mornings, evenings, and weekends to help optimize guest comfort.



"CRESTRON XIO CLOUD ALLOWS US TO PROVIDE PROACTIVE SUPPORT AND ONGOING MAINTENANCE. THIS PARTNERSHIP PROVIDES PEACE OF MIND, KNOWING THAT WE'RE CONTINUOUSLY MONITORING THEIR SYSTEMS AND ENSURING OPTIMAL PERFORMANCE ACROSS THE ENTERPRISE."

Carl Adams
Vice President of Sales,
Immedia



RESULTS

The Crestron system delivers a seamless, immersive experience throughout the three properties, including a hotel, casino, pools, and restaurants. Gila River Resorts & Casinos has benefited from these additional technology enhancements, and the staff was able to maintain guest satisfaction during a complex upgrade.

"From the Prime restaurant to the Topgolf swing suite, every space is fully integrated and delivers a seamless guest experience thanks to Crestron," says Carl Adams, Vice President of Sales at Immedia.

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 Decoder
DM-NVX-D30

DM NVX® 4K60 4:4:4 HDR Network AV Encoder Card
DM-NVX-E30C

10 in. Touch Screen
TSW-1070

XiO Cloud® Provisioning and Management Service
SW-XIOC-S