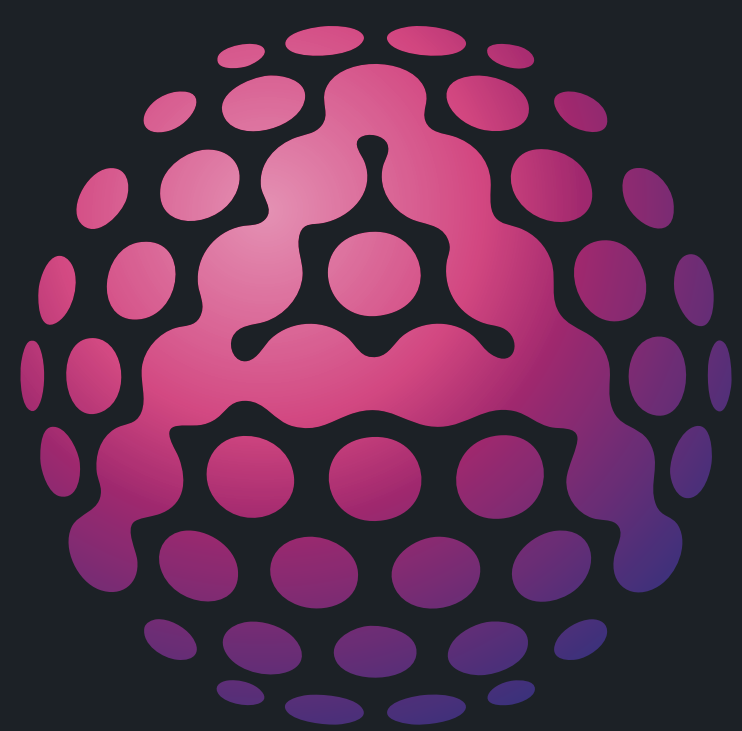


SAMI



**ATOMIC  
GOLF**  
LAS VEGAS

**ATOMIC GOLF LAS VEGAS  
CASE STUDY**



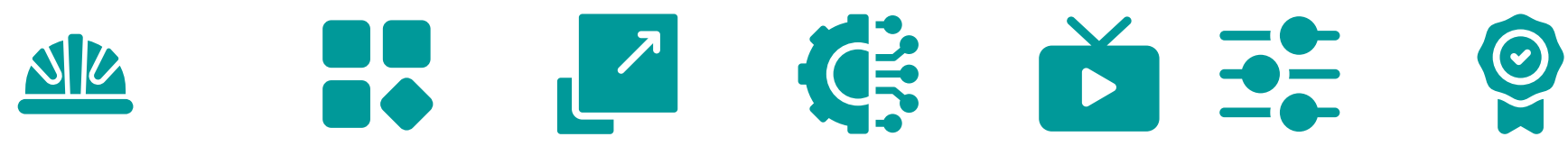
# Driving Innovation: SAVI Powers Immersive Entertainment at Atomic Golf Las Vegas

Combining competitive golf games with dynamic visuals, custom lighting, and unforgettable entertainment, Atomic Golf partnered with SAVI and LG Business Solutions to create a fully integrated AV system that captivates guests from the parking lot to the tee line.

“ As a tech-forward, cashless venue in the convention capital of the world, competition is fierce, and experiences are always evolving,

**Brian Birckbichler**  
Sr. Vice President, Atomic Golf

## Analyzing & Assessing Customer Core Needs



Reliability

Simplicity

Scalability

Real-time Updates

Live Broadcasts

Custom Content

Immersive

## The Challenge

Located next to The STRAT Hotel, Casino & Tower, Atomic Golf spans seven acres with 103 hitting bays, four bars, and a state-of-the-art arcade. To stand out in the bustling Las Vegas entertainment scene, Atomic Golf needed:

- A reliable and scalable AV control system to manage over 250 displays & audio systems.
- The ability to deliver customized content, real-time updates, and live broadcasts across both indoor & outdoor areas.
- Automation tools to streamline operations and eliminate manual processes for staff.
- A system simple enough for staff to manage efficiently without extensive training.
- Immersive experiences to align with Las Vegas' reputation for bright lights & entertainment.



## The Solution

Atomic Golf selected SAVI as the backbone of its AV ecosystem, integrating the SAVI 3 software with LG's webOS-enabled commercial displays. SAVI's intuitive platform allowed for seamless control, instant customization, and effortless management, enhancing the overall customer experience.

