

DAKTRONICS DISPLAY SOLUTIONS

LARGE-SCREEN VIDEO. ELECTRONIC DISPLAYS. SCOREBOARDS FOR ALL SPORTS. SOUND SYSTEMS.



Daimler AG, Berlin, Germany—LED Video Display



The Americana at Brand, Glendale, California—LED Freeform Elements



JCDecaux, Waterloo Bridge, London, UK—LED Display



O2 Arena, London, UK—LED Fascia Display



ProVideo, Tullamarine, Victoria, Australia—Truck Mounted LED Video Display

Company Overview

United States company founded in 1968 by two electrical engineering professors

More than **3,500 employees** worldwide

88,000 square meters (950,000 square feet) of total building space

Financially sound and publicly traded on the stock market **NASDAQ: DAKT**

Local Service **throughout the world**

Installations in over **100 countries** worldwide

Flexible, simple to operate and easy to maintain communication systems.

A manufacturing company with **solid business ethics and values**

Only single source for design, manufacture, integration, installation, training, content creation and on-site event production

More video display system installations than all other competitors

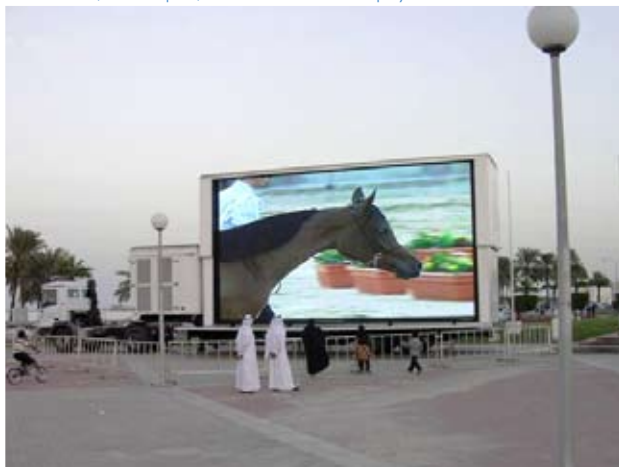
Number one provider of light emitting diode (LED) displays worldwide



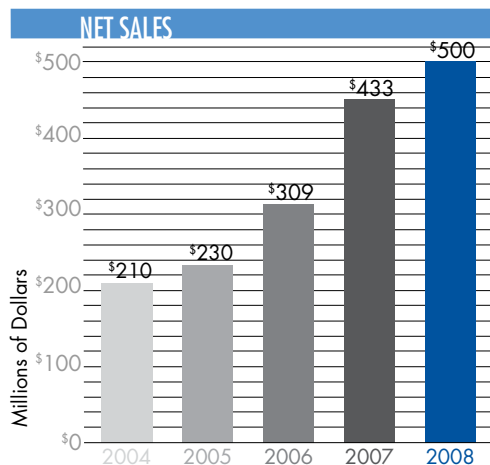
Cedar Square Mall, Johannesburg, South Africa—LED HD Video Display



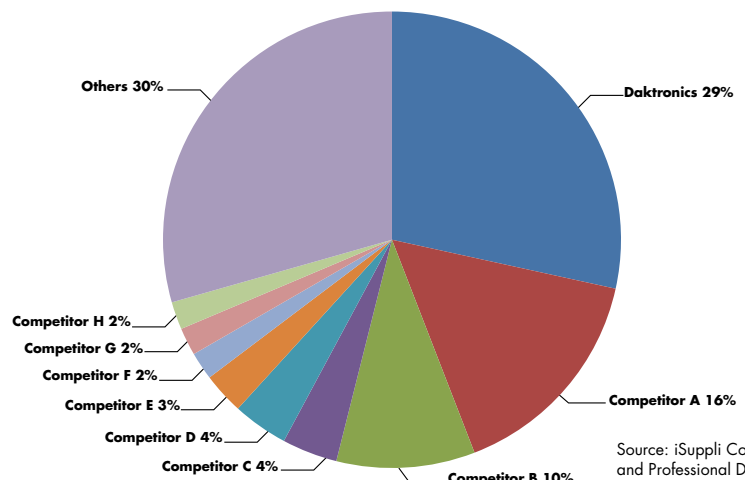
CMMB, Port of Spain, Trinidad—LED Video Display



Qatar Equestrian Stadium, Doha, Qatar—Mobile LED Video Display



Worldwide Market Shares of LED Video Displays



Source: iSuppli Corporation - Signage and Professional Displays 2008.

