

NEWS RELEASE

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JCM Global Transforms The Vine Showroom at del Lago Resort & Casino with Massive LED Walls

Empowers Guest Artists to Deliver Visually Extraordinary Performances

LAS VEGAS (July 20, 2026) – The Vine Showroom at del Lago Resort & Casino in Waterloo, N.Y. is known as the Finger Lakes region's best, and now every experience is even better with massive LED walls from JCM Global® (JCM).

JCM has installed four massive LED walls at The Vine. The first is an all-new marquee that greets guests as they enter the venue. At 10 feet wide and 5.6 feet tall, the marquee is highly visible to guests throughout the property, so everyone is always in the know about the exciting entertainment that awaits them at the Vine.



Inside, JCM has transformed the experience with three dynamic LED walls. Two are wall-mounted on each side of the stage and stretch nearly 7 feet high by 12 feet wide. Suspended over the stage is an LED wall which measures almost 10 feet high by an incredible 20 feet wide. This compelling LED wall was built to be easily raised or lowered, giving tremendous creative flexibility to production designers. The LED walls can be programmed to display content individually, synced, or a combination of the two to take each performance to the next level.



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“At del Lago Resort & Casino, we're committed to delivering exceptional entertainment experiences for our guests. The new LED display walls from JCM represent a significant investment in The Vine Showroom, giving artists and production teams tools to create more immersive, visually stunning performances. Combined with our outstanding acoustics, this technology further establishes The Vine as the premier entertainment destination in the Finger Lakes,” said Lance Young, Vice President & General Manager, del Lago Resort & Casino.

Dave Kubajak, JCM SVP – Sales, Marketing & Operations, said, “del Lago’s invitation to its guests is to ‘Experience Extraordinary.’ These new LED video walls from JCM help deliver on that promise and build on the Vine’s reputation as being acoustically superior to any other entertainment site in the area. They empower the casino and visiting artists to create visual experiences that match the reputation of the acoustics.”

The installation is the latest in a long history of partnership between JCM and Churchill Downs Incorporated. JCM bill validators, printers, systems, and DSS solutions are found at several Churchill Downs properties across the U.S.

LED walls are just one option from JCM’s extensive line of impressive digital signage solutions that empower casinos to dynamically and creatively communicate with their guests, indoors and outdoors. The company’s thriving DSS business continues to expand across the U.S. and Canada.

Get inspired by visiting the [installation gallery](#) now and join JCM on [LinkedIn](#), [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 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 for more information.



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