



# Circa Resort & Casino

## INTRODUCTION

Circa Resort & Casino is the ultimate entertainment experience, providing a flexible atmosphere where guests can enjoy luxurious, awe-inspiring amenities to work, play, or relax like never before. Officially opening its doors in 2020, the property was designed to honor Las Vegas for its historic charm while celebrating the legacy of the city that continues to be built on that foundation of being the gaming city of origin.

### LOCATION:

Las Vegas

### PARTNERS:

Technology West Group,  
Volta Systems Group

### FEATURED SPACES:

Stadium Swim, Casino, Ballroom,  
Sportsbook

**"WHEN DEVELOPING THIS PROPERTY, WE WERE HYPER-OBSSESSED WITH EVERY DETAIL OF THE GUEST EXPERIENCE, TYING TOGETHER MEMORABLE EXPERIENCES WITH THE LEGACY OF LAS VEGAS. WITH CRESTRON, BEING ABLE TO CREATE UNFORGETTABLE ENTERTAINMENT FOR EACH ONE OF OUR VISITORS WAS MADE EASY."**

Paul Ballard

CIO,

Circa Resort & Casino



## THE CHALLENGE

With a focus on becoming the premier destination for sports viewing and betting, Circa strived to create an unrivaled experience and atmosphere that would draw guests in and keep them coming back. The property boasts the world's largest sportsbook and the eye-catching destination Stadium Swim, both of which feature predominant screens that made visual impact and technical reliability primary considerations throughout the design process.

**"BEING AN ENTERTAINMENT HUB THAT STREAMS LIVE EVENTS, WE ARE EXPECTED TO IMMEDIATELY ROUTE CONTENT THROUGHOUT THE ENTIRE SPACE QUICKLY. THANKS TO THE DM NVX PLATFORM, WE CAN DO JUST THAT."**

**Paul Ballard**  
*CIO,  
Circa Resort & Casino*



## THE SOLUTION

With digital content and engaging streams being a focal point throughout the property, selecting a dependable AV distribution system poised for future growth was imperative. After evaluating many solutions, integrators Technology West Group and Volta Systems Group along with the AV team at Circa selected the DM NVX® AV-over-IP platform because of its ability to synchronize the same content to be sent to multiple screens across the property as well as support 4K broadcasts as that becomes more available.

**"WHILE WE EVALUATED A NUMBER OF SOLUTIONS, THE RELIABILITY OF CRESTRON DM NVX WAS A KEY FACTOR IN OUR SELECTION, AND THAT DECISION HAS PAID OFF."**

**Chris Martinkovich**  
*AV Manager,  
Circa Resort & Casino*



## THE TECHNOLOGY

A striking venue, Stadium Swim is an iconic addition to the Las Vegas Strip, featuring six pools, a 40-foot HD screen, and three distinct levels for viewing. The multi-level destination is open 365 days a year, and the state-of-the-art filtration system allows the pool to stay open later than any other property in the city. The show-stopping attraction is ideal for watching a big game or streamed event, as Stadium Swim delivers the ultimate viewing experience, relying on an extensive DM NVX technology deployment. A combination of encoders and decoders feed live content to the screens, ensuring guests can watch the action in real time without worrying about latency. Stadium Swim was designed to give unobstructed views of the screens at all times. Attention to detail went beyond the technology that supports the space and even included measuring the chairs' height and cabanas' positioning.

**"STADIUM SWIM UTILIZES CRESTRON SYSTEMS TO MANAGE ITS MASSIVE AUDIOVISUAL SETUP, INCLUDING A 40-FOOT HD SCREEN, SO GUESTS DON'T MISS ANY ACTION WHILE ENJOYING THE POOL. CRESTRON'S USER-FRIENDLY AND HIGHLY EFFICIENT CONTROL SYSTEMS MAKE THEM AN INDISPENSABLE PART OF THE CIRCA EXPERIENCE."**

**Richard Reisig**  
*Principal,*  
*Technology West Group*

The Circa property offers another unique entertainment venue onsite, home to the world's largest sportsbook. The atmosphere sets the tone for viewing competitive sports and the perfect environment for placing a wager as the action plays out live. The sportsbook features a 78-million-pixel screen spanning 145 feet and is positioned three stories high. It is also powered by the DM NVX platform to provide television streaming entertainment throughout the venue. The space has a 1,000-person capacity with stadium seating, further elevating the viewing experience on a large scale. For a more personal setting at the table games, there are opportunities for staff to change the channel or adjust the volume on the smaller TVs to cater to the needs of the customers in that area.

Beyond the prominent entertainment options onsite, Circa provides several other offerings, including bars, restaurants, shops, and the Circa Ballroom. All these public areas feature Crestron Control to adjust lighting scenes, audio levels, and video feeds. The Circa Ballroom and expansive meeting rooms offer AV control that allows content to be shared seamlessly and tailors the space to fit the needs of the host. The team can use a tablet to control any TV screen or change the audio levels in any public space. The Crestron system allows the team to display video content anywhere on the property and control it centrally.



**"CRESTRON WAS THE OBVIOUS CHOICE WHEN IT CAME TO CHOOSING A RELIABLE AV EXPERIENCE. CIRCA PROVIDES A BESPOKE EXPERIENCE FOR GUESTS THAT SEAMLESSLY BLENDS SPORTS, MUSIC, AND POOL LOUNGING, AND ALL OF THOSE ELEMENTS ARE ABLE TO COME TOGETHER THROUGH INNOVATIVE TECHNOLOGY."**

**Patrick Liedtke**  
*Co-Founder,  
Volta Systems Group*





## RESULTS

Circa pays homage to the city's legacy and was designed with the guests in mind, creating engaging technology experiences that seamlessly complement the visual aesthetic. On a property where screen downtime would gravely impact the visitors, the AV team at Circa is confident in their operations, having the trusted support of Crestron Control and the DM NVX AV-over-IP platform. The success of this installation has led the AV team to trust the DM NVX solution in other properties as well, including The D Hotel & Casino Las Vegas.

### About Crestron Hospitality

Only Crestron enables you to provide the ultimate personalized guest experience combined with robust, scalable, cost-effective property-wide monitoring and management through a single platform. From guest rooms to event spaces and everything in between, Crestron enables you to create an unparalleled experience that will keep guests coming back.

Photos courtesy of Ryan Gobuty

v.100724  
All brand names, product names, and trademarks are the property of their respective owners. Certain trademarks, registered trademarks, and trade names may be used in this document to refer to either the entities claiming the marks and names or their products. Crestron disclaims any proprietary interest in the marks and names of others. Crestron is not responsible for errors in typography or photography. ©2024 Crestron Electronics, Inc.

**"WITH CRESTRON, OUR AV TEAM CAN IMPLEMENT SOME OF THE LARGER CHANGES TO ADAPT THE SYSTEM TO OUR NEEDS, BUT OUR PROPERTY STAFF ARE ALSO EMPOWERED TO MAKE SMALL TWEAKS THROUGHOUT THE DAY TO ENHANCE THE EXPERIENCE FOR OUR GUESTS IN THEIR DEDICATED AREAS."**

**Chris Martinkovich**  
*AV Manager,*  
*Circa Resort & Casino*

### Featured Products

4-Series® Control System  
CP4

DM NVX® 4K60 4:4:4 HDR Network AV  
Encoder/Decoder  
DM-NVX-350

DM NVX® 4K60 4:4:4 HDR Network AV  
Encoder  
DM-NVX-E30

DM NVX® 4K60 4:4:4 HDR Network AV  
Decoder  
DM-NVX-D30

10 in. Touch Screen  
TSW-1070

