



Harrah's Council Bluffs Hotel and Casino Upgrades Audio Video Distribution System with MuxLab's AV over IP Extenders and Control App Case Study



Harrah's Council Bluffs is a hotel and casino located in Council Bluffs, Iowa across the Missouri River from Omaha, Nebraska.

C COUNCIL BLUFFS, IOWA – Whether business or pleasure takes you to the East Omaha/ Council Bluffs area staying at

Harrah's is your key to a fun, friendly time. The hotel offers luxurious accommodations and is steps away from over 500 slots, table games, fabulous dining, shopping and live entertainment. When the hotel found themselves stuck behind the move towards HDMI and still using an old VGA system it was time to take action. This need to upgrade their archaic AV system is what attracted them to MuxLab so they could get hands-on help scoping and designing a major upgrade to their setup.

As the project took way, Harrah's described the need for several inputs for devices such as DirecTV, Cable Boxes, Promo Players, and 2 variable inputs for their hotel guests to plug in computers while renting space. Harrah's opted to set some of the monitors in 4 packs which allowed them to set 4 TVs as 1 input source while also having a split 4 way screen on a couple of monitors.

"This was definitely quite useful for the versatility of our project. This was also something competitors to MuxLab could not do easily. MuxLab's ability to use the PoE switch to power the devices therefore not needing a power supply was key in our decision to choose them for the job" says Chris Levine, Audio/Video Specialist for Harrah's.

Harrah's project utilized MuxLab's line of HDMI over IP H.264/H.265 PoE Extenders (500762-TX, 500762-RX) paired with the brain behind the MuxLab AV over IP system; ProDigital Network Controller (500811). Various Netgear PoE switches were used for the different closets and the system was connected via Cat6 cables throughout the location.

An attractive add-on to the system was the MuxControl software, an intuitively designed software which gives users complete control of their AV systems based on IP-connectivity from any iOS or Android smart phone or tablet.



Stir Cove Bar at Harrah's Council Bluffs.



Harrah's The Venue Main Area

"When I was researching a replacement for our outdated AV system, MuxLab was one of those options that came up. I did as much research to understand what and how the MuxLab products worked so that I can fully implement it to our needs. The main features that I was looking for included split screen & videowall functions. We needed something able to combine and separate TV destinations. Having the mobile app is quite an improvement from our old keypad system as it allows us to select sources and their destinations easily. This new system has made everything more user-friendly for our frequent users to manage screen content." added Levine.



Sports Book at Harrah's Casino Council Bluffs.

"MuxLab is excited to have been selected as the provider of AV over IP connectivity equipment responsible to extend, interconnect and switch AV source and display for Harrah's," said Mark Palm, Regional US Sales Manager for MuxLab. "Our technology is contributing to the improvement of this wonderful hotel's AV set up."



Venue AV Server Rack.

About MuxLab: MuxLab is a leading designer of value-added connectivity solutions for the pro AV and broadcast markets. Since 1984, MuxLab has supported its main mission to provide customers with innovative, dependable and industry leading designs that are engineered in Canada. A forerunner of the AV over IP evolution, MuxLab continues to deliver comprehensive, game changing IP-enabled systems for both commercial and residential installations of all shapes and sizes.

Harrah's Council Bluffs. 1 Harrah's Blvd, Council Bluffs, IA 51501, United States.



www.muxlab.com
 General: info@muxlab.com | Sales: salesteam@muxlab.com
 Toll-Free (North America): 1 (877) 689-5228
 International: +1 (514) 905-0588