

CASE STUDY

63" High Definition Plasma Wall



USCommunications | Hawaiian Tropic Zone To launch a new restaurant and bar in Las Vegas, entrepreneurs must serve up more than just great food and drinks. In the entertainment capital of the world, customers expect nothing less than a larger-than-life experience.

So when Riese Restaurants decided to open its second Hawaiian Tropic Zone Restaurant, Bar & Lounge, this time in Las Vegas at the Planet Hollywood Hotel, its aim was to return the “glitz and entertainment” to fine dining. To that end, the company designed and built a 14,000-square-foot, multi-tiered restaurant with a three-facet bar, catwalk stage and two-story waterfall.

While such a setting might qualify as over-the-top in just about any other restaurant in any other world-class city, in Las Vegas such grandiosity is merely the price of entry. From the very beginning, however, the high-flying minds at Riese Restaurants had something much larger in mind for their newest creation. To realize that vision, they enlisted the audio/video expertise of US Communications.

Riese Restaurants charged US Communications with designing and installing what would turn out to be the largest plasma video wall in the country, according to the companies. Measuring 12 feet high by a staggering 60 feet wide, the video wall at the Hawaiian Tropic Zone’s Las Vegas location spans the entire length of the restaurant’s bar and the catwalk stage above it. Every night the plasma screens create a dynamic background for the catwalk shows put on by the famous Hawaiian Tropic models. Before and after the shows, the plasmas display tropical scenes and promote upcoming events.

How did they create such a spectacle? “With no fewer than thirty-six 63-inch plasma monitors,” says US Communications’ Steven Rosstad, who took the lead on the project. “If you think picture quality, reliability, connectivity and aesthetics are important when choosing a new display, imagine how important it is to make the right decision when you’re purchasing, installing and operating 36 of them.”



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Joe Denardo
VP Marketing, Riese Restaurants

"First off, the initial people we spoke with at Samsung were very helpful, and answered lots of our questions about what we needed engineering-wise."

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Project Lead, US Communications

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Rosstad said he and his team studied and compared monitors from several top manufacturers before concluding the Samsung PPM63M6H 63-inch high-definition plasma monitor was indeed that monitor. Samsung also has monitors installed at the first Hawaiian Tropic Zone Restaurant, Bar & Lounge, in New York's Times Square.

While Hawaiian Tropic Zone's plasma wall had to be massive, it still needed to deliver a quality picture. Samsung's high-definition monitor features a 1366 x 768 native resolution, a 10,000:1 contrast ratio, 1,300 nits of brightness, 549.8 billion colors and 180-degree horizontal and vertical viewing angles – all of which are helpful for seeing crisp and clear images in low lights and from a variety of distances and vantage points. With exclusive Digital Natural Image enhancement (DNIe™) technology, the plasmas also provide optimized motion display in stunning detail. The plasma wall is so large and clear it can attract people walking outside the restaurant on the famous Las Vegas Strip.

For an undertaking of this scope, however, reliability is as equally important as picture quality. Just like Las Vegas itself, the Hawaiian Tropic Zone's plasma wall is powered up almost 24 hours a day, seven days a week. With an impressive lifespan of 60,000 hours and a two-year onsite guarantee, the PPM63M6H offers vital longevity and everyday peace of mind.

Another concern in such extended usage situations is image burn-in. Once again, Samsung comes through with six types of anti-burn-in protection. Users simply select a protection mode, period and operation time to ensure that the plasmas are kept safe from any permanent damage.

To create the most dramatic impact using the plasma wall, it was also essential that the monitors meet specific connectivity and functionality requirements.

"The Samsung monitors have a lot of flexibility as far as connectivity," Rosstad said. "We need the screens to be constantly 'talking' to each other."

With built-in video wall processors and sophisticated input/output capabilities, Samsung's 63-inch plasma monitors meet that exact need.

Twelve feet tall. Sixty feet wide. Thirty-six Samsung monitors. Rosstad believes it's the largest plasma video wall in the United States.

"I've never seen a video wall using plasma screens that's larger than this," he said. "And that says something, since I'm in Vegas!"

Combining the culinary expertise of David Burke, the fashion sense of Nicole Miller and the visual impact of Samsung plasma monitors, the Hawaiian Tropic Zone Restaurant, Bar & Lounge delivers an all-senses dining and nightlife experience unlike any other in Las Vegas.