CASINO

e-Book

IDIS One Solution. One Company.

Video Surveillance Strategies for Casino Resorts

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1 The Casino Sector Is Growing Along with Demand for Video Solutions

Increasing Adoption of Next Gen Surveillance and AI Solutions

Casino operators have long relied on video surveillance technology and today, as the sector prospers, there is demand for more powerful solutions.

A new generation of major resort casinos is emerging, as the sector aligns with growth trends in global leisure and hospitality. These new developments - comprising luxury hotels, state-of-the-art gaming, high-end retail, wellness, and leisure facilities—have an even greater need for advanced camera systems.

For systems integrators with the right tech offering, this is a potentially valuable growth market.

For casino operators themselves, our latest generation video systems are proving to be attractive—there is value in new AI video tech that will not only help reduce losses and prevent fraud, but also ensure positive guest experiences by supporting more efficient and customer-focus back-of-house operations.

This eBook is based on IDIS's experience delivering end-to-end video solutions for casinos by working closely with users and our integration partners to improve security and safety postures, while delivering essential business intelligence.

2 Europe and Middle East Casino Market Outlook

Traditional hotspots and new destinations

Major new developments—increasingly comprising luxury hotels, state-of-the-art gaming high-end retail, wellness, and leisure facilities—are being sited in traditional tourist hot spots and in up-and-coming destination resorts.

Consumer demand is not the only factor driving growth. Governments know that successful casino resorts can bring major economic benefits to local communities, generating employment opportunities, contributing to tax revenues, and stimulating related industries including hospitality and tourism, which in turn supports a wider ecosystem of suppliers.

Forecasts for strong European growth

The European casino gambling market generated a revenue of USD 115.39 billion last year and is expected to register a CAGR of over 5% by 2029, according to analysts. The UK market leads this growth, followed by Italy, Germany, France, and Spain. Other parts of Europe are not far behind thanks to continuing liberalization of gambling regulations, which promises further growth. Europe also tops the table when it comes to the number of gambling properties worldwide. Countries like Romania and Bulgaria, and other countries across the Balkans, are seeing substantial investments in physical casino infrastructure as they reap the benefits of favorable regulations and growing tourism.

Opportunities in the Middle East

The prospect of wider economic benefits, for example, has seen the United Arab Emirates (UAE) moving towards establishing its first casino, marking a significant shift in its traditionally conservative stance on gambling. In September 2023, the government announced the formation of the Gulf Cooperation Council Gaming and Racing Authority (GCGRA), a federal body which will oversee and regulate the gambling industry. Hospitality giants and cruise lines have also expressed interest in operating in the region, the latter for example, using ships that could easily dock in the UAE's growing number of upscale harbor developments.

3 Understanding Casinos' Risks and Priorities

With subdued lighting and sometimes smoky conditions, chips and cards changing hands rapidly, and crowds gathering at tables, gaming areas have always a focus area for crime. Casinos are prime targets for theft and fraud, both from external criminals and dishonest insiders. Risk factors include substantial amounts of cash on hand, high visitor traffic, wide-open environments with multiple entry and exit points, and the presence of high-value assets throughout the premises.

Criminal Activity

Criminal activity ranges from petty theft, including pickpocketing, to sophisticated scams involving collusion between employees and patrons, and money laundering. Employees with access to sensitive areas and operational information pose a significant risk whether they are conspiring with outsiders or acting on their own.

Cheating at gaming tables is a constant concern, whether it is card counting, using electronic devices, or more traditional methods such as card marking. To maintain the integrity of their games, casinos need to be constantly vigilant.

4 Why Video Tech Is a Perfect Answer

Video systems deployed in casinos have proved to be highly effective, countering a wide range of threats.

- Casinos need continuous real-time and high-definition surveillance of gaming floors, to allow rapid intervention if operators detect suspicious activity.
- Efficient footage review is vital too, with search tools that enable rapid resolution of disputes and queries.
- Casino resorts typically host VIPs and high rollers, so it is vital that casinos foster customer loyalty through efficient and professional guest services, ensuring minimal disruption to gaming.

For these reasons, casinos have long been among the most enthusiastic users of video technology. Having state-of-the-art surveillance provides reassurance for bona fide customers and acts as a deterrent to criminals and opportunists.

So, there is a willingness in the sector to invest in the best available video infrastructure, if integrators can demonstrate strong business cases.

5 Building Stronger Business Cases for New Video Systems

In the following pages we cover the essential elements necessary for every casino video system, based on major projects IDIS has delivered with our integration partners in recent years.

