



GREAT CANADIAN GAMING CORPORATION PLACES ITS BET ON DIGITAL COMMUNICATIONS





River Rock Casino Resort

Transition from Analog to Digital Communications Greatly Enhances the Company's Guest Services, Security, and Day-to-Day Operations While Building a Foundation for Future Advances

Founded in 1982, Great Canadian Gaming Corporation (TSX: GC) has evolved to become Canada's leading developer of gaming and entertainment properties. The corporation's impressive operations include fifteen casinos—River Rock Casino Resort, Hard Rock Casino, and Hastings Racecourse and Casino, to name a few—four horse racetrack casinos, three 1,000+ seat show theatres, a four-diamond resort, and various additional hospitality facilities.

The organization strives to offer exceptional entertainment and hospitality experiences to its guests. To make that a reality, it's imperative that staff members across all properties and departments, including security, concierge services, and other day-to-day operations staff, are able to effectively communicate whenever and wherever needed.



CUSTOMER PROFILE



INDUSTRY

Entertainment and Hospitality

SOLUTIONS

- MOTOTRBO™ IP Site Connect
- MOTOTRBO™ XPR™ 3000 Series Digital Two-Way Portable Radios
- MOTOTRBO™ XPR™ 3000e Series Digital Two-Way Portable Radios
- MOTOTRBO™ CP200d™ Two-Way Radios
- Accessories including Remote Speaker Microphones, Surveillance Kits and Bank Chargers

FEATURES AND BENEFITS

- All-at-once or phased migration from analog to digital without impacting productivity
- Support for remote surveillance and security hubs, resulting in improved efficiency and response times
- Clear, intelligible audio even in the noisiest of environments
- Eliminated coverage impact from physical barriers and dispersed properties
- Reliable and instant push-to-talk to keep pace with immediate guest services and security needs
- The ability to connect all devices and networks in the future with WAVE™ Workgroup Communications
- Option to tap into industry-leading digital radio app ecosystem for added intelligence

THE CHALLENGE

TRANSITION FROM ANALOG TO DIGITAL COMMUNICATIONS WITHOUT DISRUPTING OPERATIONS

Great Canadian first turned to Motorola Solutions for reliable communications in 2005, providing staff with MOTOTRBO CP200 analog two-way radios. Fast-forward more than a decade later and the company wanted to shift to digital communications to benefit from better voice quality, increased radio capacity, extended signal coverage, and improved operational efficiencies. However, Great Canadian could not simply shut down and move over to a digital system, regardless of the benefits delivered. The organization's digital migration needed to occur in phases, maintaining around-the-clock communications coverage without disrupting operations.

ENSURE COMMUNICATIONS ACROSS BUILDINGS AND BOUNDARIES

From servicing slot machines to calling taxis for a large party to paying out a jackpot to a lucky guest, ensuring that casino staff can talk to each other from any location without failure is critical. With analog technology, coverage was lost at times and conversations cut off in areas of casinos with particularly thick concrete, such as stairwells. This was particularly acute at Great Canadian's River Rock Casino Resort, the largest of the company's casinos. Due to River Rock's close proximity to the airport, the casino was built with extra layers of concrete to help with noise reduction, which weakened radio signals and hindered communications, impacting the speed with which employees could address service requirements.

STREAMLINE SECURITY SURVEILLANCE FOR GREATER EFFICIENCY

Assuring the safety and security of its guests is a top priority for Great Canadian. The company has surveillance cameras located extensively at its properties, which are traditionally monitored by on-site security personnel. Great Canadian wanted to streamline its video surveillance, using communications technology to eventually monitor multiple properties from central control hubs, gaining greater efficiencies organization-wide.



IMPROVE VOICE CLARITY, EVEN IN THE LOUDEST ENVIRONMENTS

To provide exceptional guest service and around-the-clock security, Great Canadian's employees require radio coverage wherever their jobs may take them, as well as exceptional voice clarity. However, their current analog radios were not always providing the crystal-clear audio required, making it difficult for staff to hear and be heard with excessive noise around them—which is often the case at a casino. There was a pressing need to be able to communicate with each other over broader ranges with clearer voice communications.



