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## ***NEWS RELEASE***

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### **Desert Diamond West Valley to Open with JCM Global® Award-Winning Products and Solutions**

LAS VEGAS (January 21, 2020) – When the new Desert Diamond Casino West Valley opens its doors next month, guests will enjoy the new slots, poker, blackjack, and live bingo on its 75,000 square-foot gaming floor, and JCM Global's award-winning products and solutions will play key roles across the property.

The massive, property-wide installation of JCM products, systems, and digital signage solutions is an expansion of a partnership between JCM and the Tohono O'odham Gaming Enterprise that dates back 13 years.

"JCM's digital displays will enhance the guest experience at our new West Valley property, just as they have at our Southern Arizona facilities. We are excited to expand our successful partnership with them," said Don Ayers, General Manager of Desert Diamond Casino West Valley.

"We are honored and humbled by the trust the Tohono O'odham Gaming Enterprise and Desert Diamond Casino West Valley has placed in JCM for over a decade. We are thrilled to be expanding our relationship and to play such an integral role at this new landmark property," said JCM SVP of Sales, Marketing & Operations, Dave Kubajak.

On the casino floor, each gaming device will be equipped with the award-winning iVIZION® bill validator, GEN5® Thermal Printer and ICB® Intelligent Cash Box system, providing the foundation for unmatched TITO and note transactions across the gaming space. The investment in the iVIZION and GEN5 products enables the property to expand to our fully connected PROMONET® and FUZION® system solutions to help them realize their vision of the casino of the future.

The new property will feature JCM Global® Digital Signage Solutions at the new sports bar, and inside the bingo and poker rooms.

At the sports bar, guests will enjoy the action on five giant LED video walls for the ultimate sports viewing party. The poker room will feature 16 LCD displays suspended from the ceiling in unique pod configurations, giving poker players the ability to enjoy a game of poker without missing the action of any broadcasted sporting event. Additionally, in the bingo room, a 16.4' x 11.4' LED video wall will display all the bingo fun, along with a variety of live programming for added entertainment.

**PHOTO:** Download high res image [here](#).

The JCM digital displays at Desert Diamond Casino West Valley are easily controlled by JCM's digital signage solutions partner, Analog Way, with their new LivePremier™ Aquilon C+ system. The Aquilon C+ provides flexibility through preset customization for various looks, based on demands of live sporting events, reliability for 24/7 operation, and ease of use and interoperability, through third party control systems, for one-button recall of presets.

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



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**About JCM Global**

JCM Global is one of the world's leading transaction technologies supplier for the gaming, banking, kiosk, retail, and vending industries. With unsurpassed service and support, JCM is trusted by operators, manufacturers, and integrators on six continents. Its extensive line of award-winning products set global standards with ground-breaking peripheral transaction components to optimize your cash management. Please visit [www.jcmglobal.com](http://www.jcmglobal.com) for more information.

**About Desert Diamond Casinos & Entertainment**

Desert Diamond Casinos & Entertainment, with four locations near Glendale, Tucson, Sahuarita, and Why, Arizona, is owned and operated by the Tohono O'odham Gaming Enterprise, an enterprise of the Tohono O'odham Nation. The expanded Desert Diamond Casino West Valley will open Feb. 19, 2020 with slots, poker, blackjack, live bingo, five restaurants and more. For more information, please visit [www.ddcaz.com](http://www.ddcaz.com).

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