

CASE STUDY ON INTEGRATED A/V SYSTEMS: TALKING STICK RESORT

Overview and Goals

In 2010, CCS worked with the Salt River Pima-Maricopa Indian Community in its project to build Talking Stick Resort in Scottsdale. The goal was to create a guest experience to rival those found at Las Vegas resorts and offer amenities on par with luxury resorts in Phoenix. Highlights that CCS helped develop was an audio visual system for Talking Stick's poker room, one of the largest professional poker rooms in the U.S. as well as a video wall comprised of 15 separate 103" Panasonic plasma displays. CCS also installed more than 1,000 speakers in 38 different zones throughout the property.

Challenges and Solutions

While preparing to install the video array, CCS determined that the wall planned for the 103" displays couldn't hold the weight of the entire system. Each of the 550-pound displays plus the accompanying mounting hardware and cabling exceeded the structural support capabilities. CCS shifted the weight to architectural beams and suspended each panel display. Custom-made lifts with 1-ton motors were employed to allow individual panels to move. This solution enabled the casino's gaming area to remain operational 24/7. The original design required partial shut downs of the gaming floor for system maintenance.

Additionally, installing the 1,000 speakers in multiple zones challenged designers to maintain target volume levels for different areas. CCS implemented a custom solution to account for noise fluctuations after analyzing data on casino traffic flow patterns. They used a data matrix during system programming that allowed them to predict SPL needs throughout the day.



Having the AV integration team involved at the beginning of the design/build process contributed to project's overall success. From day one, CCS worked closely with the Salt River Pima-Maricopa Indian Community as well as IES Electric. Collaboration allowed for a much more effective final product and enhanced the value for each party involved.