## Key Features of the SAVI Solution:

- **Dynamic Content Delivery:**  
SAVI Canvas, combined with LG webOS displays, empowers Atomic Golf to customize content layouts, showcasing live sports, advertisements, and promotional messages. Staff can create frames, tickers, and split-pane displays with no additional hardware.
- **Simplified Control and Automation:**  
SAVI 3 enables one-touch control of the entire AV network, including opening or closing the system and adjusting individual displays. Staff training is minimal thanks to SAVI's intuitive, web-based interface.
- **Seamless Integration:**  
SAVI integrates directly with LG webOS-enabled displays, eliminating the need for external media players and reducing potential failure points.
- **Scalability & Durability:**  
From the entrance's oversized outdoor DVLED display to 49-inch weather-resistant hitting bay screens, LG's robust displays, managed by SAVI, deliver exceptional visuals in every environment.

Each hitting bay was outfitted with LG outdoor displays paired with SAVI's advanced content management tools, providing real-time game updates and customer-controlled entertainment options.

Additionally, a custom-designed Cosmic Lounge, complete with ceiling and floor displays, elevated the guest experience to an immersive, multi-sensory level.

# The Experience

More than 2,400 square feet of 10mm high-brightness DVLED displays were installed outside the venue, with finer-pitch DVLED displays installed indoors, including dazzling 1.8mm DVLED displays underneath 1.5 inches of plexiglass in the floor of the Cosmic Lounge area.

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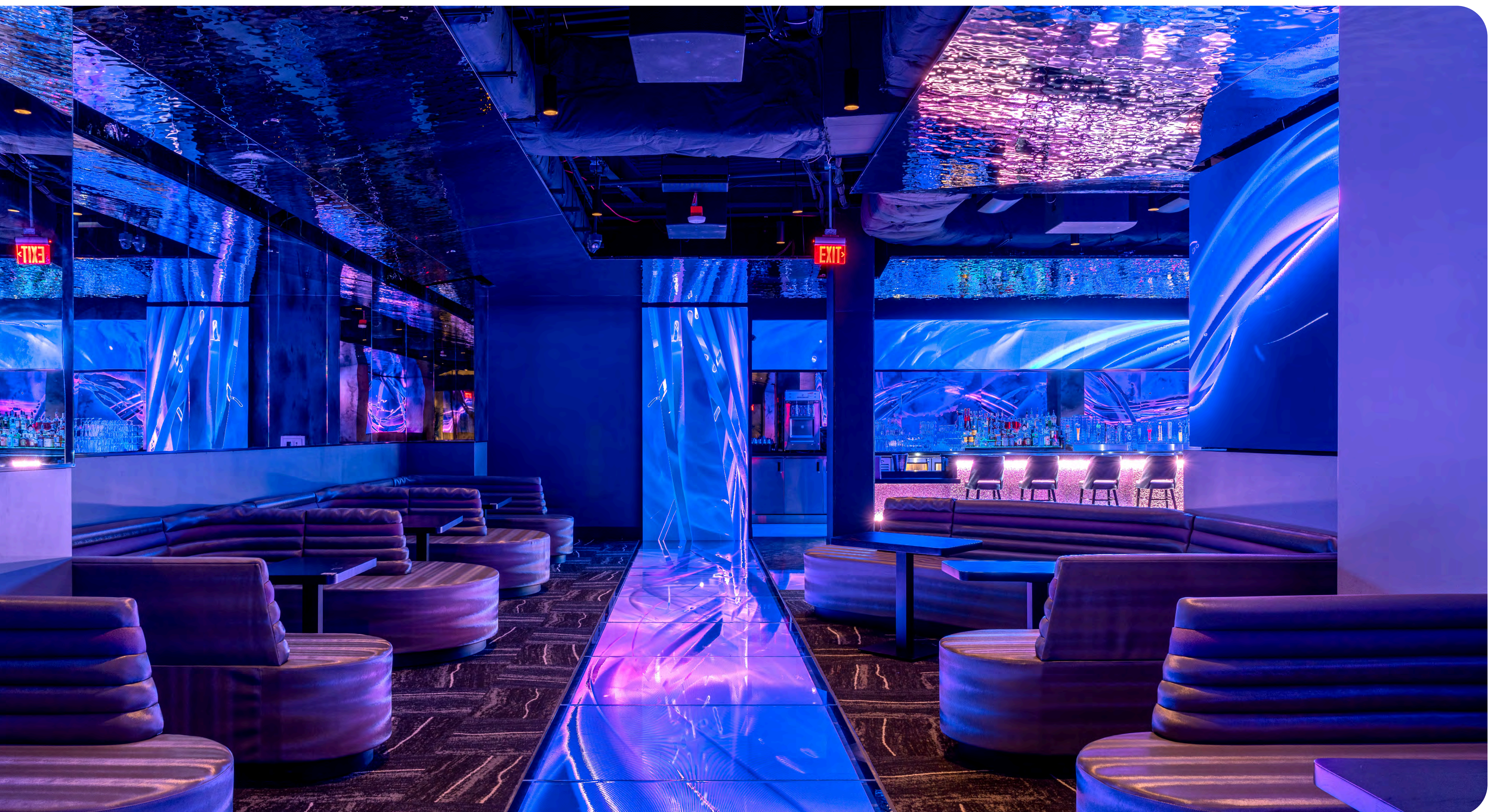
Additionally, the custom-designed Cosmic Lounge, complete with ceiling and floor displays, elevated the guest experience to an immersive, multi-sensory level. VIP suites feature 110-inch and 136-inch high-definition displays, while the Cosmic Lounge dazzles guests with immersive ceiling and floor displays.



