



CAESARS FORUM

INTRODUCTION

The newest addition to the Caesars Entertainment family, CAESARS FORUM center, is a 550,000-square-foot conference center that can accommodate more than 10,000 attendees. CAESARS FORUM features two of the largest pillarless ballrooms in the world and more than 300,000 square feet of flexible meeting space, all with direct access to more than 8,500 hotel rooms at Harrah's® Las Vegas, The LINQ® and Flamingo Las Vegas® Hotels for a total of 20,000 in Las Vegas.

"WITH THE ADDITION OF CRESTRON, OUR AV SYSTEMS NOW PROVIDE UNLIMITED CONNECTIVITY AND SIGNAL ROUTING, AS WELL AS SCALABILITY TO BE ABLE TO TAKE ON THE NEEDS OF OUR CLIENTS."

Steven Padgett
*Director,
Encore Productions*





THE CHALLENGE

CAESARS FORUM was designed on the principle that planning a successful meeting can be a collaborative and rewarding experience. For this new conference center, Caesars Entertainment blended the latest in modern design with seamless technology solutions to deliver premier experiences for its clients and guests.

THE SOLUTION

To deliver the gold standard for meetings, Bill Dosch, Executive Director Catering, Conventions and Events at CAESARS FORUM and Steven Padgett, Director at Encore Productions collaborated with National Technology Associates to outfit these spaces with a technology solution that would allow meeting planners to specify the most complex details, regardless of the size or scale of the event being hosted. Through the addition of Crestron, CAESARS FORUM provides complete control and customization across more than 300,000 square feet of flexible meeting space in the LEED Silver certified conference center.

"WHILE EVERY EVENT IS UNIQUE, THEY ALL SHARE THE COMMON GOAL OF PROVIDING A MEMORABLE EXPERIENCE FOR CONFERENCE PARTICIPANTS. CRESTRON'S FLEXIBLE LIGHTING CONTROLS OFFER MANY DIFFERENT OPTIONS AS WELL AS EASY FUNCTIONALITY, ACCOMMODATING GENERAL SESSIONS, BREAK-OUT MEETINGS, CONCERTS AND SPECIAL EVENTS."

Bill Dosch

*Executive Director Catering, Conventions and Events
CAESARS FORUM*

THE TECHNOLOGY

CAESARS FORUM's conference space offers lots of flexibility with more than 2 miles of airwalls. Crestron's granular level of lighting control creates the ideal atmosphere for any type of set-up, for any event.

The spaces feature more than 4,500 DMX lighting fixtures that can be individually controlled for brightness and color temperature, via integration with the Pharos Architectural Controls systems. "The ability to control every lighting fixture in each ballroom and foyer allows for the ultimate flexibility to design and implement the perfect ambiance for any type of production," says Pagdett. "Crestron's lighting control allows us to change the color temperature on all fixtures, ensuring that any vision of lighting design is achievable."

In addition to adjusting the lighting, Crestron DM NVX® AV-over-IP provides control over the displays and videowalls throughout the facility to broadcast live television or dedicated digital signage. Crestron DM NVX Director™ virtual switching appliance delivers additional functionality across the system, simplifying the ability to combine rooms and distribute unified content throughout the center. With more control over the space, CAESARS FORUM delivers on its promise to cater to the unique the needs of its clients.

Over 100 TSW touch screens are located throughout the conference center, providing an easy-to-use interface to adjust the lighting and AV needs at any point during an event. "With Crestron, we were able to create a custom program that allows the staff to prepare the rooms for every event with an interface that makes it easy for the technicians to visualize the combination and division of rooms throughout the facility," explains H Waldman, COO, National Technology Associates.

"CRESTRON'S TECHNOLOGY HAS REALLY ELEVATED AND TRANSFORMED OUR SPACES. THE FLEXIBILITY OF THE CONTROL SYSTEM AND ITS EASE OF USE HAS ALLOWED OUR TECHNICAL STAFF TO MAKE ADJUSTMENTS IN A VERY SHORT AMOUNT OF TIME THAT WOULDN'T HAVE BEEN POSSIBLE BEFORE."

Steven Pagdett

Director,

Encore Productions





RESULTS

With Crestron, CAESARS FORUM is now equipped with AV systems that provide unlimited capabilities for clients without compromising the sleek design of the space. "When we designed CAESARS FORUM, we not only wanted to build the two largest pillarless ballrooms in the world to accommodate any sized group, but we also wanted to offer the latest and highest quality technology for our customers," explains Dosch. "Crestron has optimized the experience for any type of event, from large general sessions to elegant awards dinners."

Featured Products

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

DM NVX Director™ Virtual Switching Appliance
DM-XIO-DIR-ENT

AirMedia® Presentation System 200
AM-200

3-Series® Control System
PRO3

7 in. Touch Screen
TSW-760

4x1 4K HDMI® Switcher
HD-MD4X1-4K-E

Digital Graphics Engine 100
DGE-100

Wired Ethernet Module with 2 COM Ports
CEN-IO-COM-102