

# Hollywood Casino Superboat Opens with Super System from Synectics

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**Michael Burnett**

Director of Surveillance Hollywood Casino



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Synectic Systems, Inc. (Synectics), global manufacturer of enterprise-class digital video recording and award-winning Synergy™ video management software, recently sold and installed a world class surveillance system at Hollywood Casino in Lawrenceburg, Indiana, the largest casino facility in a 1,000 mile radius and the crown jewel of Penn Gaming’s 15+ property portfolio. Synectics was selected for its high quality video and H.264 recording, superior video management software, and ability to integrate with a wide variety of other essential systems such as people counting, access controls, point-of-sale, slot machine management, etc. Built to replace an old gaming vessel, less than half its size, Hollywood’s new \$336 million dollar “superboat,” which opened in July

2009, is now the largest riverboat casino in the world. Penn Gaming, Inc., one of the most profitable and fastest growing gaming companies in the world, has now selected Synectics for three major casinos and specified it for several of its upcoming projects as well.

The casino brings classic Hollywood to life with a 60-foot serpentine video wall, nine large billboards and more than 300 flat screen displays. At the center of it all is Hollywood on the Roof, a performance area and bar with a panoramic screen resembling the Hollywood Bowl where bands can entertain guests and video content can be projected in grand scale. The complex design of the casino floor presents a myriad of surveillance

challenges to navigate including the back-lot Hollywood film set depicting Central Park, complete with a classic wrought iron gate at the perimeter and trees and foliage sprinkled among slot machines.

Synectics records and controls over 2,100 Hollywood Casino cameras that monitor 3,200 electronic games, 88 table games and the Midwest’s biggest World Poker Tour® poker room. The \$2 million surveillance system, with 420TB of RAID6 storage, is Synectics’ largest PCI-based encoder installation to date. Accommodating up to 480 cameras per rack, Synectics’ new eSynx-16 PCI-e DVRs require less space, power, and cooling, making it the industry’s most cost-efficient, “green” recording solution.

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In May 2008, Synectics completed the first phase of installation with successful integration to a Pelco 9700 series matrix switch as well as point-of-sale integration with Synergy. Ultimately, it was the ease of use facilitated by Synergy, and the successful integrations with analogue, digital and third party systems such as the casino's Micros point of sale software, that determined the final selection of Synectics over others that participated in side-by-side, on-site demos.

After several years of gathering and analyzing information on digital surveillance equipment for the new system at Hollywood Casino, Michael Burnett, Director of Surveillance, states, "this decision was based on Synectics ability to easily integrate with our other surveillance systems, their great product, and technical experience they bring to the table. Synectics' Synergy™ video management software, by far, had the easiest mapping system of all that we tried." Chris Krabbe Surveillance Technician Manager adds, "this was a great decision based on Synectics' user-friendly interface, installation and maintenance."

### **About Penn National Gaming**

Penn National Gaming owns and operates gaming and racing facilities with a focus on slot machine entertainment. The Company presently operates nineteen facilities in fifteen jurisdictions, including Colorado, Florida, Illinois, Indiana, Iowa, Louisiana, Maine, Mississippi, Missouri, New Jersey, New Mexico, Ohio, Pennsylvania, West Virginia, and Ontario. In aggregate, Penn National's operated facilities feature over 26,300 slot machines, approximately 400 table games, over 2,000 hotel rooms and over 959,000 square feet of gaming floor space.

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Synectic Systems Inc. (Synectics), a wholly owned subsidiary of UK-based Synectics Plc, is an engineering, integration and manufacturing company with expertise in IT and networked systems, CCTV control systems, enterprise storage and command control software applications. Synectics is listed on the Alternative Investment Market (AIM) of the London Stock Exchange. Synectics' unparalleled ability to deploy custom, enterprise-class DVR solutions that integrate with existing legacy systems and future technologies has established them as a market leader in the Middle East, the UK, Europe and in North America. For more information about Synectics, go to: [www.synecticsusa.com](http://www.synecticsusa.com)

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