



DAKTRONICS

# ARENA TRENDS

LED DIGITAL VIDEO DISPLAYS



# 01

## ON-PREMISE DISPLAYS



# 02

## MARQUEE DISPLAYS



# 03

## EXTERIOR DISPLAYS



# STREET SEAT

Daktronics provides every display solution necessary to create an entire entertainment destination from the moment a fan leaves their home for the arena until they are in their seat for the main event. Billboards seen on the way to the arena send messages to fans as they travel to the event. Parking displays lead them to a spot near the arena to leave their vehicles. Street Furniture, marquee and building-mounted displays welcome fans to the venue. Concourse displays provide additional content to create excitement surrounding the event. The main and auxiliary displays in the seating bowl provide a fully-integrated experience during the event. Every aspect of an event, from the street to the seat, can be enhanced using Daktronics products.

# 05

## CONTROL ROOM



# 04

## IN-BOWL DISPLAYS



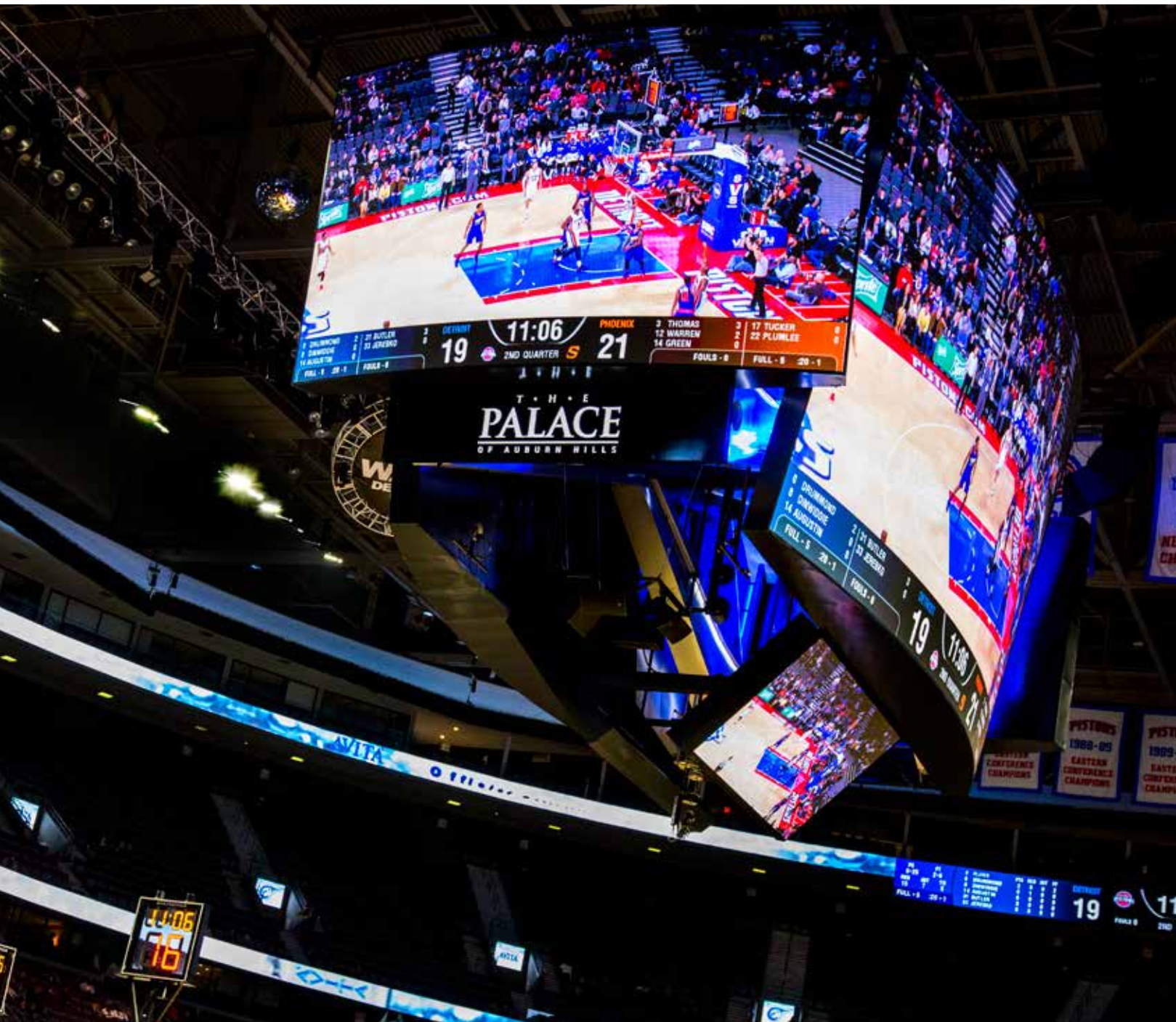
# SIZE UP YOUR DISPLAY

The average size of centerhung displays in professional sports arenas has nearly doubled in the past three years. Bigger video displays allow for more viewing around the arena.

# THINK OUTSIDE THE BOX

Building with modules, rather than larger LED panels, makes it possible to bring almost any creative display concept to life. Many venues are looking for ways to best integrate digital technology into their building.

Curves and LED corner shrouds are ways that add more space for flexibly dynamic messaging. Teams are also providing displays under the centerhung to give better display viewing to courtside fans.





# AUXILIARY DISPLAYS

Auxiliary displays located throughout the venue help supplement information shown on the main video displays while also providing additional content such as league scores, fantasy stats, awe-inspiring graphics and sponsorship messages.