Products

Daktronics LED Video Displays

Fixed and mobile video displays that can be used indoor or outdoor

Video displays can be custom built to any size, shape and aspect ratio

Advanced video design ensures a display with amazing image quality using superior, long-lasting electronics

Variety of models available, with various pixel pitches to accommodate any viewing distance

Standard and high definition video inputs are accepted

Daktronics LED Digital Billboards

More experience building and installing digital LED billboards than any other company

Easy and hassle-free digital billboard conversion

Most advanced, most dependable digital billboards in the industry

Light weight, power efficient display with several unmatched features, with the ability to withstand the harshest weather conditions

Several optional services available, from display management and scheduling to 24/7 performance monitoring

Daktronics LED Message Centers

Provide the most flexible solutions available for a dynamic advertising and information display, both indoor and outdoor

Feature effective text messages and high-powered graphic images in either monochrome or full color

Daktronics LED Freeform Video Elements

Offer a new, flexible medium for video-capable architectural elements and channel letters

Can display everything from simple color change effects to full-color video

Consume less power than traditional lighting methods and can be used indoor or outdoor



Loro Parque, Tenerife, Canary Islands, Spain—LED Video Display



Republic Station, Tunis, Tunisia—Digital Billboard Display



Hong Yi Property Co., Ltd, Shanghai, China— LED Video Display

Daktronics LED Scoreboards

Whole range of scoreboards to adapt to every sport and to meet the needs of any facility

Scoreboards for all sports and all levels of competition

Daktronics Sound Systems

The highest quality sound systems for sports facilities of all types and sizes

Experienced in integrating sound systems that no other company can match

Daktronics Control Systems

Provide the power and flexibility to bring a display system to life

Offer the tools necessary for creating a professional production, bringing together graphics, audio, video and live information

Control multiple displays, allowing for synchronized display presentations and on-the-fly video shows

Daktronics Video Processors

Designed specifically for LED technology

Ensure a clear, vibrant display by reducing errors and noise inherent in video signals

Keyframe

Focuses on the development of exciting and informative content for large display system owners and advertisers

Truly understands all the features of large screen display technology

Creates content that takes full advantage of the medium's unique capabilities



International School of Beijing, Beijing, China—LED Scoreboard



Radio Shack Flagship Store, Ft. Worth, Texas, USA—Curved LED Video Display



Baes AB, Skovde, Sweden—LED Message Center



Arena Monterrey, Monterrey, Mexico—Centerhung LED Video Display



Wukesong Arena, Beijing, China—Centerhung LED Video Display



Leicester County Cricket Club, Leicester, UK—Custom Cricket Scoreboard



JCDecaux, Waterloo Bridge, London, UK—LED Display



745 Seventh Avenue, New York, USA—LED Video Display



Estado Federativo de Loja, Loja, Ecuador—LED Video Display



Skilled Park, Robina, QLD, Australia—LED Video Display

Engineering-based company that leads industry in product development

More than 500 engineers on staff

No single competitor offers a broader range of products and technologies

Long history of technical innovation, taking advantage of new computer and electronic component technologies to design and manufacture cutting-edge display systems

Uses a modular approach in the design of products to reduce costs, improve quality, and meet customer delivery schedules

Designs various software, printed circuit boards, hardware, cabinets and support structures for scoring and display systems

Complete System Design Capabilities

Daktronics has the capability to design a complete display system, including the structure that supports it. Engineering disciplines at Daktronics include:

- Software design
- Hardware design
- Circuit board design
- Electrical engineering design
- Electronic engineering design
- Mechanical engineering design
- Structural engineering design



Coca-Cola Spectacular-Times Square, New York, USA—LED Video Display



Kansas City Royals, Kansas City, Missouri, USA—HD LED Display

46 meters

Kauffman Stadium—Kansas City Royals Fun Facts:

Overall height of video display and crown: 46 m (150 feet)

Overall active area of display: Approx. 790 sq. m. (8,500 sq. ft)

