Case Study: MotorCity Casino Hotel

MotorCity Casino Hotel is a casino, hotel and banquet center in Detroit, Michigan. Opening in 1999, the casino hotel is one of three in the city but the only casino hotel with a camera-based parking guidance system.

MotorCity Casino Hotel selected the Park Assist M3 System in 2011 for it's multi-level car park. With the Park Assist M3 System, advanced wayfinding signage and bright signaling LEDs, MotorCity customers are quickly whisked to open spaces. Getting them to the tables and venues quicker.

Why They Purchased

Enhanced Customer Experience: MotorCity wanted to eliminate the stress of parking and provide it's customers with a world-class parking experience. The car park is the first customer touch point at the venue and the M3 System greatly enhances the ability to find an open space which allows customers to get inside the casino and hotel fast.

Security in Real Time: As an adult-oriented venue, a casino will naturally attract a wide range of patrons – bringing with them a wide range of behaviors. What's more, traditional security systems have a hard time getting an unobstructed view of a key area where undesirable events can take place: in the parking spaces themselves. With the Park Assist M3 System, MotorCity identifies vehicles and monitors occupancy in every parking space. This enables the core system to maintain a complete inventory of parked vehicles for security purposes. Through our *Park Surveillance* software extension, every space in a car park can be monitored automatically, allowing critical information to be available to security.

> "Being a casino, the customer experience is of great importance to us and the introduction of the Park Assist system has improved this greatly, especially as it is the first thing customers see when they come to visit us. The advanced video technology that Park Assist offers has also assisted us in other areas of our operation that are of great importance to us as a casino -namely the monitoring and security in our parking garages. Additionally, the ongoing support post the installation from Park Assist has been dedicated, repeatedly responsive and reliable.
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> We have been very satisfied with the system's performance. We have no hesitation recommending the Park Assist system and will consider working with Park Assist again".
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> David Nehra, Vice President of IT /Chief Information Officer MotorCity Casino Hotel