



Products

Planar Simplicity Series

Location

New Town, ND

Industry

Gaming

Application

Digital Signage

Partner

I5 Design

CASINO RENOVATION EMPLOYS PLANAR LCD DISPLAYS TO SUPPORT NEW GAMING FLOOR AMBIANCE

4 Bears Casino

The 4 Bears Casino, originally built in 1993 and located in New Town, North Dakota, is owned by the Three Affiliated Tribes and features a gaming floor, restaurants, hotel, meeting rooms and a large event center. After over 20 years of operation, the casino's 15,000-square foot gaming floor was in need for an upgrade, prompting the Tribe to consult with I-5 Design, a firm specializing in high-impact casino, restaurant and retail design, including project planning and implementation.

In renovating its facilities, the Tribe wanted to create an exciting, comfortable and high quality environment, transforming the ambiance of the gaming floor. Working with I-5 Design, the Tribe elected to add new custom décor elements, custom casework and cabinets, integrated LED accent lighting and custom flooring in addition to further designs that would enhance the existing architectural features of the space.

As a focal aspect of the gaming floor, a new circular bar featuring illumination, a decorative stone column and a suspended custom décor overhead structure was added. Highlighting the new bar amenity are two 46-inch and one 55-inch Planar® Simplicity™ Series LCD displays from Leyard and Planar, a Leyard company. Featuring an elegant and slim design, narrow logo-free bezel and an ultra-slim mounting profile, Planar Simplicity Series displays are a seamless integration with the high quality designs and lighting elements of the renovated gaming floor.

“The Tribe asked us to provide a reliable solution that demonstrates longevity and would perform well in that environment. That’s what led our team to select Planar LCD display technology,” said Aaron Carpenter, account executive with I-5 Design.

Engineered for digital signage and commercial installations, Planar Simplicity Series LCD displays feature Full HD 1080p resolution, LED backlight technology and integrated signage tools. The Planar Simplicity Series also provides the benefit of ultra-low power consumption, which reduces total cost-of-ownership.

“The Tribe asked us to provide a reliable solution that demonstrates longevity and would perform well in that environment. That’s what led our team to select Planar LCD display technology.”

*-Aaron Carpenter,
Account Executive,
I5 Design*