

**PHILIPS**

Professional Display Solutions

Case study Food and Beverage



# Merkur Casino Duisburg

Immersive fine dining with stunning Philips Videowall display

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*The integration of atmosphere media's immersive audiovisual solution has elevated our restaurant experience, setting a new standard for fine dining establishments. The feedback from guests and management has been overwhelmingly positive and we've noticed an impact in terms of our brand reputation, along with increased revenue and employee efficiency.”*

Merkur Casino Duisburg Management





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*The immersive media solution from atmosphere media has truly elevated our guest experience. The integration of top quality video and audio content has helped us create a dynamic environment that perfectly complements our fine dining offering. We are thrilled with the results and look forward to implementing this solution at other casino locations.”*

**Merkur Casino Duisburg Management**

## Background

Merkur Casino Duisburg, is a part of the globally renowned Merkur Group, dedicated to delivering exceptional gaming and leisure experiences across casinos, bars, restaurants, and entertainment venues.

Known for its modern entertainment offerings in a captivating atmosphere, the Casino Duisburg specialises in gaming-related live events, an extensive selection of slot machines, and a distinctive take on classic games. Within the establishment, The Inside Restaurant is a luxury fine dining destination with a wish to redefine the guest experience by seamlessly integrating excellent cuisine with innovative digital entertainment.

## Challenge

Merkur Casino Duisburg sought to revolutionise its dining environment by incorporating a seamless multi-sensory experience. The goal was to blend culinary excellence with captivating digital entertainment, ensuring that guests feel inspired, entertained, and relaxed. To support this challenge, the Merkur team wished to deliver engaging, high quality video and audio content that complemented the restaurant's ambiance.

The system needed to provide premium audiovisual quality, including 8K resolution video and high fidelity sound, to maximise immersion. It was also essential to integrate the system seamlessly into the restaurant's sophisticated layout without disrupting its elegant aesthetic. The solution had to be intuitive and user-friendly, allowing staff to manage content easily without extensive training. Finally, installation needed to be carried out with minimal disruption to restaurant operations and the overall guest experience.

## Solution

Merkur Casino Duisburg turned to atmosphere media GmbH, renowned for its immersive media solutions in the hospitality and wellness sectors, partnering with Ambiviro GmbH and Heidemann Sound for the installation, to deliver a comprehensive and immersive solution.

A stunning 1x4 Philips videowall was installed to showcase atmosphere's unique Immersive Nature films and captivating live music bands in an impressive way. The four Philips Videowall 6005 (X-Line) displays integrate seamlessly with the atmosphere365 controller app, enabling staff to easily manage content and schedules via iOS or Android. This solution is simple, efficient and perfectly suited for everyday operation.

The display experience was complemented with a complete Bose audio setup ensuring high fidelity sound to create an immersive multi-sensory dining experience that paired perfectly with the ultra high definition visuals. The installation was completed in just two days, ensuring minimal disruption to restaurant operations, and allowing the venue to continue providing excellent service without interruption.

The final result? A solution that enhances the guest experience and offers tangible business benefits, including increased revenue, enhanced brand reputation, and operational efficiency. Merkur Casino Duisburg's success story demonstrates the power of immersive audiovisual solutions in transforming dining venues into dynamic, engaging, and entertaining spaces.

## Benefits

**Stunning visual performance:** Enhancing brand image, the IPS technology in Philips Videowall displays elevates Inside Restaurant's reputation as a standout dining destination.

**Increased revenue:** The immersive experience has led to increased bookings for special events and group dining, boosting average spend and overall restaurant revenue.

**8K guest engagement:** The Philips Videowall showcases stunning, emotionally engaging content, creating memorable experiences and encouraging repeat visits.

**Operational efficiency:** Easy integration with the intuitive platform simplified content management, enabling smoother operations while delivering exceptional service.

### Fast facts

**Client**  
Merkur Casino

**Location**  
Duisburg, Germany

**Project**  
Immersive fine dining experience

**Partners**  
atmosphere media GmbH,  
Ambiviro GmbH (installation),  
Heidemann Sound (audio)

**Products**  
65" Philips Videowall 6005  
(X-Line) displays, Bose Audio  
System, atmosphere365  
Media Platform

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