



"A SPECTACULAR TRANSFORMATION"
Taylorleds
LIGHTS UP CASINO

The Game-Changer in Entertainment: A \$100 Million Transformation

The Potawatomi Casino Hotel in Milwaukee has long been a cornerstone of entertainment. Yet, when they decided to up the ante with a \$100 million renovation, they knew they needed a show-stopper.

The mission was clear but far from simple: transform the sportsbook experience from ordinary to extraordinary. Potawatomi Casino aimed to not just attract guests but to immerse them in an unparalleled betting adventure. The stakes were high, and the expectations even higher.





Taylorleds' Masterstroke

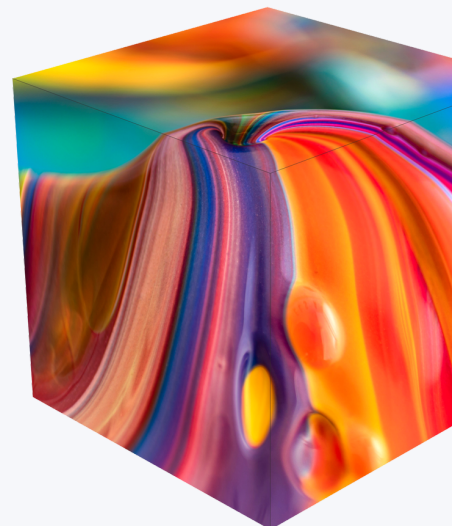
Enter Taylorleds, with their arsenal of cutting-edge LED technology. They didn't just meet the challenge; they turned the sportsbook into a mesmerising arena of light and excitement.

The Ultimate Viewing Experience

A colossal 2,000-square-foot video screen that makes every game feel like you're there in the flesh, surrounded by the roar of the crowd. This is where technology meets excitement, creating an unparalleled sports betting adventure.

Bet with Ease and Style

But why stop at the game? Taylorleds and Potawatomi Casino reimagined the sportsbook as a total entertainment experience. With seventy 24/7 betting kiosks lit up by vibrant displays, placing a bet feels like stepping into the future. It's not about winning or losing; it's about the thrill of the play, the buzz in the air, and the stories you'll tell.



The Star-Studded Opening

Beyond Betting

It's about the experience. Savour delicious dishes and refreshing drinks as you immerse yourself in the game. With lounge-style chairs and a welcoming bar, it's the perfect spot to relax, enjoy, and celebrate your wins.

Gene Simmons Rocks the Sportsbook Revolution

This isn't just any upgrade; it's a \$100 million renovation project that has everyone talking, from excited locals to intrigued visitors nationwide. And who better to kick off such a monumental transformation than Gene Simmons of KISS, bringing a rockstar vibe to the grand opening? The buzz? So electric that even Fox News featured this groundbreaking event!





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What's Next?

Potawatomi Casino Hotel's \$100 million renovation, in partnership with Taylorleds, has revolutionized the sportsbook experience, setting a new standard in the world of entertainment. The transformation has created a mesmerizing arena of light and excitement, where guests can immerse themselves in the thrill of the game with a colossal 2,000-square-foot video screen, seventy 24/7 betting kiosks, and a welcoming bar and lounge area. The cutting-edge LED technology provided by Taylorleds has elevated the sportsbook from ordinary to extraordinary, making it a true game-changer in the industry.

The star-studded grand opening, featuring Gene Simmons of KISS, generated a buzz so electric that even Fox News took notice, cementing Potawatomi Casino Hotel's position as a leader in the entertainment world. As the dust settles on this successful launch, the future looks brighter than ever for Potawatomi Casino Hotel and its guests. With Taylorleds by their side, they are poised to continue pushing the boundaries of what's possible, creating unforgettable experiences that redefine what it means to be entertained. So, get ready to feel the pulse of the game, live every moment, and be part of a spectacle that will leave you breathless.