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JCM Global Installs Digital Signage Architectural Art Feature at Grand Casino Hotel & Resort

LAS VEGAS (April 26, 2022) – A plain curved wall has become a spectacular architectural art feature with a new digital signage installation from JCM Global® (JCM) at Grand Casino Hotel & Resort.

JCM installed its AirSlim Digital Signage Solution above the Grand Café. Stretching 40 feet wide and 10 feet tall at its highest point, the unique digital signage installation features a series of ultra slim panels spaced just two inches apart, allowing the display to perfectly follow the wall's natural curvature.

The display merges seamlessly with an existing digital signage display, and the newly completed JCM project was carefully designed and constructed to create an arresting visual destination, filled with creative content and marketing messages about amenities and activities in the casino and hotel.

The display is the first of its kind in the region and is JCM's third recent DSS installation at Grand Casino. Late last year, JCM installed a 40 feet wide and 20 feet high double-sided outdoor display and 30 DSS CUBES above a 120-foot-long hallway connecting the resort's hotel and casino.

"Working with the installation team at JCM in concert with the creative talent at Render Impact in creating visually impactful content for the new screens has allowed us to create cohesive digital showpieces for our facility," said Grand Casino Marketing Director Chad Mathews. "It changes our casino's landscape, look, and feel and elevates it to a whole new level visually. We couldn't be happier with the results."

"It has been exciting and inspirational to collaborate with the Grand Casino team," JCM SVP of Sales, Marketing & Operations Dave Kubajak said. "Hearing the team express their vision, and then working side-by-side to bring that vision to life across the property, both indoors and outdoors, has been a thrill for all of us at JCM."

The creative team at multimedia studio [Render Impact](#) supported the project by producing a variety of engaging content, including fireworks, abstract fluid art, lava lamp movements, and more. The imaginative content brings the art to the architectural art feature.

[Click here](#) and get inspired by JCM's digital signage gallery, and join JCM on [LinkedIn](#), [Twitter](#), [Facebook](#), and [YouTube](#).

About JCM Global

JCM Global is a world leader in transaction and payment technologies. From its global network of offices, the company provides award-winning solutions such as bill validators, note recyclers, printers, systems solutions, and more. Since 1955, its spirit of innovation has resulted in ground-breaking products and components have earned multiple patents and set worldwide standards. JCM is trusted by operators and suppliers in the banking, gaming, kiosk, retail, transportation, and vending industries. Please visit www.jcmglobal.com for more information.

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