Rugby fever at Silverstar with new Absen Outdoor LED Screen

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If there’s one thing South Africans love, it’s putting on a green shirt and cheering for the

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Springboks. Silverstar Casino & Entertainment Complex, part of the Tsogo Group, in Krugersdorp, knows this well—and they've just made watching the big games even better.

"The Square," Silverstar's outdoor hub surrounded by restaurants and al fresco dining, now boasts a new, high-definition LED screen, giving fans a front-row experience no matter where they sit. The upgrade was made possible by Omega Digital who recommended an Absen A0625 outdoor LED display panel (10.24m x 5.76m).



(Pictured Above): Nadia Godridge, Manager of Events at Silverstar, with members of her technical team Sasasa Chiliza, Tshepo Manana and Xolani Khumalo.

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Nadia Godridge, Manager of Events at Silverstar, has been part of the Tsogo Group for nearly 20 years, initially at Montecasino and, for the past 10 years, at her current location. “Silverstar is such a family-friendly location with a lovely vibe—you can look around and see the mountains behind us. We wanted a screen that matched the energy of the place,” she says.

The old screen had been around for over ten years and just couldn’t keep up with the action. Omega, known as the Collaboration Experts, were called in to provide a technical solution that made everything run smoothly and gave everyone peace of mind.



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“Rugby is huge here, and we couldn’t really screen the games properly this year. The Square is one of our main event areas, so we decided it was time to upgrade,” Nadia explains. “Omega was fantastic throughout the project. From planning to installation, they kept me updated and delivered quality service.”



She adds that the screen is bright, crystal clear, and adjusts its brightness depending on the weather. “You can see everything from the back of the Square,” says Nadia. “It’s a real asset for both guests and tenants.”

Unlike temporary hire solutions, the permanent screen, with a resolution of 1536 × 864 pixels,

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allows Silverstar to fully integrate it into the broader property strategy. It’s not just about broadcasting major sporting events like rugby, soccer, cricket, and Formula 1—it also serves as a marketing tool for the casino, its restaurants, and movie house. Guests can enjoy live feeds, event activations, and promotions, enhancing their overall experience and encouraging longer stays at the on-site restaurants.



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