Casinos are often complex environments with wide variations in lighting, from subdued, sometimes smoky scenes to bright backlight spaces with windows over-looking panoramic views.

In most casinos it will be important for cameras to deliver both complete scene coverage without blind spots, and close-up image capture in priority risk locations such as gaming tables, cash desks, slot-machines, bars, entrances and exits.

Wide choice of cameras

It is advantageous to offer a wide choice of high performance cameras with excellent true WDR performance and IR which can cope with all these conditions. Specifying the right camera can save on budgets too. Options can include Fisheyes, which give wide area coverage more affordably than using multiple conventional cameras, and low-profile HD and ultra-HD internal cameras.

5 YEAR ULTIMATE WARRANTY

For cyber security reassurance cameras should be compliant with local regulations and globally accepted standards such as NDAA. And cameras should come with the assurance of long lifecycle value, extended warranties against failure, and minimal maintenance burden.

NDAA Compliant | Made in KOREA

6 Advantages of Better Operating Systems

System Design and Usability is Everything.

For example, surveillance federation services allow for the integration of multiple video surveillance systems across resorts or multiple casinos, giving operators the advantage of multi-task, centralized monitoring, and management. This results in improved efficiency and cost savings. Additionally, a federated architecture enhances security by enabling control rooms to rapidly share video feeds and information across various locations, and to send alerts in the event of threats being detected, facilitating collaboration and response coordination. Furthermore, the service enables scalability and flexibility, allowing expansion of surveillance infrastructure without additional investment.

IDIS Smart UX Controls v2.0

Well trained teams

Casino security teams are usually well trained and experienced in operating surveillance systems—and they know what they are looking for—but even for the most confident users there is an advantage in having VMS controls that are more intuitive, easier-to-use, and more comfortable to work with.

For example, smooth ‘rubberband’ and ‘slingshot’ controls make pan, tilt, zoom and tracking operations more fluid, helping operators to follow suspect activity without break over extended periods, or to switch quickly from close-up monitoring to wider scene review. This can make it easier for operators to track suspicious activity in crowded gaming floors.

Mobile apps supporting flexible operations

Apps give authorized managers and pit bosses the option of monitoring, review, and system control via phone and tablet apps. These function as a force-multiplier for busy security teams, supporting greater operational flexibility and maintaining unbroken surveillance while staff are away from the control room.

7 The Importance of Data Handling, Storage, and Compliance

A robust video system will ensure that casino's HD and UHD footage is retained for extended periods, without excessive storage costs. With regulations sometimes requiring 30-plus days retention, costs can mount. To prevent this, look for solutions that support H.265 in addition to advanced compression technologies, and that use motion adaptive recording techniques in low activity areas.

Casino video systems should not only comply with local gaming standards, but those increasingly recognized by organizations globally such as NDDA and GDPR; for example, easy-to-use privacy masking is essential to protect the identities of bystanders in the event of security or safety incident.

Popularity of NVR-based systems

NVR-based systems remain popular for casinos as they are highly scalable, allowing for the addition of multiple cameras without the need for extensive cabling or infrastructure upgrades. This makes it easier to expand the system as needed. NVRs also make it easy to integrate with other security and safety systems, such as access control, public address, and intruder systems. This integration enhances overall security and safety and is an affordable route to providing a comprehensive security infrastructure.

8 Low Total Cost of Ownership with End-To-End Solutions

There are significant advantages to choosing end-to-end video solutions, with 100% of system devices, hardware, and software supplied by a single manufacturer.

With the best end-to-end systems, you get greater buper protection, cost benefits and long term value:

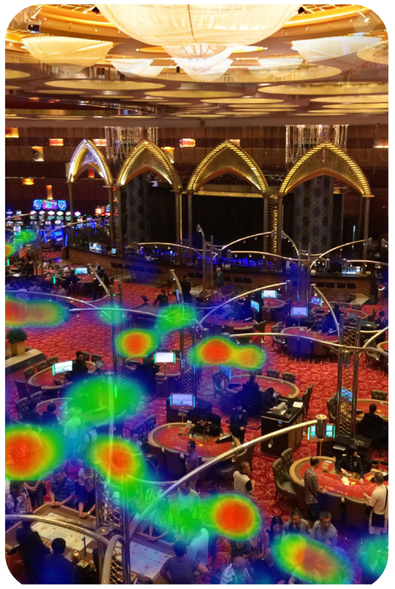
- A single contact point and line of responsibility for support
- Guaranteed full functionality of all features
- Seamless, user-friendly video management software (VMS) designed to let you harness every feature, without specialist knowledge or training
- A feature-rich mobile app, allowing authorized users to manage their video system remotely and on the move
- Enhanced cybersecurity, with no password loopholes or data transmission weaknesses
- Faster, more efficient installation, saving time and money
- No last-minute technology glitches or problems with compatibility
- The lowest operating costs, with no ongoing license fees, and easy maintenance and upgrade options.

