



PADDYPOWER.

Empowering Paddy Power with Amino's One-Player Solution

Project Overview

Paddy Power, a trailblazer in the Sports Betting industry, is renowned for its bold and innovative approach to marketing. Founded in 1988, Dublin-based Paddy Power has grown to become a key subsidiary of Flutter Entertainment, offering a wide range of services including sports betting, gaming (games, lotteries, slots, live casino, bingo), daily fantasy sports, and online poker. With a strong presence both online and through its 500+ high-street shops across UK and Ireland, Paddy Power is a cornerstone of the retail betting landscape.

Project Requirements

- 1** Enhance the in-shop customer experience with low-latency video, virtual games and dynamic displays for betting odds.
- 2** Transition from costly, outdated satellite delivery to IP-based solutions for lower latency and cost efficiency.
- 3** Simplify the infrastructure, which had grown overly complex with a patchwork of legacy solutions.
- 4** Introduce versatile, multi-purpose screens that adapt dynamically to events and customer preferences.

Amino's Solution

Amino's H200 media player and Orchestrate management platform provided Paddy Power with a flexible, efficient and future-proof solution. During the proof-of-concept phase, Amino demonstrated its ability to:



Optimize hardware for reliable, low-latency playback, ensuring real-time video streaming.



Expand the system's versatility to include virtual games and dynamic content displays.



Consolidate hardware by using a single device capable of handling multiple functions.



This single-device strategy simplified operations by reducing physical setup complexity and creating consistent cabling and configuration across all locations. Additionally, the Orchestrate platform allowed each device to be remotely personalized, eliminating the need for on-site technical support and saving significant costs on installations and maintenance.

Key Benefits

The transition to Amino's solution has not only resolved Paddy Power's challenges but enables them to benefit from:

1

Transitioning from satellite to IP delivery, cutting ongoing costs while eliminating the need to replace end-of-life PC hardware.

2

Centralized management with Orchestrate reducing installation and maintenance costs.

3

A single, versatile device replacing multiple legacy systems.

4

Reduced on-site workload for technicians while minimizing spare part logistics.

5

Real-time video streaming and dynamic displays elevating the betting shop experience.

6

Flexible screen configurations tailored to events created a more engaging environment for customers.

Customer Testimonial

"The H200 with Orchestrate solution from Amino checked all the boxes for us. Not only did Amino provide us with the hardware, but by using their powerful Orchestrate management platform and the expertise of the support team, we were able to deploy faster and more efficiently than we anticipated. We can now centrally manage all our in-store display configurations and applications to ensure that the content is up to date, relevant and complies with regional regulations."

Colm Codd, Head of Technology – Retail, Paddy Power

Key Highlights

The deployment is notable for its use of a single product – the Amino H200 – to deliver a wide range of services, supported by Orchestrate – Amino's award-winning enterprise management solution. This single solution has simplified the technological infrastructure in Paddy Power's betting shops, making it easier to manage and adapt to changing content requirements.



Low-Latency Video

Low-latency video creates real-time streaming for an engaging betting experience.



Seamless Support

Paddy Power leaned on Amino's expert team to ensure a smooth deployment.



Security

The H200 offers carrier-grade security while minimizing electronic waste.

Conclusion

Amino's cutting-edge deployment in Paddy Power's bustling betting shops across the UK and Ireland is a game-changer, vividly illustrating the transformative power of innovative technology in the retail betting landscape. This strategic move is more than just an upgrade – it's a leap into the future of retail betting, where the fusion of technology and user experience opens doors to new possibilities and sets the stage for ongoing advancements in the industry.



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