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## ***NEWS RELEASE***

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### **JCM Global Supplies Large Outdoor Digital Sign to Don Laughlin's Riverside Resort Hotel & Casino**

LAS VEGAS (May 1, 2023) – The anticipation of fun for everyone at Don Laughlin's Riverside Resort Hotel & Casino in Laughlin, Nev., is brighter than ever with a new 30-foot outdoor display from JCM Global® (JCM).

The 5.2mm DSS ELEMENTS-D™ measures 29'6" W x 3'8" and greets guests as they arrive in the hotel's glittering valet area. JCM also programmed content for the digital signage, providing guests with dynamically presented information about casino promotions, events, and more.

"Having a stunningly crisp display of promotions, food and entertainment as our guests enter is exactly what we were looking for to enhance excitement," said Diana Fuchs, Riverside Resort Director of Marketing & Entertainment. "Not only does JCM's display grab everyone's attention, it beautifies our entrance."

DSS ELEMENTS-D has limitless versatility with multiple angle splicing options and a flexible edge joint structure for various venues. Its brightness level makes it perfect for outdoor events, marquees, and more.

"We are delighted to provide a DSS product to Don Laughlin's Riverside Resort Hotel & Casino that will brave the elements without compromising on color fidelity and uniformity," said Dave Kubajak, SVP – Sales, Marketing, and Operations at JCM. "At JCM, we have the best selection of digital signage technologies that are flexible, modular, and configurable, for interior and exterior use."

JCM DSS products be installed practically everywhere, indoor and outdoor. Get inspired in the [DSS Installation Showcase](#) and join JCM on [LinkedIn](#), [Twitter](#), [Facebook](#), and [YouTube](#).

#### **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](http://www.jcmglobal.com) for more information.

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