1,800 full color lines of resolution

Note: Chevron (bottom section) comprised of an additional 180 lines of resolution

4.4 trillion color capability

Manufacturing

Modern, Automated Manufacturing Facilities

Made in the USA, with products being built in Brookings and Sioux Falls, South Dakota and Redwood Falls, Minnesota

Approximately 67,000 m² (726,000 square feet) dedicated to manufacturing operations

Vertical integration to ensure quality and timely delivery

Capabilities include manufacturing of circuit boards, electronic assembly, metal fabrication, welding, painting, final assembly, testing and shipping

Designs and manufactures components used in products

Invested more than \$100 million in manufacturing facilities over the past several years, including numerous pieces of automated equipment and additional assembly space

Use of highest quality LEDs

“Daktronics is the #1 user of Nichia light emitting diodes in the LED video display market in America.”

Hideki Kaneguchi
Manager
Nichia Corporation, Japan

Seeing is Believing

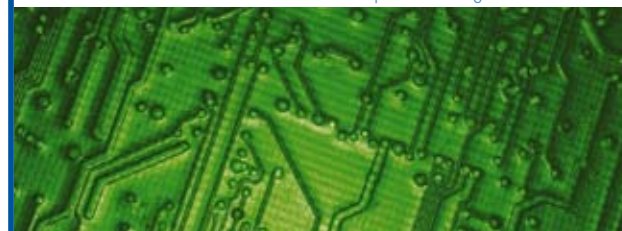
A walk through of the factory reveals an amazing amount of collaboration of high tech assembly flow lines, building numerous electronic components, precision cut aluminum parts, digits of various sizes, and monochrome and multi-color display modules to be used in scoreboards and displays around the world



Daktronics headquarters in Brookings South Dakota



Aerial view of Daktronics campus in Brookings South Dakota



Printed circuit board



Daktronics LED display in testing

Service & Support

Design/Build Consultation

Daktronics regularly guides customers through the complicated process of determining which technologies and configurations are best for each particular project, offering numerous options.

- Project management
- Scoring and timing design
- Information display system design
- Large screen video display system design
- Sound system design
- Control system design
- Complete display system integration
- On-site installation supervision
- Training and documentation
- Event-day operations and support
- Content creation
- Maintenance and service programs

Customer Support and Technical Services

Daktronics dependable, dedicated and driven customer and technical service reinforces the company's strong product and system design. Placing the customer first, Daktronics has developed many programs that keep customers' audio/visual systems operating at an optimum level which leads to generating maximum return on their investment.

- Help desk technical support
- Repair and return program for spare parts
- Extended service plans
- Extensive parts inventory
- Company-owned sales and service offices across the country and throughout the world
- Network of qualified, authorized service companies around the world
- Web-based and on-site training
- Remote operation of displays from Daktronics operations center

Network Operations Center

A premium service available from Daktronics whose goal is to ensure maximum display uptime to customers.

- Monitors – Remotely monitor each display using IDM (Intelligent Device Management) software and webcams, 24/7/365
- Call Center – Daktronics employees on staff to answer questions and handle service issues any time of the day or night
- Technical Service Specialists – Resolve display issues remotely or assist field personnel onsite.
- Account Management – One point of contact dedicated to keeping the client informed and ensuring the utmost satisfaction



