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## **NEWS RELEASE**

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### **JCM Global Brings CLEAR Excitement to Poker Room at FireKeepers Casino Hotel**

***Striking digital signage welcomes players to “one of the best poker rooms in the U.S.”***

LAS VEGAS (May 18, 2026) – Poker players at FireKeepers Casino Hotel in Battle Creek, Mich., have a stunning place to play, and an exciting DSS CLEAR™ display from JCM Global® (JCM) provides the perfect greeting as they enter for an elevated poker experience.

Poker News named the FireKeepers poker room one of the best poker rooms in the U.S., and the new CLEAR wall display outside of the poker room ups the ante on fun. The CLEAR installation raises the stakes and acts as a window, wall, and advertisement between the poker room and the casino floor, allowing players to see the action on both sides of the visual divider. The expansive CLEAR wall stretches an impressive 16.5 feet wide by 9 feet high and has a pixel pitch of 8mm for crystal clear visibility that captivates guests from every angle.

The content on the CLEAR wall at FireKeepers is as engaging as the technology itself, ranging from the classic dogs playing poker scene to current poker promotions, including daily tournament action, the \$1,000,000 Guaranteed MSPT (Mid-States Poker Tour) tournaments, and casino promotions and branding.

The installation is the latest milestone in a long-standing technology relationship between JCM and FireKeepers. Currently, JCM's iVIZION® bill validator, GEN5® thermal printer, ICB® Intelligent Cash Box system, and FUZION® system, are exclusively deployed across the casino floor, reinforcing FireKeepers' commitment to innovation and guest experience.

“FireKeepers has been an outstanding partner to JCM, and we're proud to support their continued growth by adding our transformative digital signage to their technology road map,” said Dave Kubajak, JCM SVP – Sales, Marketing & Operations. “We work closely with each customer to understand their needs and their goals, so that we can provide industry-leading solutions that help achieve them, and our collaboration with FireKeepers is a great example of that philosophy in action.”

Visit JCM's [DSS page](#) and unleash your imagination. For more information about JCM's award-winning products, visit JCM [www.jcmglobal.com](http://www.jcmglobal.com) and join JCM 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](http://www.jcmglobal.com) for more information.

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