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## ***NEWS RELEASE***

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### **JCM Global® Supplies Bill Validators, Printers, Systems, Displays to New Hard Rock Hotel & Casino Sacramento at Fire Mountain**

LAS VEGAS (October 3, 2019) – Hard Rock Hotel & Casino Sacramento at Fire Mountain, the brand's first Vegas-style casino in California, will open this fall, fully equipped with products from JCM Global® across the casino and around the property.

"We are thrilled to bring our unique brand to the region and deliver authentic experiences that rock when we open our doors in October," said Mark Birtha, president of Hard Rock Hotel & Casino Sacramento. "Part of that experience means world-class products that directly touch our guests, and we are very pleased to have JCM products play a role in our property."

JCM has supplied its award-winning iVIZION® bill validator, GEN5® Thermal Printer, FUZION® peripheral management system, ICB® Intelligent Cash Box system, and PROMONET™ floor-wide couponing system. Additionally, JCM installed its Digital Signage Solutions direct view LED wall in the lobby, which will dynamically communicate the property's brand to all its guests.

"We are delighted to partner with the Hard Rock Hotel & Casino Sacramento at Fire Mountain to create new and innovative connections with their guests, allowing for the ultimate in player convenience, coupled with the highest possible levels of transaction security," said Dave Kubajak, SVP of Sales, Marketing & Operations for JCM Global.

JCM's innovations will be visible to guests immediately upon entering the lobby, where they will be amazed by the stunning picture clarity of the JCM Global® Digital Signage Solutions direct view LED wall featuring amazing digital content and images from the gaming floor.

The casino stretches over more than 60,000 square feet with 1,800 slot machines and table game positions.

Each of the property's gaming devices is protected by iVIZION. It features advanced CIS (Contact Image Sensor) technology and is the most secure bill validator in the global gaming industry. When combined with JCM's ICB, operators can dramatically increase operational efficiency and security across their floor.

JCM's GEN5 has an incredibly fast CPU and print speed and helps the property's marketing team connect with both carded and uncarded guests. The GEN5 has the flexibility to print TITO and promotional tickets, as well as various wager tickets and templated promotional coupons through JCM's innovative PROMONET system.

The FUZION peripheral management system premieres in the California market at the property, and will transform the gaming experience by enabling new transaction types at the gaming machines and enhancing the efficiency of casino operations through real-time peripheral management of the entire casino floor.

Experience the partnerships, products/solutions, and people that only JCM can deliver at G2E, booth #4039. Join JCM online at [www.jcmglobal.com](http://www.jcmglobal.com), and on [Facebook](#), [LinkedIn](#), and [Twitter](#).



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**About JCM Global**

JCM Global is one of the world's leading transaction technologies supplier for the banking, gaming, 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 peripheral transaction components to optimize your cash management. Please visit [www.jcmglobal.com](http://www.jcmglobal.com) for more information.

**About Hard Rock Hotel & Casino Sacramento at Fire Mountain**

Set to open in fall 2019, Hard Rock Hotel & Casino Sacramento at Fire Mountain will feature the latest in live music and entertainment, hospitality, world-class gaming and exceptional cuisine. The property will be Hard Rock's first Vegas-style casino in California and will offer a hotel with multiple suite options, a large gaming facility with more than 1,800 slot machine and table game positions, along with an outdoor pool and deck area, large meeting space and a vast selection of bars and restaurants. The property will also include signature brand amenities like the Sound of Your Stay® in-room music program, a Rock Shop® and a Body Rock® fitness center. Additionally, the project marks a historic partnership between two Native American Tribes – The Seminole Tribe of Florida, owners of Hard Rock International, and Enterprise Rancheria. Owners of the Hard Rock Hotel & Casino Sacramento at Fire Mountain property, the Estom Yumeka Maidu Tribe of the Enterprise Rancheria is a sovereign Native American Nation offering diverse tribal government services and programs that improve the quality of life for its some 1,000 tribal citizens and surrounding communities in Northern California. For more information on Hard Rock Hotel & Casino Sacramento at Fire Mountain visit [www.hardrockhotelsacramento.com](http://www.hardrockhotelsacramento.com).

**About Hard Rock®**

With venues in 75 countries spanning 259 locations that include owned/licensed or managed Hotels, Casinos, Rock Shops® and Cafes - Hard Rock International (HRI) is one of the most globally recognized companies. Beginning with an Eric Clapton guitar, Hard Rock owns the world's most valuable collection of music memorabilia at more than 83,000 pieces, which are displayed at its locations around the globe. In 2018, Hard Rock International was recognized as a Forbes Magazine Top Employer for Women and Land Operator of the Year at the Global Gaming Awards. In 2019, Hard Rock International was honored as one of Forbes Magazine's America's Best Large Employers, Forbes Magazine's Top Employers for Women and No. 1 in J.D. Power's 2019 North America Hotel Guest Satisfaction Study among Upper Upscale Hotel Chains. Hard Rock destinations are located in the world's greatest international gateway cities, including its two most successful flagship properties in Florida and home to the world's first Guitar Hotel® in South Florida, where its headquarters are located. The brand is owned by HRI parent entity The Seminole Tribe of Florida. For more information on Hard Rock International visit [www.hardrock.com](http://www.hardrock.com) or [shop.hardrock.com](http://shop.hardrock.com).

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