Zayed Sports City, Abu Dhabi, UAE—LED Video Display



Gran Shopping, Mongolfiera, Italy—LED Video Display



Changi Airport, Singapore—LED Video Display



Swiss Icon, Littau, Switzerland—Mobile LED Video Display

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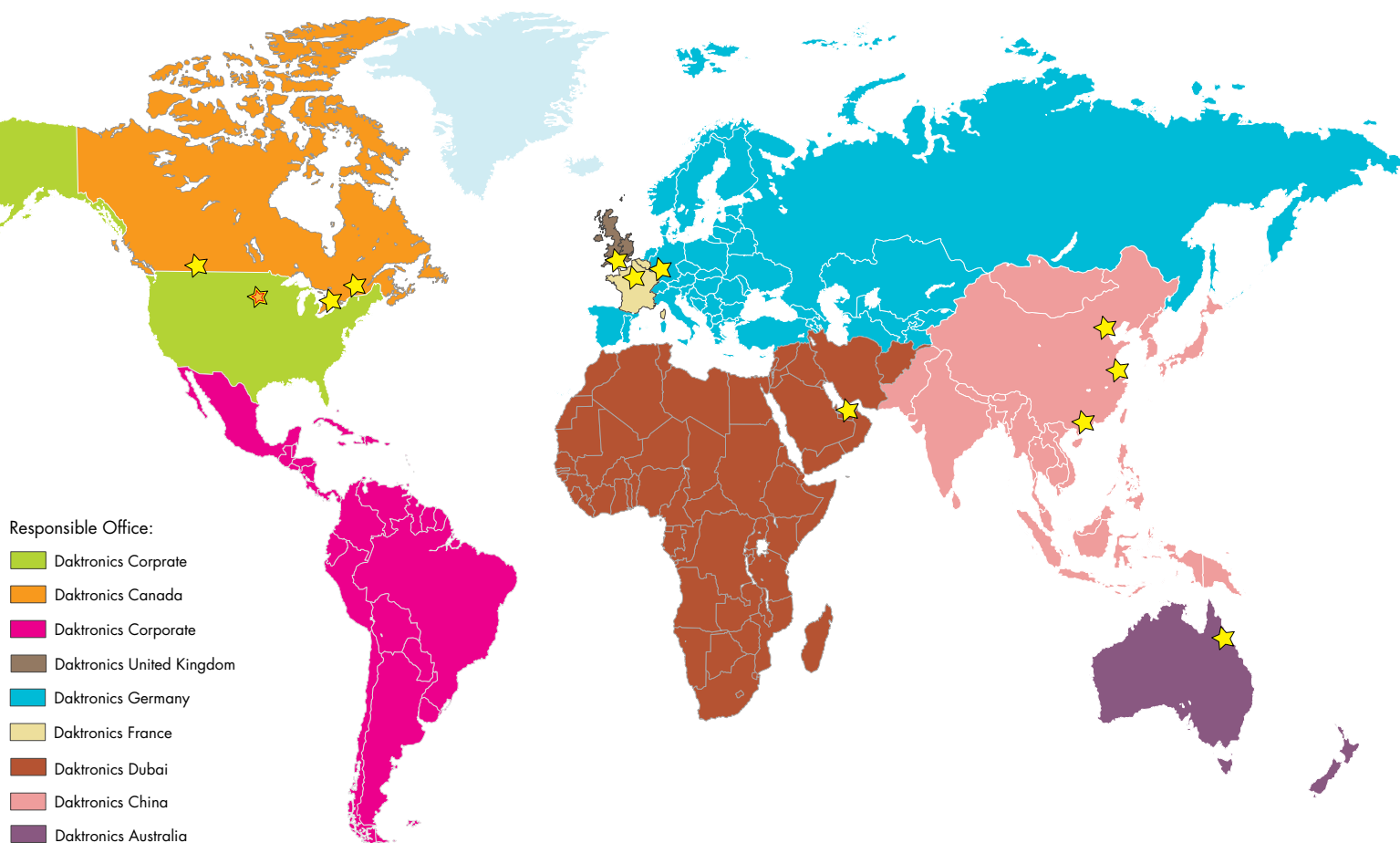
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- 45 Daktronics Sales & Service offices throughout the US
- Numerous Resellers and Authorized Service Companies throughout the world.





Wynn Resorts Macau, Macau, China—LED Video Display & Freeform Elements



Delta City Shopping Mall, Belgrade, Serbia—LED Video Display



The Mall at Millenia, Orlando, Florida, USA—Curved LED Video Displays



Reuters, London, UK—LED Message Center



Kunsteisbahn Ilfis Stadion, Langnau, Switzerland—Centerhung Scoring Display



Parkwood Leisure, St. Clare, United Kingdom—LED Scoreboard



Victoria Racing Club, Flemington, Victoria, Australia—LED Video Display

Back Cover pictures:

Left Top: Awtad Tower, Kuwait City, Kuwait—LED Video Display
Left Bottom: Daimler AG, Cologne, Germany—LED Video Display
Right: The Torch, London, UK—LED Video Display



DAKTRONICS

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