“ *The guest experience is the driving force behind golf entertainment venues, and the race is on to develop increasingly engaging spaces and attractions. Atomic Golf has set a new entertainment standard with the launch of its Las Vegas venue that delights guests with creative digital attractions from the parking lot to their private hitting bay, keeping with the city's tradition and reputation of bright lights and unique experiences.* ”

**Michael Kosla**

Sr. VP, LG Business Solutions USA



# The Results

## 😊 Enhanced Guest Engagement

Guests are surrounded by visually dynamic displays that elevate the entertainment experience.

## 🏠 Simplified Operations

SAVI's automation tools and intuitive controls eliminate manual tasks, reducing operational stress and enhancing staff efficiency.

## 🔄 Seamless Scalability

With SAVI's platform and LG's versatile displays, Atomic Golf can easily adapt the system for future expansions or new ideas.

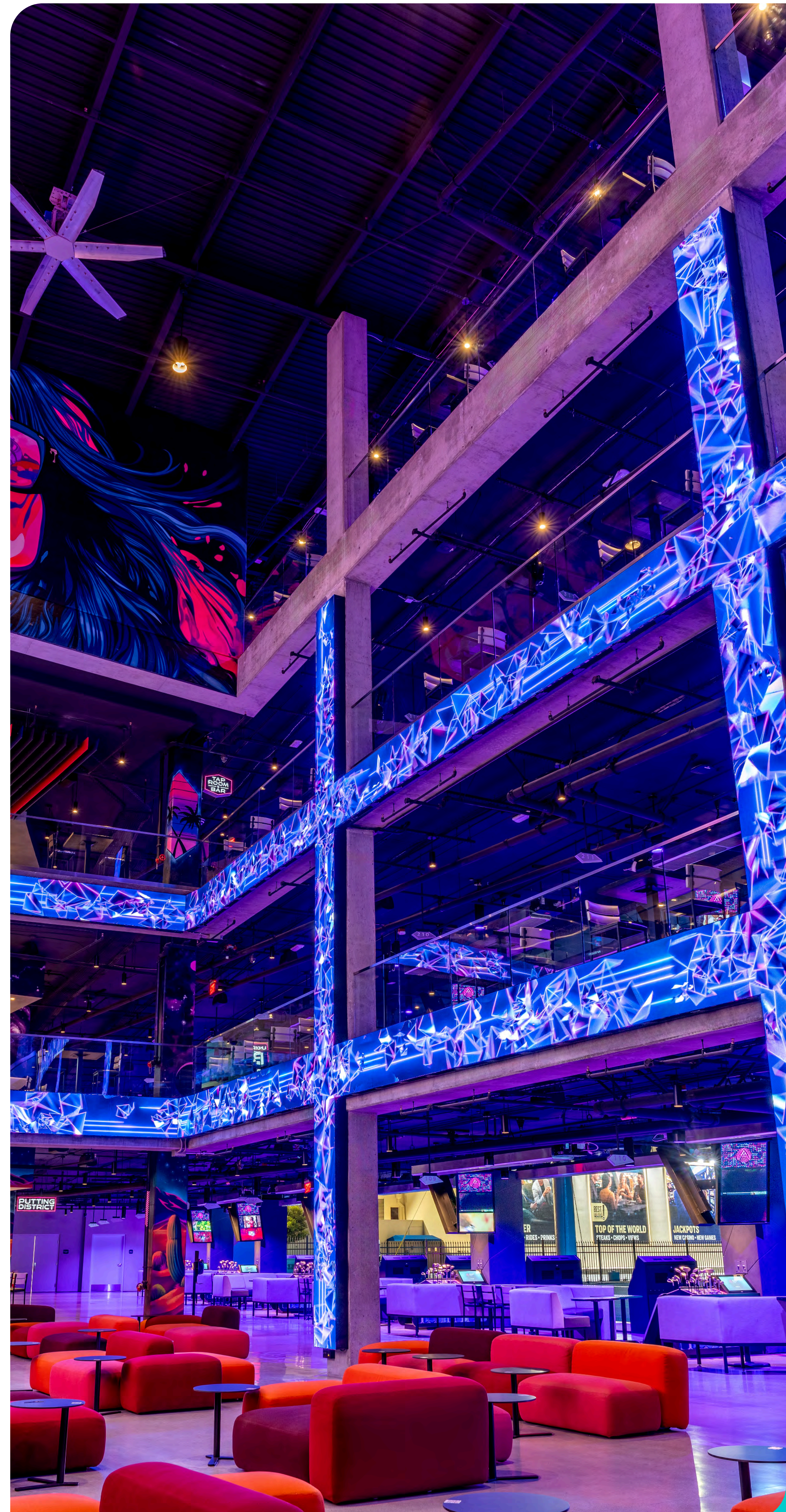
## 🛠️ Reliability in High-Demand Environments

