

# CASE STUDY: SLS LAS VEGAS

## SAMSUNG TECHNOLOGY HELPS TRANSFORM LEGENDARY LAS VEGAS HOTEL & CASINO



SLS LAS VEGAS®

### OVERVIEW

#### Customer Need

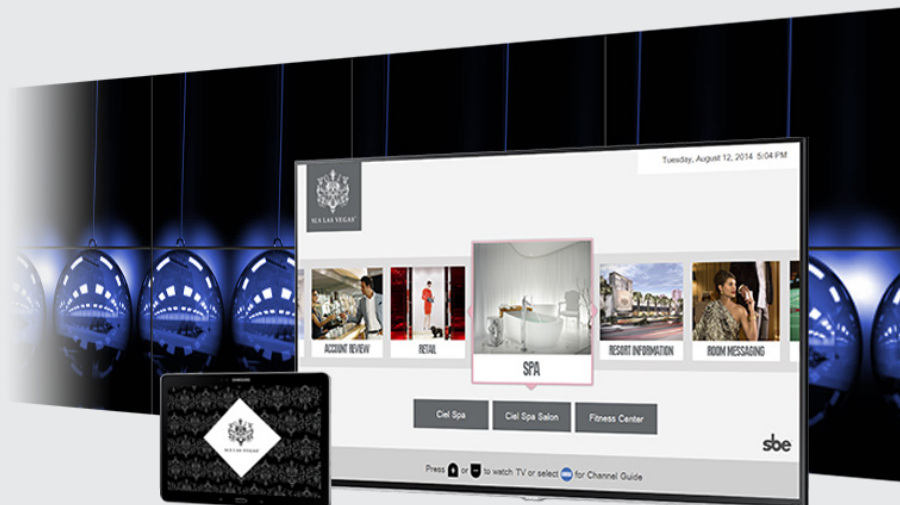
Transforming the legendary Sahara Hotel at the north end of The Strip, sbe sought to create a new Las Vegas icon that would be the centerpiece of its rapidly growing SLS Hotels collection. To complement its smartly-designed interiors and uber-cool aesthetic, SLS Las Vegas needed a technology partner to deliver an interactive and engaging experience for guests, while providing operational efficiency to stay ahead of the curve in the competitive Las Vegas market.

#### Samsung Solution

SLS Las Vegas partnered with Samsung to create an experience that engages guests at every touchpoint. More than 2,200 Samsung Smart Hospitality TVs were installed throughout the property, while guests can check in using Galaxy tablets in the lobby against the backdrop of a stunning Samsung video wall. The in-room entertainment solution – created through a partnership between Samsung, Allin Interactive and Cox Business/Hospitality Network – combines an interactive user interface with the latest movies and shows on demand.

#### Results

SLS Las Vegas, already hailed for its revitalizing effect on the north end of The Strip, is setting new standards for the use of technology in a hospitality setting. Guests enjoy a more engaging, personalized and convenient experience whether at check-in, browsing resort information on their in-room TV, or watching a game at a restaurant or bar. Meanwhile, the use of Samsung's Smart Hospitality TVs and Galaxy tablets has enabled the hotel to streamline infrastructure costs and unlock operational efficiencies.



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# THE CUSTOMER

## SLS Las Vegas

Founded by Sam Nazarian in the early 2000s, sbe began as a collection of fashionable nightspots and restaurants in Los Angeles. With an emphasis on creating unique guest experiences through striking interior design and partnerships with up-and-coming artists and chefs, the sbe brand resonated strongly with its sophisticated, young target demographic and developed a reputation for affordable chic.

In the mid-2000s, Nazarian further expanded the sbe business portfolio with the establishment of the SLS Hotels brand, opening locations in LA and Miami.

The company's biggest venture to date came with the acquisition of the iconic Sahara Hotel and Casino at the north end of the Las Vegas Strip in 2007. Once a legendary Rat Pack hangout, the Sahara had long lost its luster as the focus of development shifted to the south end of The Strip over the past two decades. But Nazarian saw an opportunity to restore the resort to its former glory and establish sbe's unique presence in the competitive Las Vegas entertainment market.

In 2012, sbe began renovations to transform the Sahara into the next major Las Vegas luxury property. With more than 1,600 hotel rooms – easily the largest SLS hotel yet – the resort would also showcase many of the popular sbe restaurant brands, including Umami Burger, Beer Garden & Sports Book, Katsuya by Starck and The Bazaar by José Andrés, along with a collection of signature nightlife offerings.

“Once upon a time not long ago, when you wanted to be in the most relevant place on the planet, you went to the Sahara,” explained Sam Bakhshandehpour, president at sbe. “We’re trying to bring that back to life with the new SLS Las Vegas.”



Guest check-in using Samsung's Galaxy Tab S

## THE CUSTOMER NEED

### Engaging Guests from the Lobby to the Guest Room

Attracting crowds back to the north end of The Strip would require SLS Las Vegas to deliver guests a truly unique hospitality experience. Long-time collaborator Philippe Starck, in collaboration with Gensler architects, designed the interiors throughout the resort with a vision of capturing the site's legendary past combined with a modern sbe aesthetic.

