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## ***NEWS RELEASE***

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### **JCM Global to Host Live Esports Tournament in its Booth at G2E 2017**

#### ***Two-day Competition Gives Attendees Up-close View of the Industry's Newest Sensation***

LAS VEGAS (September 21, 2017) – [JCM Global](http://www.jcmglobal.com) will host a two-day, live esports tournament during the upcoming Global Gaming Expo in Las Vegas, giving attendees a chance to see and learn more about esports in-person and up-close.

“Esports is a global phenomenon and is slowly making its way into the casino industry. However, there are operators, regulators, and even some suppliers, who still need more information how esports works. That is why we are hosting this live esports tournament – to help G2E attendees connect with and gain a better understanding of this gaming spectacle,” said JCM VP of Marketing Tom Nieman.

Esports consultants [Spawn Point](#) is producing the event, which will feature 16 nationally ranked players from the Las Vegas area.

The competition takes place Tuesday, October 3 from Noon to 4 p.m., and Wednesday, October 4 from Noon to 4 p.m., with the final round taking place 3:30 p.m. The entire event is staged in the Esports Arena in JCM's booth #4039. G2E takes place October 3-5 at the Sands Expo Las Vegas. The event will also be live casted on [Twitch TV](#), extending the viewership to Twitch's global audience.

Spawn Point's Co-Founder Kevin Mercuri said, “Our goal is to enable integrated resorts and racetracks to harness the energy and excitement of esports. Esports is more than a new entertainment option, it's a powerful channel by which casinos and racetracks can attract an entirely new generation of players. This live demonstration at G2E will help attendees gain a direct understanding of this emerging opportunity.”

Some casinos, such as Downtown Grand Hotel & Casino, are already hosting esports events on a regular basis, and are accepting wagers on esports events in their Race and Sports books.

Seth Schorr is CEO of Fifth Street Gaming and Chairman of Downtown Grand Hotel & Casino and a Director of the Nevada Esports Alliance (NVEA). He said, “The media consumption of esports is on a remarkable trajectory. If that trajectory is in fact a trend, then in 10 years from now, esports will compete with major sports in popularity and in revenue generation. It is important for the gambling industry to increase their understanding of esports and its potential.”

JCM will showcase the tournament on its line of [PixelPRO™ digital displays](#). With HD and UHD frameless LED screens with industry-leading color contrasts, PixelPRO displays are the perfect format for the intensely visual medium of esports, because they allow for spectacular images and video on a curved or flat wall.

Visit JCM online at [www.jcmglobal.com](http://www.jcmglobal.com), and join JCM on [Facebook](#), [LinkedIn](#), and [Twitter](#).

Follow the latest information on esports on Spawn Point's [Facebook](#) page and [Twitter](#) feed.



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**About JCM Global**

JCM Global is the world's leading transaction technologies supplier for the banking, retail, kiosk and gaming industries. With unsurpassed service and support, JCM Global 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, innovate digital media hardware and the systems to tie them together. For more information, visit [www.jcmglobal.com](http://www.jcmglobal.com).

**About Spawn Point**

Spawn Point provides a full range of solutions for the burgeoning Esports industry. Specializing in creating advanced competitive environments, the Company provides hard-to-find expertise in the creation of esports spaces as well as planning and producing esports tournaments. The Spawn Point team is comprised of industry veterans who specialize in esports infrastructure, technology, gaming software, promotion, talent management and more. For more information, visit [www.spawnpoint.net](http://www.spawnpoint.net).

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