

# Harrah's Implements Video Software

NASHVILLE, TN—Harrah's Showboat Atlantic City unveiled a new entertainment system to casino visitors June 7 with Joan Rivers acting as the master of ceremonies. The new system software allows the casino to manage live, realtime sweepstakes drawings and display winners' names on video monitors and plasma display screens without delay.

The new system consists of two custom software applications, AutoEDJE and SweepstakesLIVE! (both developed by Hightower Systems), assorted plasma display screens, video monitors and 14 edge digital video players purchased from Adtec Digital.

"Adtec was extremely helpful in providing the detailed technical information that was required to develop much of the software," said Taylor Hightower, software

engineer for Hightower Systems. According to Hightower, AutoEDJE is an application that allows Harrah's to create MPEG1 and MPEG2 content from Flash animations and still images. It also provides functionality for delivery of files to the edge players as well as file playback scheduling and scheduled control of an external video switcher.

Hightower Systems' SweepstakesLIVE! software allows the casino to manage live realtime sweepstakes drawings over their network of edge players. Harrah's is able to enter sweepstakes winners' information into a standard Windows interface, which allocates the instantaneous display of the information across their network of video monitors and plasma display screens.

"Taylor [Hightower] developed software that exceeded my expectations," said Mike Tully, assistant director of Harrah's Corporate Network. "We are very happy with AutoEDJE and SweepstakesLIVE!"

"I found Adtec's edge to be indestructible with high-quality output," Tully added. "Being in the casino industry, which operates 24/7, the edge was the solution for continuous operation."

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