Unique to the SLS Hotels collection, a series of charming monkeys appear throughout the resort, from tuxedoed primates to playful figurines; the long corridor where partygoers line up to enter the 27,000-square-foot Life nightclub are lined with curated graffiti from SLS staff; and guest rooms feature unique fabric wall coverings, lending sophistication and depth while keeping down renovation costs.

But in planning the renovation, sbe realized technology would also be essential to delivering the interactive, entertainment experience expected by today's young consumers. “If you're not

cutting edge with your technology, you become irrelevant very quickly,” said Bakhshandehpour. “With respect to entertainment options, you need to be one step ahead of the curve.”

In-room, SLS Las Vegas sought to provide guests a flexible entertainment experience that would exceed that found in their homes, including access to the latest movies and shows on-demand. In addition, SLS Las Vegas saw the opportunity to project its brand through a customized interactive TV interface that would allow guests to request in-room conveniences and access up-to-date resort information.

In the lobby, the hotel needed to make a powerful first impression while leveraging technology to streamline guest check-in. And living up to sbe's reputation, the resort's many restaurant and bars would need to be adorned with the latest display technology to deliver entertainment throughout the day and long into the night.

# THE SAMSUNG SOLUTION

Smart TVs, Displays and Tablets Drive New Level of Guest Interaction

SLS Las Vegas partnered with Samsung to create a hotel experience that engages guests through technology at every touch-point. More than 2,200 Samsung Smart TVs were installed throughout the property, from the guest rooms to the restaurants, bars, pool cabanas and casino floor.

The interactive in-room entertainment solution was created through a partnership between Samsung, Allin Interactive and Cox Business/Hospitality Network. Utilizing Allin Interactive's DigiHD ITV integrated with Samsung's H-Browser platform, the 55-inch in-room TVs feature a customized user interface through which guests can browse up-to-date resort information and access amenities with the touch of a button.

For entertainment, guests have access to premium on-demand content provided by Cox Business/Hospitality Network, delivered safely encrypted through Samsung's LYNK DRM solution. "SLS Las Vegas has undertaken a sizeable effort to deliver the very best viewing experience for its guests," says Derrick Hill, vice president of Cox Business/Hospitality Network. "The in-room TV solution offers a media-rich entertainment experience with the latest and greatest content provided by Cox."

Greeting guests in the lobby, a stunning 60-foot-long video wall provides a dynamic backdrop to the check-in desk. Created utilizing Samsung's UD Series commercial displays, the video wall's content transitions throughout the day from a captivating Newton's Cradle swinging back and forth, to quizzical suited monkeys which are a signature of the SLS Hotels brand.

Samsung Galaxy tablets are positioned along the check-in counter, providing a self-service option for guests. At the back of house, SLS Las Vegas has also provided the tablets to its housekeepers to track progress and ensure efficient room turnover.

In the many restaurants, bars and gambling tables throughout the massive property, a range of Samsung Smart TVs have been installed to ensure guests are entertained wherever they go. "The combination of SLS Las Vegas' stunning interior design with Samsung technology is seamless," says Jonas Tanenbaum, vice president of hospitality TVs at Samsung's Enterprise Business Division. "It provides guests a dynamic, interactive experience that is exactly what they expect when they come to Las Vegas."

## QUICK PROFILE

As used by SLS Las Vegas

## SAMSUNG 690 SERIES HOSPITALITY TV



- Slim Direct-Lit LED display technology
- H-Browser compatibility
- Mobile device integration AllShare™ Cast
- Samsung LYNK™ HD Content Decryption DRM

## SAMSUNG GALAXY TAB S



- Android 4.4 (Kit Kat)
- Super AMOLED display with 4-million pixel resolution
- Powerful 1.9GHz Quad Core processor
- Available in 10.5" and 8.4" models

## UD SERIES VIDEO WALL DISPLAY



- Ultra-narrow bezels for seamless video walls
- Full HD 1920 x 1080 resolution
- DisplayPort 1.2 digital loop out



Guests at Umami Burger



# THE RESULTS

## SLS Las Vegas and Samsung Deliver Legendary Guest Experience

SLS Las Vegas opened in August 2014 with a lavish reception attended by 3,600 VIPs, including numerous A-list celebrities. Among the many positive comments in the press, USA Today described the new hotel as “a \$415 million pleasure palace called the SLS Las Vegas,” while the Las Vegas Informer hailed the transformation of the iconic Sahara as an “ingenious way to bring a new property and new lifestyle to Las Vegas.”

“A critical part of that change and evolution was the right partnership,” says Bakhshandehpour. “When we look at what Samsung brings to the table, on the hospitality side and the consumer side, we’re very much aligned. Samsung technology personalizes the experience right from the outset.”

The in-room interactive TV solution – combining Samsung Smart Hospitality TVs with Allin Interactive’s DigiHD ITV – has raised the bar for guest convenience.

