

GET THE MESSAGE

Monitors and displays may be the silent medium but they have a power of their own

Mike Sigona, European business development manager at SuzoHapp, told InterGaming: "While monitors and displays are certainly defined by the content they feature, in order to be successful above the noise of the many stimuli in a casino, they have to be able to stand out.

"Monitors need to be high resolution using technologies like Ultra HD and 4K and high contrast which then also raises the issues of processing power and heat management. We designed the VisionPro line with the intention of fulfilling that need to stand out balanced with top-line technology and reasonable pricing.

"Our optional LED framing gives operators a way to pack that extra punch to really excite and draw in the customer and monitors are fully customisable, allowing operators to have unique options to help them stand out.

"We've come a long way over the past few years in terms of resolution and quality but what has really shifted the scales is the ability to have high-quality technology alongside affordability.

"When manufacturers are looking to really impress and draw customer attention, it's the additional details in places like toppers and lighting that really make these machines stand out. As those are more peripheral items, it's hard to justify high prices, but having high quality products here makes a big difference. Because new technology is both high quality and affordable, it allows manufacturers to succeed.

"What makes SuzoHapp stand out is our ability to customise a solution very easily for our customers. To go along with this idea of grabbing attention, unique designs and sizes and additional features such as LED framing are extremely important for casinos so they can stand apart from their competition.

"We work with our customers to design out-of-the-box solutions and manufacture quickly to make sure customisation doesn't hinder the process in any way." \square

