



CASE STUDY: HARRAH'S RENO HOTEL AND CASINO

Cold Cathodes Shine A Light On Savings

Harrah's Reno Hotel and Casino offers 928 hotel rooms, seven restaurants, a 24-hour casino with headline entertainment and 15,000 square feet of convention space. Illuminated by thousands of lights, outdoor decorative signs mark Harrah's location in the heart of downtown Reno.

Recognizing an opportunity for energy savings, Harrah's replaced 8,000 incandescent lamps on its outdoor signage with energy-saving cold cathode fluorescent lamps (CCFLs), achieving an 80% reduction in energy use. CCFLs produce light using electron discharge and fluorescence instead of an electrically heated filament. Lasting up to 25,000 hours, they also have a much longer lifespan than incandescent lamps. And, unlike regular CFLs, that lifespan is not affected by on/off cycles—making CCFLs ideal for flashing signs.



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CALL | 800.342.6335

EMAIL | commercial@nvenergy.com

WEB | www.nvenergy.com/commercial

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Project Summary

Harrah's chose CCFLs for its signage project for the long lifespan and the ability to turn them on instantly like incandescent lamps. They also shine just as brightly as clear incandescent lamps but consume a fraction of the energy. Harrah's facilities/engineering manager indicated that the new lamps look even better at night than the old lamps.



Energy-saving Equipment

By drastically reducing electricity consumption, Harrah's CCFL project saves more than \$35,000 in annual energy costs. With the NV Energy rebate and estimated savings on electric bills, Harrah's Reno expects a return on its investment in 1.3 years.



Project Results

Building Type: Hotel/casino

Project Type: Lighting retrofit

Measures: Replacement of 8,000 incandescent lamps with CCFLs

Incentive: \$10,000

Projected Annual kWh Savings: 353,540