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JCM Global Installs Massive Outdoor Sign at Grand Casino Hotel & Resort

Another milestone in JCM's Digital Signage Solutions offerings

LAS VEGAS (December 7, 2021) – JCM Global® (JCM) has installed a massive outdoor LED pylon sign at Grand Casino Hotel & Resort in Shawnee, Okla., setting another milestone achievement for its Digital Signage Solutions product line.

PHOTO: [Click to download high-res photo](#)

Specifically, JCM installed a 10mm Mitsubishi NXL Series double-sided digital sign that measures nearly 40 feet wide and 20 feet tall on both sides. It is mounted within an existing pylon sign frame structure at the property's entrance and greets guests with a variety of messaging, including thrilling jackpot wins and exciting promotions highlighting the resort's many deluxe amenities. The glow of the sign can be seen for miles from Interstate 40 to peak potential players' interest.

While JCM has installed many digital signage solutions, this installation marks the largest double-sided LED pylon sign to date for the company. Local contractor Signs & Wonders LLC assisted with the installation of the signage supports and the direct view LED display panels.

"This signage upgrade provides an immediate impact on visibility and energy here at the Grand and provides us with an opportunity to develop and deliver engaging content across our property," said Grand Casino Marketing Director Chad Mathews.

"Grand Casino is a long-term partner of JCM, and they came to us asking for a market-leading solution. They wanted to upgrade their current exterior sign, have more flexibility in messaging, and create a better sense of arrival for their guests. We took the challenge head-on, partnered with Mitsubishi, and developed a solution that is as grand as this premier gaming destination," said JCM SVP of Sales, Marketing & Operations Dave Kubajak.

Grand Casino utilizes JCM's UBA® bill validators, GEN5® Thermal Printers, and ICB® Intelligent Cash Box system, and JCM will be installing multiple digital signage solutions throughout the property in the near future.

[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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