THE SOLUTION

BRING GREAT CANADIAN'S COMMUNICATIONS INTO THE FUTURE

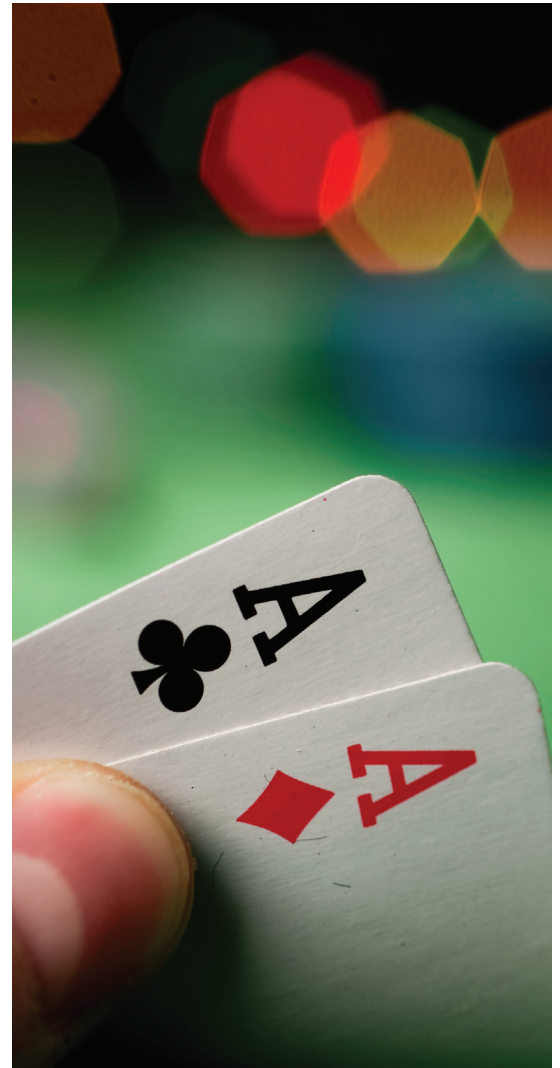
Great Canadian chose to extend its existing communications infrastructure to better support guest services, casino security, and real-time staff communications. With an extensive installed base of CP200 two-way analog radios, Great Canadian decided to continue utilizing those devices, while adding MOTOTRBO CP200D and MOTOTRBO XPR 3000 Series digital radios, keeping staff connected as the business grows.

With Motorola Solutions, there was no need to completely rip and replace current equipment. Great Canadian could utilize both analog and digital radios, using a phased approach to migrate to digital, based on each property's current equipment and communication needs.

For instance, at River Rock Casino Resort, where coverage was particularly troublesome, casino staff and security teams are using XPR 3000 Series radios, combined with a MOTOTRBO repeater and an extended antenna system to extend coverage around the property. The hotel staff, on the other hand, including the concierge and maintenance teams, continue to use CP200 analog radios with Motorola CDR repeaters in place. When River Rock is ready to migrate exclusively to digital, the transition will be seamless and cost-effective, since CP200D radios have the same form factor, ease of use, and durability as the CP200, as well as use the same batteries and chargers.

BLAST THROUGH COMMUNICATION DEAD ZONES TO EXPAND COVERAGE

By transitioning to digital radios and using Motorola Solutions IP Site Connect, Great Canadian was able to extend the reach of its MOTOTRBO two-way radio system, linking multiple repeaters over a standard IP network to enhance coverage. This gives Great Canadian's employees uninterrupted voice and data communications without having to change channels. With repeaters strategically located throughout the casinos, staff can connect with each other instantly and work more safely and efficiently, without dead zones or gaps in coverage. The River Rock Casino Resort vastly improved coverage in stairwells and other concrete-heavy locations while The Hard Rock Casino in Vancouver was able to expand coverage to every corner of its 1,000-seat performance theatre.





Chances Maple Ridge

ESTABLISH A REMOTE SURVEILLANCE HUB WITH IP SITE CONNECT

Chances Maple Ridge is the first Great Canadian casino that will use MOTOTRBO IP Site Connect for remote surveillance. With IP Site Connect, the casino can build a centralized security monitoring operation. Security video feeds are now aggregated at the casino, allowing remote security teams to be verbally directed, offering greater organizational efficiencies and providing increased security with less resources.

