

Okada Manila



Okada Manila Casino delivers unique visitor experience with VITEC IPTV & Digital Signage Solution

VITEC's Avedia IPTV & Digital Signage system creates a unique visitor experience, streaming high-quality video content directly to Okada Manila Casino's gaming machines and displays screens throughout the venue, with quality and reliability guaranteed 24 hours a day.

Okada Manila is a five-star integrated resort and casino carved into 44 hectares of Manila Bay's picturesque oceanfront. The hotel boasts 993 luxury suites and villas, each furnished with world-class amenities, state-of-the-art technology, and spectacular views of the Manila Bay or The Fountain.

Situated in the heart of Entertainment City, the Okada Manila casino welcomes 20,000 visitors on a daily basis, operates 24x7x365, and provides guests with a unique location to play for the biggest progressive jackpot in the country. It offers the best of traditional table games like Baccarat, Poker, Roulette and Craps, plus more than 3,000 electronic gaming machines — from beloved classics to the hottest new games.

Technology Partners



The challenge

As a world-class destination that combines advanced technology with deluxe amenities, Okada Manila wanted to offer cutting-edge video entertainment throughout its property. With a 24-hour a day operation catering for thousands of international visitors, the resort required a reliable video solution that could easily handle the vast range of media inputs and diverse distribution requirements.

With a mix of static, dynamic and live video content, the solution needed to be flexible enough to interface with a wide range of display types and aspect ratios whilst being easy to manage for operators, to make sure the right content, branding, wayfinding and messaging gets to the right machine or screen, at the right time.



The Casino at Okada Manila is the newest, most dynamic casino in Entertainment City, and we wanted an AV solution that reflected our commitment to the guest experience. The VITEC IP system has provided us with a dependable and high-quality solution that positions us at a world-class resort at the forefront of technology.

Okada Manila

The solution

Okada Manila chose VITEC for its low latency, high picture quality, easy-to-use, reliable and integrated IPTV and signage system. The centrally-managed solution enables the seamless distribution of TV channels, promotions and jackpot information on each of the electronic gaming machines and screens across the casino gaming floor, as well as to back of house areas. Over 130 sources feed directly into VITEC HDMI Encoders, including live international and local TV, gaming machine content, Okada advertising channels, live camera feeds and event footage, outputting across an Alcatel-Lucent Enterprise network to LED screens both internally and externally, and 600+ media player end-points on both the casino floor and public spaces.





Alcatel-Lucent Enterprise

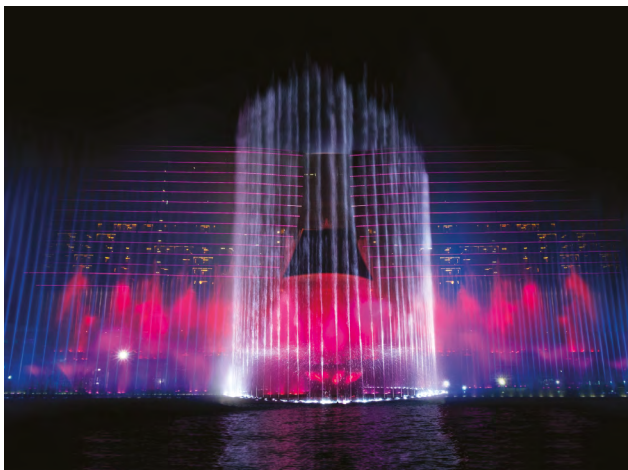
All content is aggregated, managed, monitored and distributed through VITEC's Avedia server platform, which ensures that the right content reaches the intended end-point, at the correct size and aspect ratio, at exactly the right time. Content is displayed on individual gaming machines, bank end screens, gaming machine LEDs, Digital Signage screens and Samsung TVs – including in the 1000+ bedrooms.

The VITEC solution is also integrated with the Casino Jackpot system, which triggers different audio (integrated with QSC) and video experiences across different areas of the casino and wider resort, depending on the size of the win.

Local technology integrator All Visual & Lights Systems (AVLS), was instrumental in securing the partnership with VITEC, and undertook full testing and Proof of Concept (PoC) with the client to ensure the solution delivered exactly what was expected.

