



Ultimate Guide to Casino Digital Signage

Your guests expect seamless experiences, from the moment they walk through your casino's doors until the time they cash out their chips. And behind the scenes, staff need timely updates, operational insights, and clear directives to keep the property running smoothly. By meeting those expectations—and exceeding them as often as possible—you can drive revenue, improve guest satisfaction, and keep people coming back for more.

Increasingly, digital signage is the communication solution the casino industry relies on to bridge the gap between guest engagement and operational efficiency.

This guide explores how a unified digital signage strategy, powered by purpose-built applications and deep system integrations, can elevate every aspect of a casino's environment.

Creating Immersive Guest Experiences

To deliver a truly immersive guest experience, casinos must treat digital signage as a strategic layer of the environment—not just a visual accessory. Every display should be designed to serve a purpose, whether it's guiding a guest, promoting an offer, or amplifying a moment of excitement. The goal is to create a seamless, responsive ecosystem where signage enhances the atmosphere, provides information that's needed in the moment, and drives behavior.

Start by deploying interactive wayfinding kiosks at key entry points and high-traffic zones. Regardless of your property's size, these wayfinding screens are critical, and often the most used screens on any casino floor. By integrating these with your asset database, you can ensure real-time accuracy and relevance. Guests should be able to search for slot machines, restaurants, restrooms, food and beverage options, and amenities with ease. These interactive options are often supplemented by directional signage throughout the property at key intersections, which enable your team to better manage traffic flow and help move people throughout your casino.



Our wayfinders have proved to be a critical tool. The adoption rate here is substantially higher than what I've seen elsewhere. There's not a time of day where I'm out there and someone's not actively using them to navigate our property.

—Thomas A. O'Sullivan, Director of Marketing, Choctaw Casinos



Many properties choose to use their directional signage to promote different things depending on the time or context of the situation. For example, the Choctaw Casino in Durant, Oklahoma uses signs outside its entertainment venue to promote the show beforehand, then changes those screens after the event to promote food and beverage specials, gaming opportunities and more, keeping guests on property.

Considering how guests move through your property, signage should also be strategically placed near elevators, escalators, and gaming areas to promote upcoming tournaments, concerts, and other special offers. Many casinos use these screens to display countdown timers to build anticipation and urgency, and ensure that featured promotions are visually prioritized through layout and animation.

One of the many applications that you'll find on the floor, but perhaps one of the most impactful in terms of driving revenue is progressive jackpot signage. These screens must be tightly integrated with your gaming management system to reflect real-time totals and trigger celebration animations the moment a jackpot is hit. These displays should be positioned where they can be seen from multiple vantage points, turning individual wins into shared experiences that energize the floor and promote continued play. When it comes to driving coin-in, progressive jackpot displays are incredibly impactful, when executed well.

Fullscreen promotional content should be deployed on slot toppers, ATMs, and end caps to reinforce brand messaging and drive upsell opportunities. These screens should rotate through targeted offers based on time of day, guest demographics, or property zones. Use high-impact visuals and concise messaging to capture attention in seconds.

During a 10-day ticket promotion for a show, MGM leveraged its end cap and slot-topper signage at one location and sold over 1,000 tickets.



Additionally, by incorporating social media integrations with your signage, you can showcase user-generated content and reinforce your brand's presence across platforms. Pull live posts from Instagram, Facebook, and Twitter using moderated feeds, and display them in areas where guests are likely to linger—such as lounges, bars, and waiting areas. This not only builds community but also encourages guests to engage with your brand online, extending the experience beyond the property.

And for any food and beverage outlets or retail locations within your property, signage can be used to showcase menus and special promotions, further driving revenue and enabling a better guest experience at the same time.

The most successful casinos leverage a mix of signage applications, including the above, but also extending to video walls, table game signage, and a variety of other applications, depending on the property. The key to planning out your signage strategy is to understand traffic patterns and then optimize each area of your property to create a better guest experience that also helps drive revenue.

Streamlining Internal Communications

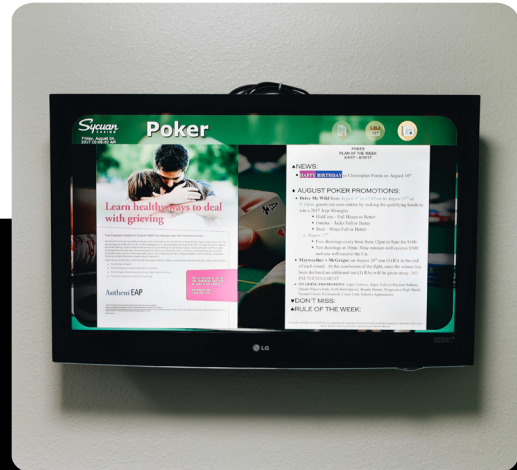
Just as integral to the overall guest experience as guest-facing signage, but often overlooked, is signage in the back-of-house. Effective communication behind the scenes is essential to maintaining operational consistency and delivering a seamless guest experience, because your casino's employees are the ones interacting with your guests. By keeping employees informed and aligned with current and upcoming events, promotions, VIP arrivals, and more, you can enable them to better serve the needs of your guests. To accomplish this, digital signage in back-of-house areas should be treated as a strategic tool for informing, aligning, and empowering staff across departments.

Start by identifying high-visibility zones where signage will have the greatest impact—employee entrances, locker rooms, service corridors, and breakrooms. These displays should be used to deliver time-sensitive updates such as shift schedules, daily priorities, training reminders, and VIP arrivals. Content should be scheduled to rotate based on operational flow, ensuring that messaging is relevant to the time of day and the roles of the staff viewing it.

