

SugarHouse Casino

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Since opening in 2010, Philadelphia's SugarHouse Casino has been constantly expanding based on the popularity of its table games that include a mix of blackjack, craps, roulette, Mini Baccarat, Pai Gowpoker and three-card poker.

Interviewed during a recent expansion necessitating a 2,200 square-foot increase to SugarHouse that expanded the overall gaming floor from 51,017 square feet to 53,217 square feet, Wendy Hamilton, general manager, said, "The Philly market is speaking to us, and we're listening. The tremendous popularity of our table games is having a positive impact across the entire operation."

Southwest Surveillance Systems has been in charge of designing and oversight for the complex surveillance system for SugarHouse's extensive gaming operation and external security for all parking lots, the parking garage and loading docks. As Southwest's Michael Giles points out, "We were responsible for all of the security and surveillance equipment for gaming areas and outside areas, the cameras, and the Code Blue units located throughout the parking lot and garages. "Code Blue units are boxes mounted on poles for people in distress or in need of assistance that, simply by pushing the button, triggers alarms and flashing lights that immediately bring security personnel."

Southwest partnered with local union workers for the installation, with two workers onsite for the project. "We designed the system and oversaw its implementation with two of our personnel on site at all times. We pre-racked all of the Middle Atlantic equipment at our offices before sending it out," Giles explains. Describing the setup, Michael points out that 600 Pelco cameras were used for surveillance and security inside and outside the casino, along with a Pelco Endura system on the recording end.



Middle Atlantic Products' ViewPoint™ Console Systems provide the foundation for the surveillance and monitoring activities throughout SugarHouse Casino.

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"Another interesting aspect is that this is a full IP camera system," says Michael, "which is more evolved than the typical analog system. The digital signal is run back to the room over CAT 6 and recorded on cloud banks. All of which makes for significantly better picture quality with the added benefits of a scalable data management system."

"The new Middle Atlantic ViewPoint™ technical consoles, racks and hardware are all located in the surveillance equipment room, which is where all the cameras come in and land, a critical area." Michael continues, "The owners and we chose ViewPoint based on ease of install, first and foremost. They also liked their appearance, the look and feel of the consoles which Middle Atlantic can custom design to your needs."

"Our company has been in business 20 years and we've used Middle Atlantic for many of those years. ViewPoint absolutely fulfilled the criteria of what the owners were looking for. They are very pleased with the way things are working at the casino. "We normally choose Middle Atlantic enclosures as well, Giles concludes. "Mainly because they're also easy to install and the company has exceptional customer service, which is a big deal for us. Middle Atlantic is a company that's easy to do business with. Plus their stuff looks solid, they're a well-made product at prices that make sense."



The SugarHouse Surveillance room was envisioned with Middle Atlantic Designer™, the company's free 3D layout and specification program.



ABOUT MIDDLE ATLANTIC PRODUCTS

Middle Atlantic Products manufactures exceptional support & protection products to mount Security and other electronics systems including monitoring consoles, video walls, technical furniture, racks and enclosures, thermal and cable management and power distribution & protection. All of our products are engineered to maximize system reliability and to meet the needs of installers; from thermal considerations and built-in cable management on our racks and enclosures, to pre-installed washers on our rack screws, we build in ways to save time and simplify the job.

For technical specifications and in-depth information about Middle Atlantic Products, please click to www.middleatlantic.com or call 1.800.266.7225.

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