A spokesperson for AVLS said: "The flexibility of VITEC technology enabled us to deliver content to a wide range of end-point devices whilst retaining image and video quality. VITEC's feature-rich, fully configurable IPTV and digital signage solution means the venue can easily create and deliver content to multiple screens across the casino and its bedrooms, greatly enhancing its guests' experience."

VITEC's feature-rich, fully configurable IP video application means the hotel can now easily create and deliver content to multiple screens across the casino, greatly enhancing its guests' experience."



VITEC Network partner: Alcatel-Lucent Enterprise

The resort's network infrastructure is critical to providing an outstanding service and visitor experience onsite. Up to 20,000 guests enter Okada Manila during peak hours and need to be able to seamlessly connect their devices to access personal or business data, while being assured of their personal and transaction security. Alcatel-Lucent Enterprise designed a resilient, reliable, and secure network infrastructure to handle the volume of data and devices connecting at any given moment.

Benefits

- Alcatel-Lucent Enterprise's proprietary solution allows Okada Manila to monitor, control and manage the entire network.
- The solution provides redundancy and resiliency at all levels of the network, ensuring critical network connectivity in the gaming area, hotel, and retail spaces.
- The network is scalable and can support the resort's future development.
- The network denies peer-to-peer communications and keeps guest transactions secure by routing all data through a secure sever.



"We hope to work with the Alcatel-Lucent Enterprise team going forward to expand the Okada Manila and make it the best integrated resort in Asia Pacific."

**Dries Scott, Chief Technology Officer,
Okada Manila Resort**



The VITEC system at Okada Manila comprises:

- VITEC Avedia Server central management platform
- VITEC Media Player end-points
- VITEC HDMI Encoders
- VITEC ArtioSign Digital Signage

The result

The VITEC solution enables Okada Manila to display a dynamic range of entertaining and informative content on hundreds of connected screens including Samsung TVs, computer screens, mobile devices and LED screens across the venue. The technology advancements from VITEC and providers, including Alcatel-Lucent Enterprise and Samsung, have created a unique visitor experience, and the casino has benefited from increased footfall, extended dwell time, revenue growth, and above all, a casino destination clearly differentiated from the competition.

“The Casino at Okada Manila is the newest, most dynamic casino in Entertainment City, and we wanted an AV solution that reflected our commitment to the guest experience. The VITEC IPTV system has for over 5 years provided us with a dependable and high-quality solution that positions us at a world-class resort at the forefront of technology,” says a spokesperson for Okada Manila.

Jamie Hind, VITEC Regional Director, APAC, added: “The installation at Okada Manila is awesome; dynamic and engaging video content is essential to the open-all-hours, thriving and lively visitor experience that integrated resorts such as Okada Manila offer, so being able to use one platform that can ensure that the right content gets to the right machine or screen at exactly the right time is paramount. We look forward to our continued collaboration with Okada Manila, AVL, Alcatel-Lucent Enterprise and Samsung to ensure that we deliver best-in-class experiences to the resort’s guests.”

Industry Leading Video Innovation

VITEC is a market-leading provider of IPTV, Video Streaming and Digital Signage Solutions that help organisations harness the power of video to engage, empower and evolve. VITEC is a pioneer in the design and manufacture of hardware and software for video encoding, decoding, transcoding, archiving and streaming over IP. Our end-to-end video streaming solutions enable customers to capture TV and video content directly from any source and manage its delivery, as channels or within digital signage screens, to any connected device via an existing network.

From corporate, broadcast and venues, to accommodation, government and military, VITEC has global expertise in delivering complex, proAV solutions.

VITEC’s award-winning IPTV platform is a powerful suite of services for content management, digital signage, video archiving, and video wall processing. Our encode/decode solutions are 100% hardware based, including PCIe cards with SDK for custom design or OEM for high-performance video systems.

Headquartered in Paris, France, we have a global reach through our offices across the Americas, Europe, Middle East, Africa and Asia Pacific.

Making a difference with green initiatives, VITEC is the first Zero Carbon MPEG company and encourages customers to ‘buy GreenPEG’ for continued environmental efforts to reduce greenhouse gases.