“With remote surveillance capabilities powered by MOTOTRBO, we’ve enhanced our security operations—improving medical response times and allowing for discrete 911 calls to alert staff of site issues,” shared Liz Yeung, Security Manager with Chances Maple Ridge.

ACHIEVE UNPARALLELED AUDIO CLARITY WITH DIGITAL RADIOS

The XPR 3000 Series radios offer best-in-class audio, delivering crystal-clear sound thanks to features such as background noise-cancellation and intelligent audio that automatically adjusts volume to compensate for background noise. By transitioning to digital radios, Great Canadian’s employees can now hear and be heard much more clearly, without static or distortion—even as the signal gets farther out of range.

“Imagine the volume of noise on New Year’s Eve around slot machines,” said John Sarino, Slot Department Manager, with River Rock Casino Resort. “The XPR 3000 digital radios filter out unwanted external noise—even on the loudest of nights—resulting in exceptional audio clarity.”



THE BENEFITS

ENSURING THE SAFETY AND SECURITY OF GUESTS

The extended coverage and greater audio clarity provided by MOTOTRBO has boosted security across Great Canadian's casinos. Intelligent audio and voice announcements mean that no pickup is required and instant team communications allow staff to increase response times and more quickly call in backup if needed. "With MOTOTRBO, we now have greater range and coverage on both sides of the casino, as well as in the poker room, which is located across the street," said Rob Reddy, Security Department Manager with River Rock Casino Resort.

ENABLING FASTER CUSTOMER RESPONSE TIMES

The move to digital has enabled more flexibility, increased capacity, and better audio quality for all employees across the various casinos. More reliable staff communications results in happier guests, such as slot machine winners. "We have improved guest satisfaction through improved guest response times, getting jackpot money into the hands of individual slot machine winners faster than ever before," Jon Sarino, Slot Department Manager with River Rock Casino Resort.

"When customers request a taxi, the concierge radios personnel at the front of the casino, so that a taxi is waiting and has been alerted as to where the guests are going—supporting our services mission to anticipate the needs of guests," said Rosh Chandra, Chief Concierge with River Rock Casino Resort.

CREATING AN EXCEPTIONAL ENTERTAINMENT EXPERIENCE

MOTOTRBO two-way radios are a core element of guest engagement. Team members such as those at the valet, front desk, and the bellmen station can respond to guest requests in the moment, as well as anticipate guests' needs and take immediate action. The more that on-site casino personnel are connected and communicating effectively, the greater the overall entertainment experience for casino guests. MOTOTRBO two-way radios are in constant use to coordinate cash transfers, fill chips at casino tables, open slot machines, and pay jackpots to winners.

"Being able to connect all of our teams instantly isn't optional for our operations—it's truly a 'have to have,'" said Jon Sarino, Slot Department Manager, with River Rock Casino Resort. "We count on 24/7 communications to increase safety at our properties, improve efficiencies across our staff, and deliver the customer service that guests expect and deserve."

THE POWER OF TEAM COMMUNICATIONS

Great Canadian's transition from analog to digital not only offers seamless and reliable instant communications, it also puts them on the path to Team Communications from Motorola Solutions. Great Canadian can achieve even greater levels of guest satisfaction and staff collaboration as a result of the following:

- **Communicate instantly:** Reliable and instant push-to-talk (PTT) offers immediate communications to all staff members. When seconds matter, nothing is faster or more efficient than push-to-talk.
- **Communicate without boundaries:** Instantly connect the industrial staff carrying two-way radios with team members using smartphones, tablets or laptops as their preferred device, even on different networks in different locations. With the WAVE broadband PTT application, workers without radios can leverage the convenience of talkgroups and priority calling. Overcome network, device, and geographic boundaries and unify teams anywhere, anytime with business-critical information.
- **Communicate with added intelligence:** Purpose-built applications tailor-made for hospitality users are available across digital mobile radio, smartphone, and desktop platforms. With Team Communications, critical intelligence is shared immediately between those who know and those who need to know to make operations safer, more efficient and more successful.

Visit www.MotorolaSolutions.com/hospitality and learn how to unify communications for hospitality teams across locations, devices and networks with added intelligence.



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