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NEWS RELEASE

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JCM Global Installs New Video Sports Ticker at Soaring Eagle Casino & Resort

The famous ASCEND Sports Book at Soaring Eagle Casino and Resort is now even more exciting with a new LED sports ticker from JCM Global® (JCM). Stretching more than 48 feet at the sports book's entrance, the ticker is the perfect way for every casino guest to keep up on all the scores from their favorite teams, even the teams not from Michigan.

PHOTOS: Click to download high-res [image1](#) and [image2](#) and [video](#).

Kristina Griffus, Director of iGaming & Sports Betting Operations for Soaring Eagle Casino & Resort, "JCM's team was well organized with great communication from start to finish, so the installation went very smoothly! The new LED sports ticker at the entrance of ASCEND is a key element that we needed to tie the Sports Book to the ASCEND brand. Plus, it's an eye-catching feature on our casino floor that reminds guests to place their sports bets!"

The new sports ticker is a Digital Signage Solution (DSS) from JCM with a 1.875mm pixel pitch. At more than 48 feet long and more than a foot-and-a-half tall, the DSS FLEX LITE-S™ solution provides the length to display several scores from live games and times of future ones and the height to make the content easily viewable from across the casino floor.

This is the latest in several DSS projects JCM has created for the ASCEND Sports Book at Soaring Eagle. Previously, JCM installed a 40-foot-long MAX-R™ sports ticker, a 16.5' x 6.5' MAX-R video wall, and more than 20 TV monitors in the sports book, creating an incredible viewing atmosphere for fans.

The new ticker is nestled under the overhang of the sports book's entrance, and JCM's design featured custom metal work, rigging, and wooden cabinets to bring the project to life and work with existing infrastructure.

Visit JCM's [DSS page](#) and discover a wide range of indoor and outdoor digital signage solutions. For more information about JCM's award-winning products, visit JCM www.jcmglobal.com and join on [LinkedIn](#) and [Facebook](#).

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 that 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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