Integrate signage with business intelligence platforms to display real-time performance metrics. Dashboards showing coin-in totals, occupancy levels, and promotional effectiveness should be visible to managers and supervisors in decision-making areas. These displays should prioritize clarity and simplicity, using visual hierarchies to highlight actionable data.

In addition to the operationally-focused screens, recognition and culture-building content should be woven into your signage strategy. Using branded templates, it's easy to spotlight employee milestones, anniversaries, and outstanding contributions. These messages should be displayed in communal areas to foster a sense of pride and team cohesion, on top of the content designed to help employees ensure a better guest experience.

By implementing back-of-house signage, casinos can promote a positive culture, reduce friction, enable a better guest experience and reinforce operational alignment across the property.



For its employee communications initiatives, Sycuan integrated with its back-of-house systems to display real-time, relevant content. The casino has screens where employees enter the gaming floor and in the team member dining room showcasing current promotions, information about upcoming shows and more. Each table game pit also has a screen dedicated to displaying dealer schedules, ensuring everyone knows which game is next on their rotation.

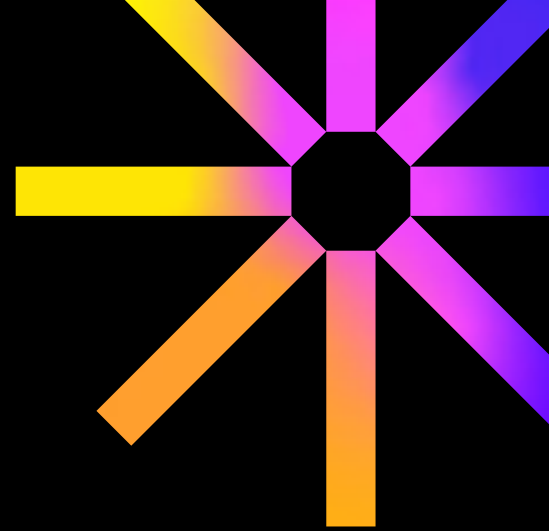
Integrating with Core Systems

To maximize the impact of digital signage across your casino, integration with core operational systems is essential. Signage should not function as a standalone tool—it must be part of a connected ecosystem that reflects real-time data, automates content delivery, and aligns with broader business objectives. The true power of digital signage lies in its ability to integrate with the systems that casinos rely on. The reality for most casinos though, is that there are multiple integrations needed to keep different signs automatically updated. That's why Poppulo's digital signage platform integrates with virtually any casino system—including emergency messaging—so you can easily keep your screens updated with the right information.

Start by integrating your signage platform with your property management and casino management systems. This allows signage to dynamically personalize content based on guest profiles, room status, and amenity usage, among many other things. For example, displays in hotel lobbies or elevators can promote spa services or dining offers tailored to guest preferences or booking history, and casino floor information updates without manual intervention.

On top of that, by integrating with your point of sale (POS) system, it's easy to ensure every menuboard can automatically update based on stock levels, time of day, or promotional cycles—reducing manual effort and minimizing the risk of displaying outdated information. This integration also enables targeted upselling by highlighting high-margin items or limited-time offers.





Critically important to guest safety, digital signage can—and should—be integrated with emergency notification systems. This allows for immediate deployment of safety alerts, evacuation instructions, or lockdown protocols across all screens. By enabling these integrations and leveraging pre-approved templates, you can maintain clarity and consistency under pressure.

Social media integrations are another key component of a comprehensive signage strategy. Use APIs to pull moderated content from platforms like Instagram, Facebook, and Twitter. Display user-generated posts in areas where guests are likely to linger—such as lounges, bars, or waiting areas—to foster community engagement and encourage social sharing. Ensure that content moderation tools are in place to maintain brand integrity and appropriateness.

Finally, consider leveraging IPTV encoders to overlay promotional content on live television feeds. This is particularly effective in sports bars, lounges, and breakrooms, where guests and staff are already engaged with screens within the space. Use L-bar layouts or ticker-style overlays to promote events, amenities, or time-sensitive offers without interrupting the viewing experience.

By implementing these integrations, casinos can transform their signage network into a dynamic communication hub—one that responds to operational data, enhances guest personalization, and supports real-time decision-making across the property.

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Deploying and Managing the Network

Digital signage infrastructure must be as flexible as the environments it serves. Deployment options range from fully on-premise systems to cloud-hosted solutions that offer scalability, as well as a hybrid approach.

Centralized management platforms, like Poppulo, provide intuitive interfaces for scheduling content, assigning permissions, and monitoring system health. Remote diagnostics and advanced device management capabilities ensure uptime and reliability, while content automation tools enable data-driven triggers and scheduled rotations.

Digital signage is no longer a luxury—it's a strategic imperative. With the right applications, integrations, and infrastructure, casinos can transform their environments into intelligent, responsive ecosystems. Whether opening a new property or upgrading an existing property, a comprehensive signage strategy and flexible platform offers the scalability and impact needed to stay ahead in a competitive market.



After migrating 900 players from our on-premises solution to Poppulo's Signage Cloud, we were able to simplify our overall configuration, while still retaining the flexibility to customize as needed. With Poppulo, I can better enable non-programmer contributors to add and change out digital signage content at a moment's notice and I have greater visibility to the condition of the entire system.

—Richard Van Rhyn, Director of Sign Animation, Station Casinos

