

Red Rock Resort

SUMMERLIN, NV

CASE STUDY | HOSPITALITY

➔ Challenge

Provide audio, video and room automation systems to match the incredible level of luxury at the off-the-strip Red Rock Resort in the Las Vegas area.

➔ Solution

Rely on Crestron control, DigitalMedia™, Crestron audio, and infiNET EX® wireless technologies.



Suite Success

Crestron technology ups the ante for luxury at the Red Rock Resort

If you're looking for luxury, there are few places as over-the-top as a guest suite at a Four-Diamond AAA-rated resort in Las Vegas.

For the resorts, suites are a major attraction for corporate clients, and absolutely crucial to their effort to bring VIP guests into their casinos.

"We need the ability make sure the time our VIP guests have with us is comfortable, exceeds their expectations and is memorable," says Aiden Kemp, Director of Engineering for Fertitta Entertainment. Fertitta Entertainment is the parent company of Station Casinos, which owns 10 hotels and casinos, including the Red Rock Resort, its flagship property.

At the Red Rock Resort, the hotel room carpeting is especially plush, the rooms spacious and lavishly appointed, and the in-room automation and entertainment systems –thanks to new technology standards based on Crestron DigitalMedia, Crestron audio and Crestron control– are absolutely extraordinary.

“

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— **Aiden Kemp**

Fertitta Entertainment



The insiders' resort

Station Casinos was established in 1976 when, according to Kemp, "Our Company's founder, Frank Fertitta, Jr., wanted to cater to the locals of Las Vegas, who at that time, were primarily working in the hospitality industry. Over time, discriminating Las Vegas visitors who would frequent the destination wanted to experience where locals 'in the know' would go to enjoy great gaming, dining and entertainment. As a result, Station Casinos' entertainment destinations quickly became popular with locals and tourists alike." Red Rock Resort, completed in 2006, has always been unique in that it combines the qualities of a locals casino with luxury amenities. It has maintained its AAA Four Diamond rating since its opening and was named one of the world's best new hotels by Conde Nast Traveler magazine.

The resort's location near Red Rock Canyon is part of the appeal. "We offer a gateway to beautiful surroundings in Nevada that most people are not aware of," Kemp explains. "We provide a more relaxing resort experience as well, as the resort amenities have a separate entrance away from the casino. The entire property has an added benefit of being away from the hustle and bustle of the Strip, but it is still maintaining the excitement of Las Vegas gaming and entertainment."

The resort includes 26 extravagant suites, the smallest of which, the Signature Suites, are over 1,000 square feet with a dining table, wet bar and living room. The



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Villa Suites, at more than 3,000 square feet, have private patios with pools. The 3,800 square foot Strip Suite has an expansive dining room and bar, a game room with a pool table, and a private spa. The 4,400 square-foot Top of the Rock has a large sunken living area and a sunken bar, a dining room with seating for ten, and a separate entrance and pantry for staff. The crown jewel, the 6,500 square foot One-Eighty Suite, has a huge parlor, a private bar, and a dining room with seating for 12. Best of all, it includes an enormous rooftop patio with outdoor spa, sitting and dining areas and spectacular views of the city and the canyon.

To keep these beautiful suites at the highest level of luxury, Station Casinos recently updated their floors,



carpets, furniture, fixtures and technology. It was part of a \$35 million reinvestment for the hotel, including the spa and other public spaces, as well as adding four new restaurants.

Crestron-based solutions

Because the suites are so important to Red Rock Resort, Kemp and his team gave them special attention, entrusting their technology to Las Vegas-based integrator National Technology Associates (NTA), which has a long-term relationship with the company.

According to H Waldman, Chief Operating Officer for NTA, “We were asked to upgrade all of the audio and video and create new automation standards for the climate, lighting, shading and other key systems.”

NTA relied on Crestron DigitalMedia™ and infiNET EX® technology for the upgrade, making it possible to repurpose the resort’s existing wiring and avoid the expense and delay of cutting into walls or ceilings. For video transmissions, NTA used existing CAT5e cable, freed up when the resort moved guest Internet access to a new WiFi® network. For lighting, shading and climate control, NTA used infiNET EX control modules and thermostats, which communicate with the control system wirelessly.

Depending on their size, most suites now include an 8X8 or 16X16 DM® switcher, plus a Crestron Sonnex® multiroom audio distribution system, ensuring that guests can send any video or audio source to any room they choose. Each also includes multiple Samsung®



55" to 75" high-definition LED displays, and the largest, a Sharp® 90" display. DigitalMedia technology plus Sonnex audio ensure that guests see only flawless picture quality and hear only pitch-perfect sound.

Since most guests today prefer to bring their own video and audio content on their phones, tablets and laptops, NTA installed Crestron iPod docks and Crestron DM-TX401-C interfaces, which provide connectivity to virtually any digital or analog device. “It’s rare for guests to bring movies on disc, but the resort will provide Blu-ray players to those who ask,” Waldman adds.

Gone are the days of hanging signs on the doors at the Red Rock. Guest can request privacy or cleaning service through the Crestron system, controlling state-of-the-art do-not-disturb and doorbell systems from Axxess Industries. “Axxess has already built a Crestron infiNET EX module into their product, so it was very simple for us to include the interface,” Waldman says.



The resort also installed a new IPTV system from Allin Interactive, which provides access via the TVs to movies, room service, restaurant reservations, event ticketing, messaging and airline flight status.

Guests control all of these systems from multiple Apple iPads and Crestron MTX-3 handheld remotes provided by the resort, all of which are tied into a Crestron 3-Series Control System® installed in each suite.

Failure is unacceptable

Kemp says that Crestron systems are now part of a technology standard which will be implemented in luxury suites throughout Station Casinos' properties. "We've chosen Crestron mainly for their well-known reliability," he explains. "Any equipment failure is a major problem in a luxury suite, because it makes the suite unavailable until the issue is resolved. The new systems have completely eliminated that problem at the Red Rock Resort."

Kemp also says the audio and video quality, and the quality of the room automation and controls have all been dramatically improved since Crestron technology was installed. "We have received some great feedback from our guests, especially on the user friendliness of the new systems," he adds.

Kemp and his engineering team have been so happy with the new technology that they have commissioned NTA to begin similar upgrades at another luxury Station Casinos property, the Four-Diamond AAA-rated Green Valley Ranch in Henderson.



Integrator

National Technology Associates
www.ntechassoc.com

To view images and floor plans for all of the suites at the Red Rock, visit <http://redrock.sclv.com/Hotel/Luxury-Suite.aspx>