With the touch of a few buttons on their remote control, SLS Las Vegas guests can request resort amenities such as laundry pick-up or valet service, access up-to-date restaurant menus and resort activity schedules, check messages, review their account and check out.

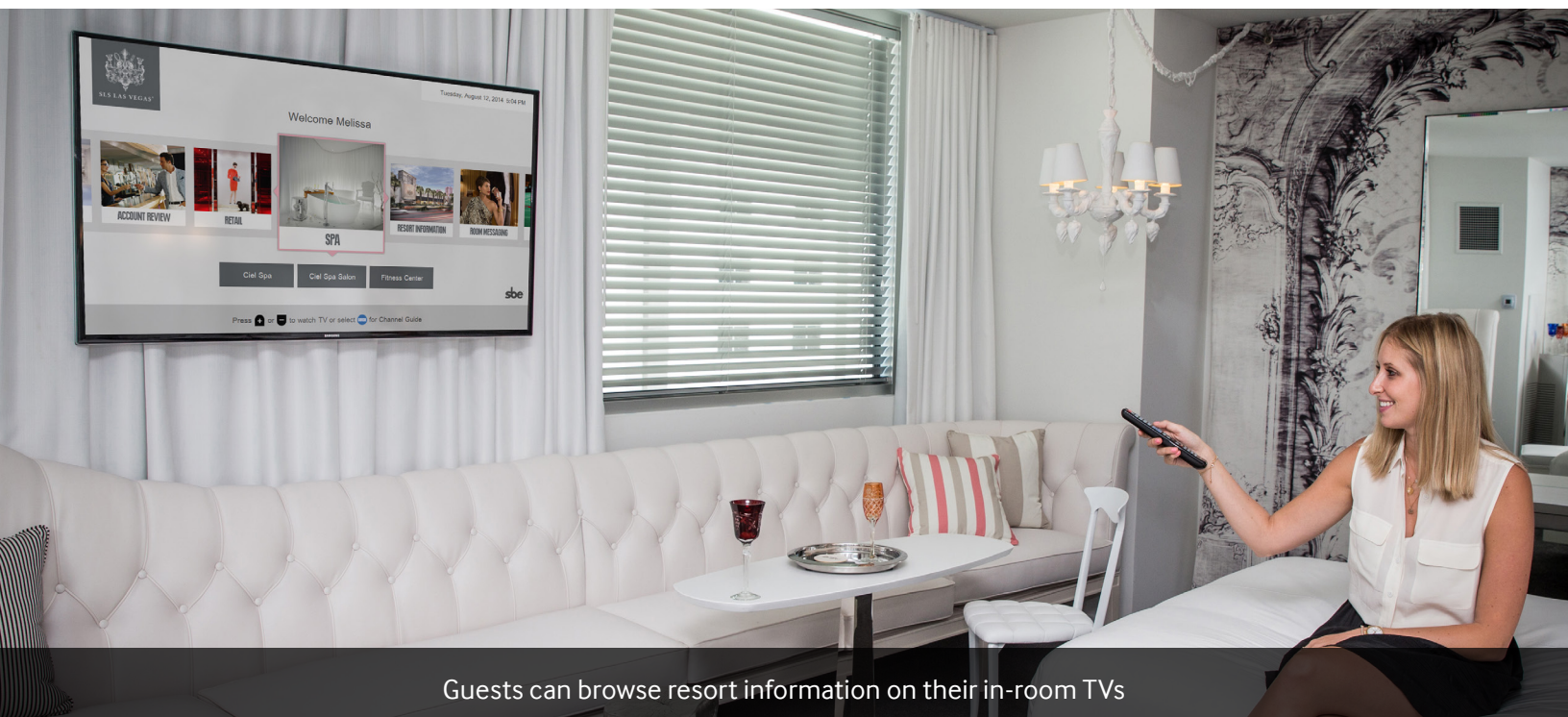
The solution is built on Samsung’s H-Browser, an HTML5-based platform which delivers a true smart TV experience to the guest room without the need for a set-top box, significantly reducing the cost and complexity of installation for SLS Las Vegas.

“With Allin’s DigiHD ITV on the H-Browser platform, we’re providing an intuitive, personalized and interactive experience for guests, while giving the marketing and operations teams at SLS Las Vegas a powerful, cost-effective platform to communicate with and serve their guests,” says John Troutwine, senior vice president at Allin Interactive.

This new level of guest engagement extends throughout the property through the strategic integration of display technology. Umami Burger, GQ’s burger of the year, features nearly 40 smart TVs, positioned cleverly to enable patrons to keep an eye on the game, including at every booth and in a large double-sided video wall suspended from a central beam.

While still in its early days, with rooms at capacity and the restaurants, casino and nightclubs packed, SLS Las Vegas is well on its way to fulfilling the vision of revitalizing the north end of The Strip and rekindling the legend of the former Sahara.

“Ultimately, our goal is to create a guest experience at SLS Las Vegas that people will look back on in 10 or 20 years and say that was the catalyst for the next evolution of Vegas,” says Bakhshandehpour.



Guests can browse resort information on their in-room TVs

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