SAVI and LG's integrated solution ensures consistent performance, even during peak hours and inclement weather.

“ When combined with the SAVI control system, we end up looking like maestros as we walk around with a tablet and switch content on request, which is great for sales walkthroughs with event clients or promotions partners. We can change the entire ambiance of a space or the whole venue in 30 seconds.

**Derek Austin**

Director of Facilities, Atomic Golf





## The Conclusion

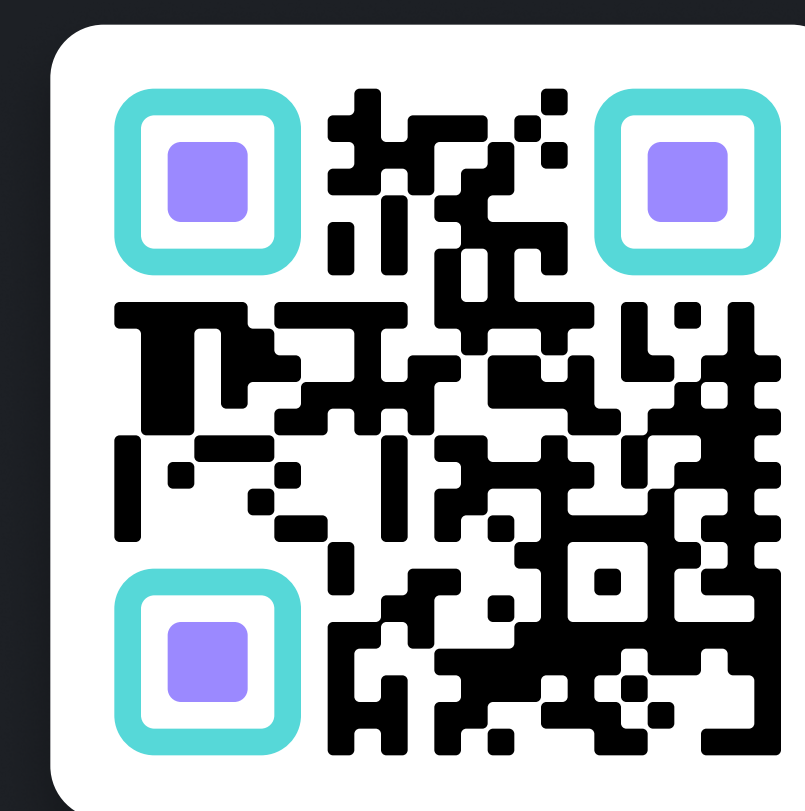
Atomic Golf's partnership with SAVI and LG Business Solutions exemplifies the power of technology to transform entertainment venues.

By combining the SAVI ecosystem with LG's innovative webOS displays, Atomic Golf delivers a seamless, dynamic experience that sets a new standard for high-tech golf entertainment.

**“ This project is a perfect example of how SAVI simplifies operations while delivering cutting-edge experiences. Together with LG, we've created an AV solution that's intuitive for staff, thrilling for guests, and scalable for future growth. ”**

**Byron Baird**

VP Business Development, SAVI Controls



**Want More SAVI?**

To learn more about the SAVI ecosystem or explore the range of SAVI solutions, scan the QR code or visit [www.hellosavi.com](http://www.hellosavi.com).