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NEWS RELEASE

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JCM Global Brings Sports Betting Experience to Soaring Eagle Casino with Custom Digital Signage Solutions Installation

PHOTOS: Click to download high-res photos of the [MAX-R](#) and the [MAX-S](#).

LAS VEGAS (August 31, 2021) – JCM Global® (JCM) and Soaring Eagle partnered to create an enthralling atmosphere for Soaring Eagle customers at the Ascend Sportsbook with a high-resolution LED sports ticker and LED commercial display installation that streams live sporting events and content for special events.

JCM installed a 40' x 1.75' MAX-R 2.6mm sports ticker curved solution with 36'9" radius, more than 20 TV monitors, and relocated an existing 16.5' x 6.5' MAX-S 2.6mm solution.

"Soaring Eagle wanted to further enhance their guests' experience by creating an expanded sports book atmosphere. The idea was to create a space where patrons could stay and watch multiple sporting events and enjoy the thrill and excitement only live sporting events can bring," said JCM SVP Sales, Marketing, & Operations Dave Kubajak. "We are pleased with the results and very happy to be continuing our partnership with Soaring Eagle."

This is the second installation of LED digital signage and LED commercial displays at Soaring Eagle. Previously, JCM installed a brilliant 16.5' x 8.2' ultra-high resolution digital sign on the casino floor to recognize players and reward them for their loyalty.

JCM's relationship with Soaring Eagle spans 22 years, and the property utilizes JCM's iVIZION® bill validators, GEN5® Thermal Printers, and ICB® Intelligent Cash Box System across the casino floor.

[Click here](#) to learn more about JCM's wide array of Digital Signage Solutions, and [click here](#) to view a gallery of installations.

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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