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NEWS RELEASE

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JCM Global's DSS FLEX LITE Digital Signage Solution Graces new Grand Lobby at Resorts World New York City

LAS VEGAS (October 18, 2021) – Recently, Resorts World New York City opened a new 400-room Hyatt Regency Hotel at the property, and a massive, curved digital display from JCM Global® (JCM) now greets guests as they pass through the Grand Lobby from the casino to the hotel.

PHOTOS: Click to download high-res images [here](#) and [here](#).

The 2.5mm digital sign measures almost 6 feet high and stretches across the entire width of the 26-foot arch connecting the two areas of the resort destination. Flexible Novastar controllers and easy-to-use Analog Way switchers empower Resorts World to display property information and engaging marketing content to guests as they stroll through the Grand Lobby.

The curved solution marks JCM's second Digital Signage Solutions installation at the property. Previously JCM installed a 21' diameter (67' circumference) double-sided 2.5mm Direct View LED signage above Resorts World's recently expanded electronic table games area. [Click to watch](#) a video.

"As the only casino in New York City, Resorts World Casino New York City strives to provide an unparalleled gaming and entertainment experience. JCM's digital signage technology helps us create an engaging and ever-changing environment for our guests," said Dan Finken, SVP of Slot Operations at Resorts World Casino New York City.

"We are excited to continue our relationship with Resorts World New York City and help provide their guests with the ultimate experience," said JCM SVP of Sales, Marketing & Operations Dave Kubajak. "JCM's Digital Signage Solutions truly are limited only by the imagination, and properties of all sizes are using their creativity to engage with their visitors in dynamic fashion."

Get inspired and unleash your imagination by visiting JCM's Digital Signage Solutions [installation gallery](#). For more information on JCM's wide array of industry-leading digital display solutions, visit the [Digital Signage Solutions](#) page of [jcmglobal.com](#).

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

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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