



## FOR IMMEDIATE RELEASE

### LG PARTNERS WITH ATOMIC GOLF TO PROVIDE HUNDREDS OF DIGITAL DISPLAYS AT LAS VEGAS' NEWEST GOLF ATTRACTION

*Atomic Golf creates tech-filled experiences with outdoor displays at tee lines, digital signage in every customer bay, multiple large outdoor DVLED screens on building's facade*

**LAS VEGAS, March 13, 2024** – Global innovator LG Business Solutions announced a partnership with [Atomic Golf](#), the brand new Las Vegas attraction set to open on March 22, to outfit every step of the customer journey with digital experiences from the parking lot to the tee line. According to Brian Birckbichler, Senior Vice President of Golf Entertainment at Atomic Golf, the vast digital signage network will be a core element of the guest experience and will deliver the famous Las Vegas ambiance of bright lights and non-stop entertainment.

“From the moment guests arrive at Atomic Golf, they will be surrounded by vibrant LG digital displays showing live sports events, messaging, wayfinding, promotions, welcome messages for groups and real-time game information in every hitting bay,” Birckbichler said. “As a tech-forward cashless venue in the convention capital of the world, competition is fierce, and



experiences are always evolving to impress guests and create excitement. Working with LG allowed us to leverage their vast product catalog and robust digital signage capabilities to create a property-wide network that enhances engagement while providing simple system control and maintenance to ensure reliable daily operations.”

The project utilizes LG’s webOS™ operating system to manage the digital signage network, with SAVI Controls software delivering content to the LCD displays over a single MoIP cable. Atomic Golf has the flexibility to show broadcast programs, in-house content and marketing messages on any display at any time, including creating frames, tickers and more. The staff’s job is made as



simple as possible, too, with the ability to turn the entire digital signage network on and off with a single button, eliminating the hassle and time involved in individually managing more than 250 displays.

“Atomic Golf has designed an entertainment space unlike any other, and LG is proud to partner with them on the project to offer design assistance and product guidance, ensuring maximum effect and operational excellence,” said Mike Kosla, Senior Vice President, LG Business Solutions USA. “By using a single-supplier digital signage network, Atomic Golf empowers onsite experience managers to exert instant control over every display through a single platform that allows for individual display control, system-wide content changes and provides automatic alerts for any troubleshooting or maintenance needs.”

To fulfill Atomic Golf’s wide range of display needs, the signage and integration experts at Simply Connected determined that LG’s experience, product selection and advanced webOS operating system with native SAVI integration capability made LG Business Solutions the ideal digital display partner. The integration firm is responsible for installation and ongoing maintenance of the signage network’s more than 250 digital displays



along with the property’s audio components, wiring, video distribution, control system, networking equipment, security and surveillance.

Various LG LCD displays ranging from 49 inches to a whopping 110 inches will grace guests’ every step with sports content, promotions and anything else the company wants to showcase. Whether they get drinks at the Bottoms Up sports bar, play high-tech games in the Astrocade arcade or tee off for an exhilarating round of competitive golfing games, LG screens will provide consistent branding and entertainment.

A separate firm, Jones Sign, was responsible for installing the property’s LG DVLED (direct-view light-emitting diode) displays, which guests first encounter at the entrance, where they pass under a custom-sized LG outdoor DVLED display that stretches overhead.



After collaborating to design the layout and construction of the hitting bays, Atomic Golf and Simply Connected outfitted all 103 of them with a custom-designed ball dispenser that features a 49-inch vertically-mounted LG outdoor display to deliver high brightness and excellent resilience in all types of weather, making it the ideal game information display. LG's webOS platform and software from SAVI make the vertical displays highly customizable, with options for split-pane, dual-source content and other advanced capabilities. Each tee line cabana will also house a 55-inch LG display for guest-controlled TV programming.

Visitors will be captivated by the LG displays on the ceilings and floors as they enter the state-of-the-art Cosmic Lounge. VIP guests will have their luxury suites equipped with both 110-inch and 136-inch high-definition display screens for sports and entertainment viewing.

Overall, a broad range of indoor and outdoor LG DVLED products are utilized throughout the property with pixel pitches ranging from 10mm outdoor displays all the way to the .7mm LG MAGNIT display.

Atomic Golf, located next to The STRAT Hotel, Casino & Tower (formerly the Stratosphere), is a premier golf entertainment destination that offers an immersive, technology-enhanced experience through game play and entertainment. The golf venue spans nearly seven acres, rises four stories and hosts 103 separate hitting bays. It also includes four bars, two meeting spaces, and a 12,000-square-foot Astrocade.

For more information, click [here](#). For high-res images, click [here](#).

###

#### **About LG Business Solutions USA**

The LG Electronics USA Business Solutions division serves commercial customers in the U.S. lodging and hospitality, digital signage, systems integration, healthcare, education, government and industrial markets – with cutting-edge commercial displays, robots and electric vehicle charging stations. Based in Lincolnshire, Ill., with its dedicated engineering and customer support team, LG Business Solutions USA delivers business-to-business technology solutions tailored to the particular needs of business environments. Ten-time ENERGY STAR® Partner of the Year LG Electronics USA Inc., based in Englewood Cliffs, N.J., is the North American subsidiary of LG Electronics Inc., a \$60- billion-plus global force in consumer electronics, home appliances, air solutions and vehicle components. For more information, please visit [www.LGSolutions.com](http://www.LGSolutions.com).

#### **About Atomic Golf**

Atomic Golf is Las Vegas' premier golf entertainment destination, combining next-generation golf technology, an engaging atmosphere, and immersive game play to create a fun, interactive, and energizing golf entertainment experience unlike any other. Sitting on 100,000 square feet, steps from the famed Las Vegas Strip, Atomic Golf boasts four distinct floors comprised of 103 digitally enhanced golfing bays with state-of-the-art golf technology and



a collection of original games, designed specifically for Atomic Golf, that infuse golf play with an interactive videogame; six full-service bars, each with their own unique menus and atmospheres; flexible meeting and special event space; luxury golfing suites featuring a VIP entrance and a private bar; the one-of-a-kind Putting District with eight digital putting bays utilizing high-tech projection mapping to create a modernized putting game experience; chef-curated menus with elevated food and beverage offerings; The Tap Room with Bottoms Up technology and a curated collection of locally-brewed beers; the state-of-the-art Cosmic Lounge; the Astrocade with wall-to-ceiling, high-definition LCD displays perfect for sports and entertainment viewing; and much more. Atomic Golf is located at 1850 S. Main St., Las Vegas, Nev. 89104 next to The STRAT Hotel, Casino & Tower, steps from the famed Las Vegas Strip and blossoming Las Vegas Arts District. For more information, please visit [atomicgolf.com](http://atomicgolf.com). Keep up with Atomic Golf on [Facebook](#), [X](#), and [Instagram](#) at [@atomicgolfvegas](#).

*Media Contacts:*

**LG Electronics USA**

John I. Taylor  
+1 847 941 8181  
[john.taylor@lge.com](mailto:john.taylor@lge.com)

Kim Regillio  
+1 815 355 0509  
[kim.regillio@lge.com](mailto:kim.regillio@lge.com)

Tom Terzulli  
+1 212 481 3456 x11  
[tom@griffin360.com](mailto:tom@griffin360.com)

**Atomic Golf**

Kirvin Doak Communications  
[AtomicGolfLVPR@kirvindoak.com](mailto:AtomicGolfLVPR@kirvindoak.com)  
+1 702 737 3100