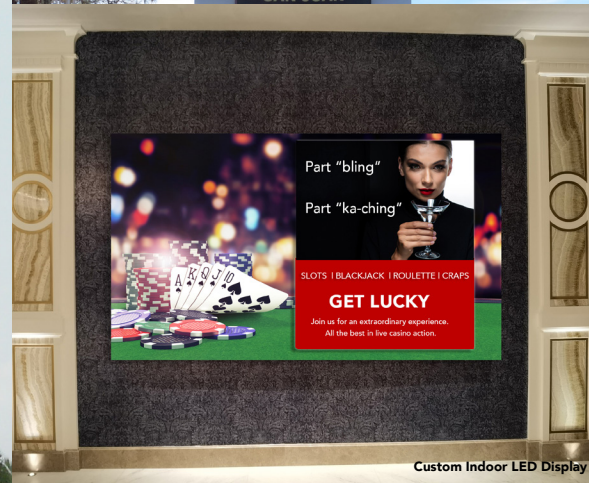


# CASINOS

## Win BIG with LED Sign Advertising!

Digital signs assist in directing guests and visitors to events and venues in your hotel, promoting a positive customer experience.



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71% of people consciously look at billboards when driving.

## Attract Attention

Attract new guests and increase previous guests return rate by advertising reward programs, special rates, exciting restaurant experiences, and entertainment events. Digital displays create an inviting atmosphere, welcoming your guests and creating excitement towards your casino offerings. Whether you are promoting entertainment events or providing visitors with information about venues and attractions -- digital displays keep guests informed and entertained.



*Three out of four, (75%), respondents recalled seeing a digital billboard in the past month.*

## Indoor Engagement

From the moment your guest walks into the lobby of your casino — audio, video, and lighting are impacting their experience. Digital signs provide a seamless connection to your online marketing. Create a memorable, on-brand experience that will entertain your guests, reducing perceived wait times. High-definition video display technologies create an exhilarating atmosphere throughout your casino. Employ powerful and scalable cloud-based digital signage software to create and manage messaging across all your signs - indoor and outdoor.



*Digital signage reduces perceived wait time by as much as 35%, promoting visitor satisfaction.*

## Exceptional Performance

For over 35 years, Optec has advanced LED sign technology -- building a reputation for quality LED signs with spectacular color, brightness, and clarity. Optec's optimized graphic and video processing capabilities deliver engaging content experiences via desktop or cloud. Optec's dynamic software solutions, content creation services, and U.S. based Care Team work together to provide exceptional customer experiences. Our LED displays give casinos and gaming centers increased visibility and lasting value through our innovative products, services, and support.



*American travelers spend 20+ hours driving the same road route every day, presenting an opportunity to subconsciously remember signage messaging.*



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*Digital sign advertising can help increase event attendance by 20% and decrease costs by 20-30%.*