IDIS technology also comes with the advantage of industry-best warranties against equipment failure, up to seven years – all adding up to an unbeatable low total cost of ownership (TCO).

9 Gaining Competitive Advantage With AI-Powered Analytics

Video surveillance is no longer about crime prevention and investigations. Deep learning analytics are giving casino operators actionable insights into every aspect of their gaming floor, as well as guest behavior.

In an increasingly competitive market, systems integrators can offer casino operators a competitive advantage:



- Analytics can help managers decide how to place and utilize staff depending on people counting, dwell time, or queues for specific gaming tables or bars.
- Heat maps and flow patterns can distinguish where casino guests spend most time and how they move through the casino, allowing improved floor layouts for enhanced engagement and positive experiences.
- People counting and occupancy monitoring, with analytics targeted at the casino entrances, make it easier to manage peaks and troughs in activity with the right level of staffing thanks to automatic alerts to duty managers.

- Analytics can provide at-a-glance intelligence around seasonal footfall trends, allowing casino managers to analyze visitor numbers more easily against turnover.
- AI video also offers the benefits of metadata search tools allowing for quick and efficient retrieval of specific video footage based on various parameters such as appearance, object type, time, location, and specific events. This can save valuable time and resources when searching for critical information in a large volume of video data.

In addition, video system integration with casino ERP and POS software—with transaction data overlayed on recorded video—allows more efficient incident investigation and wider organizational benefits.

10 Designing In Scalability and Flexibility

With all these emerging tools and functions, systems integrators can make strong cases for systems futureproofing too.

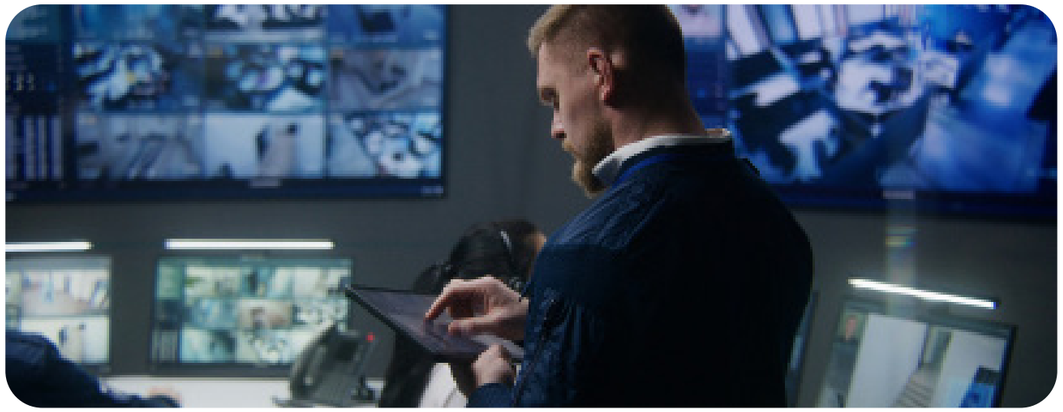
For example, even if casino operators aren't ready to make full use of deep learning analytics, they can be offered solutions that will allow them to easily add them on as and when as they are needed—either targeted (using edge-AI cameras), or by camera groups (using add-on AI boxes), which are cost-effective options to test and realize the benefits of AI-powered video before embarking on wider deployments.

Phased approach to adoption

IDIS is working with casino operators taking a phased approach to adopting AI analytics, testing functions in various locations, then rolling them out across all their resorts.

With flexible end-to-end solutions, designed for forward-and-backward product compatibility, these upgrade strategies are easy and affordable.

When it comes to AI, like any business, casinos can be averse to the potential risks inherent in new tech adoption and concerned about investing in technology dead-ends.



Proven record

This hesitancy can be addressed by offering cost-effective add-on AI solutions that come with easy upgrade routes.

There is added reassurance where technology vendors have a proven record of compliance with the latest international standards, and a commitment to continual R&D in innovative video.

With this reassurance, casino resorts can be confident that their surveillance infrastructure, and new AI investments, will not become outdated, and will continue to keep them ahead in an increasingly competitive global market.

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