

# CASE STUDY: LAS VEGAS MONORAIL

*SunBriteTV*®

LAS VEGAS MONORAIL DELIVERS NEW DIGITAL ADVERTISING PROGRAM WITH  
OUTDOOR DISPLAYS FROM SUNBRITETV

*SunBriteTV*®  
True Outdoor Television

**M** LAS VEGAS  
**MONORAIL**®

# LAS VEGAS MONORAIL

For more than five million passengers each year, the Las Vegas Monorail is the best way to travel along the Vegas Strip. Arriving every 4 to 8 minutes at seven stations, travelers ride the monorail knowing they are using the fastest, cleanest, and most efficient transportation available.

With stations located at the MGM Grand, Bally's/Paris, Flamingo/Caesars Palace, Harrah's/The LINQ, Las Vegas Convention Center, Westgate Las Vegas and SLS Las Vegas — the four-mile-long Las Vegas Monorail connects many of the city's world-class restaurants, shows, shops, clubs, hotels and casinos in a fun, efficient and economical way.

Built in 2004, the monorail has had advertising programs since the beginning, with a majority of the advertising programs involving large train wraps and back-lighted signage. But with the high production costs and slow build times associated large-format, printed, outdoor advertising, the monorail management team has been searching for a digital signage option to offer existing and potential advertisers.

"Most of our passengers are visitors to Las Vegas, not local commuters. About 25 percent of our riders are here for a convention, and the rest are here enjoying the city, so our entire audience base turns over about every three days," said Ingrid Reisman, Senior Vice President & Chief Marketing Officer, Las Vegas Monorail. "Digital advertising presents a great opportunity for us to reach these audiences in an engaging and memorable way."

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For several years, the monorail management team has been approached by various vendors pitching digital signage technologies. But the systems proposed were considered too difficult to deploy, not appropriate for the harsh outdoor environment, or simply too cost prohibitive for their advertising customers. About a year ago, the team decided to design, install and manage their own digital signage system.

"We finally decided that we should start small and not take on any multi-million-dollar installation where we would need a capital partner to assist us," said Heather Abel, Strategic Partnership Manager, Las Vegas Monorail. "We can do this ourselves, pay off the initial investment through the advertising revenue generated, and then grow the system from there."

Early this year, the team completed the phase one installation of a system, including nine SunBriteTV Signature Series 43-inch displays as digital signage. There are four displays each at the MGM Grand station and the Harrah's station, and a single display installed at the Las Vegas Convention Center station. Image quality and brightness, ease of installation, and exceptional durability are what brought the team to select SunBriteTV displays.

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Anthony Charles, Director of IT, Las Vegas Monorail and his team installed five-gigahertz wireless access points at each station. Charles uses a cloud-based, digital signage management program to distribute the video content and installed a computer board as the video model within each display.

"All of the displays are outdoors. The heat and strong winds here in Las Vegas get really bad in the summer," said Charles. "It was critical that we find displays that can deliver a vibrant and engaging image but still stand up to the environment."



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SunBriteTV Signature Series displays are a perfect solution for partial-sun and high ambient light applications. Built for permanent outdoor installations, the displays feature a durable aluminum casing (not plastic) that protects against weather and insects; delivers safe, excellent performance from below freezing to the heat of summer (-24°F to 122°F), and the system's commercial-grade 4K UHD high-brightness (700 NIT) screen with direct LED backlight and anti-glare technology delivers ultra-bright, dramatic picture detail.

"Twenty hours a day, seven days a week, we now have the ability to reach millions of visitors with dynamic advertising that helps our fellow tourism-based restaurants, shows, hotels, casinos and other businesses attract customers and bring them into their establishment," added Reisman. "We have not been up and running long, but everything looks good, the displays are nice and bright, and we're receiving positive feedback from customers and clients. We look forward to expanding on what's shaping up to be a successful program."

For more information on Las Vegas Monorail, please visit [www.lvmonorail.com](http://www.lvmonorail.com)

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