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## ***NEWS RELEASE***

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### **JCM Global Digital Signage Solutions Illuminate New Sportsbook at Harrah's Philadelphia**

LAS VEGAS (October 30, 2023) – The new Caesars Sportsbook at Harrah's Philadelphia is a prime gathering place for the city's avid sports fans, thanks in part to Digital Signage Solutions from JCM Global (JCM®).

JCM has installed its DSS TV PRO™ that stretches an amazing 23' 7" wide and an incredible 13'3" high for an all-encompassing viewing experience like none other. The configuration allows for one large screen playing a single game or for four or six windows, each playing separate sports content, all shown in an astounding 281 trillion colors.

"We are thrilled to be relaunching Caesars Sportsbook at Harrah's Philadelphia. JCM Global's digital signage has been instrumental in creating a new immersive and dynamic experience for our guests," said Matt Conner, VP of Casino Operations at Harrah's Philadelphia. "We are confident that this partnership and cutting-edge technology will bring a new level of entertainment and engagement to our patrons, and we can't wait to unveil the enhanced sports betting experience."

"Philadelphia is of one America's great year-round sports towns with passionate fans who love their teams. Our own team is thrilled to be a part of the crew who created the newly renovated and relocated sportsbook at Harrah's Philadelphia and to give the city's fans a fantastic new way to enjoy all the big moments of their teams," said JCM Global SVP of Sales, Marketing & Operations Dave Kubajak.

The DSS TV PRO by JCM is an extremely flexible solution and perfect for any type of space, including public areas like the casino floor, sportsbook, and hotel lobby, and back-of-house areas such as security command centers. DSS TV PRO offers stunning ultra high image quality with a high contrast ratio of 10,000:1. Seamless panel-to-panel connection gives superior clarity for a comfortable visual experience that will amaze any audience.

JCM's signage solutions have virtually unlimited capabilities to enhance any space, both indoor and outdoor. Visit the [installation showcase](#) now and get inspired.

For more information about JCM's award-winning products, visit JCM [www.jcmglobal.com](http://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 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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