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## ***NEWS RELEASE***

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### **JCM Global® Creates Stunning New Experience for MotorCity Casino Hotel's Guests with 80-Foot Curved LED Display on the Ceiling of Promenade**

#### ***Installation is JCM's First Ceiling-Mounted Display***

LAS VEGAS (December 3, 2019) – Detroit is often called the “City of Reinvention,” and now Detroit’s own MotorCity Casino Hotel has reinvented its guest experience in bold and dramatic fashion.

The new experience comes in the form of a spectacular 80-foot x 8-foot curved LED display from [JCM Global® Digital Signage Solutions \(DSS\)](#) that stretches the length of the casino’s promenade ceiling. The installation, which made its debut late November, features a uniquely concave LED ceiling-mounted display that brings MotorCity Casino Hotel’s interior atmosphere to a new level for the ultimate guest experience.

VIDEO “Sharks”: <https://youtu.be/ww2c9l1GGwM>

VIDEO “Fireworks”: <https://youtu.be/7Q08-Pa-JS4>

PHOTO: Download high res image <http://bit.ly/2LhG36r>

“We say all the time that MotorCity Casino Hotel is Detroit’s most innovative entertainment venue. Now with this spectacular LED display on our promenade’s ceiling, we’re taking entertainment to new heights,” said Vice President and CIO David Nehra. “Guests will walk into the casino and have a stunning new experience that we’ll keep fresh by continually updating it with new content.”

Speaking for JCM, Dave Kubajak, SVP of Sales, Marketing & Operations said, “We are absolutely thrilled with the unique approach MotorCity Casino Hotel has taken with JCM’s DSS MAX-R flat panel displays. Because the panels can articulate both concave and convex, their use is limited only by imagination. JCM is excited to provide this new and innovative architectural design feature that will enhance MotorCity Casino Hotel’s capability to deliver the ultimate guest entertainment experience.”

Incredibly flexible and energy efficient, JCM’s Digital Signage Solutions suit every taste, need, and budget. The displays offer easy-to-configure and easy-to-assemble panels that effortlessly accommodate any size, space, need, or challenge. Because of their flexible configuration, the direct view DSS LED displays inspire creativity that empowers casino marketers to connect with guests in rich, new ways.

JCM is proud to have partnered with MotorCity Casino Hotel for the past 20 years, supplying the casino with products and technology including: iVIZION®, the GEN5® Thermal Printer, the ICB® system, and Digital Signage Solutions.

For more information about JCM’s award-winning products, visit JCM [www.jcmglobal.com](http://www.jcmglobal.com) and join on [Facebook](#), [LinkedIn](#), and [Twitter](#).

#### **About JCM Global**

JCM Global is one of the world’s leading transaction technologies supplier for the gaming, banking, kiosk, retail, and vending industries. With unsurpassed service and support, JCM is trusted by operators, manufacturers, and integrators on six continents. Its extensive line of award-winning products set global standards with ground-breaking



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