**ENDWALL** DISPLAYS

**UNDERBELLY** DISPLAYS

**SCORER'S** TABLES

**DASHER** DISPLAYS

**RIBBON** DISPLAYS

**VOMITORY** DISPLAYS

**SHOT** CLOCKS

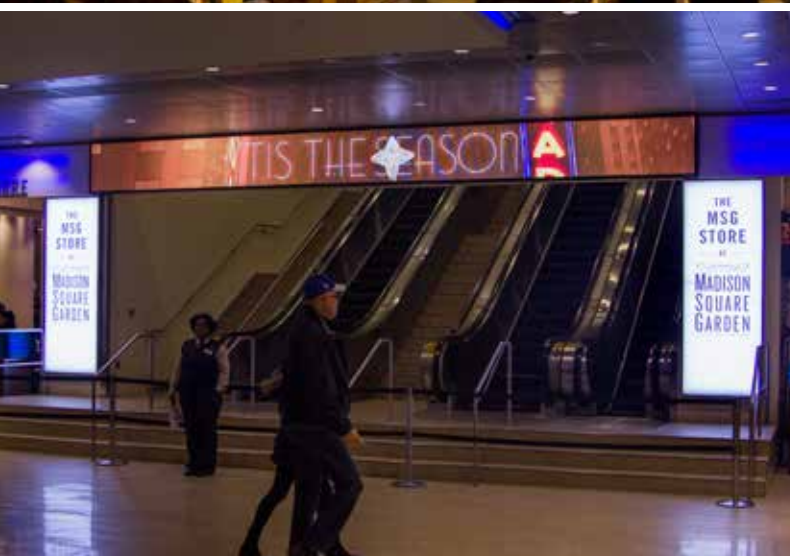
**STANCHION** DISPLAYS

DIGITAL **MENU** BOARDS

**CONCOURSE** DISPLAYS

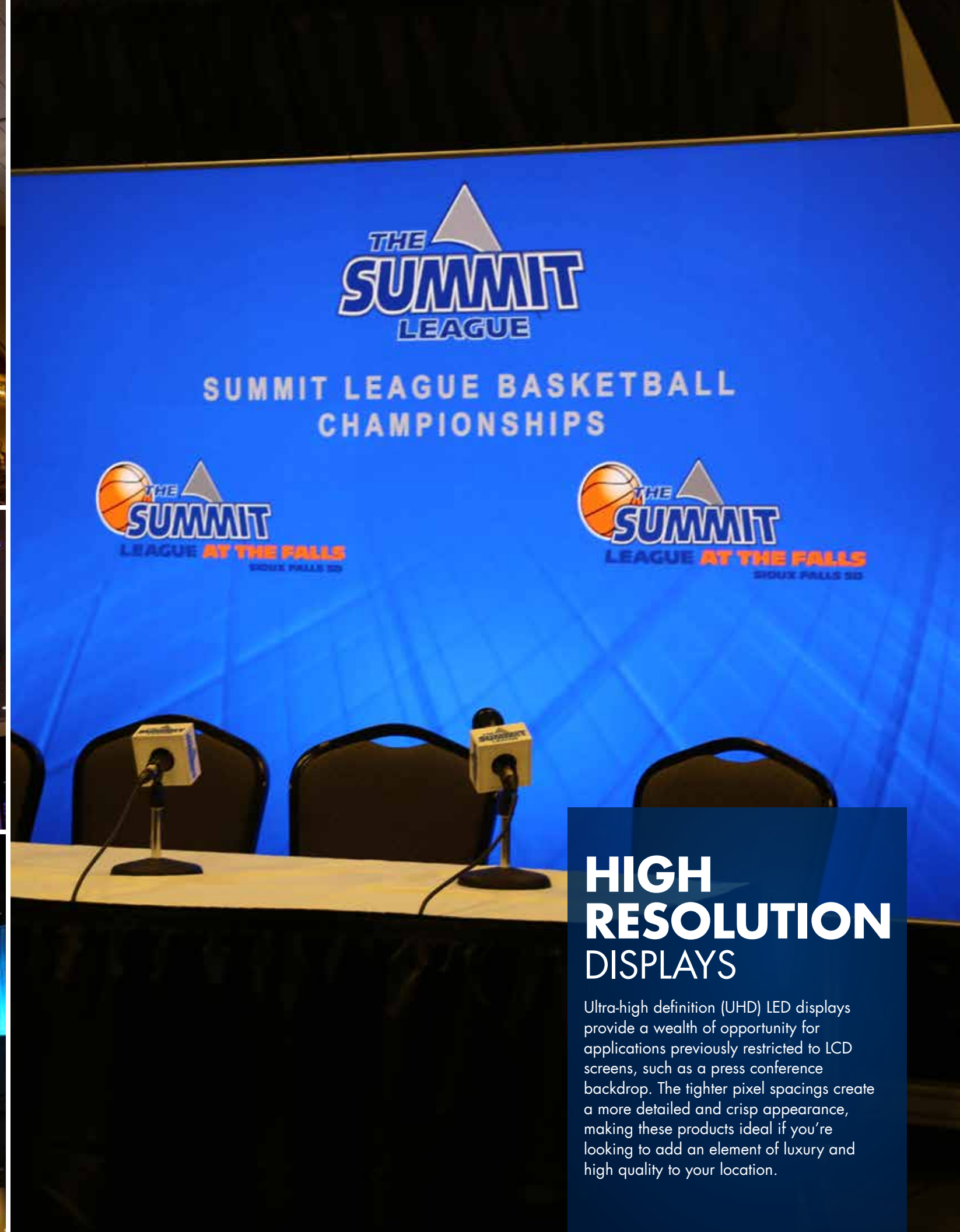
**TICKET WINDOW** DISPLAYS





## CONCOURSE DISPLAYS

Stay informed and entertained even when you can't see the action. Use a network of displays to deliver a pre-programmed schedule of advertisements, relevant entertainment information and sports scores, including video, audio, graphics and live data to viewers in the concourses and club areas. Concourse displays provide a flexible digital medium in a prime location to continue the fan experience outside the bowl.



## HIGH RESOLUTION DISPLAYS

Ultra-high definition (UHD) LED displays provide a wealth of opportunity for applications previously restricted to LCD screens, such as a press conference backdrop. The tighter pixel spacings create a more detailed and crisp appearance, making these products ideal if you're looking to add an element of luxury and high quality to your location.



## EXTERIOR DISPLAYS

Welcome your fans in a unique and interesting way tailored to that specific event with exterior digital signage. Exterior displays provide the opportunity to brand your facility for that event, promote upcoming events and generate revenue through sponsorships.

**EXTERIOR BUILDING DISPLAYS**

**MARQUEE DISPLAYS**

**FREEFORM ELEMENTS**

**BILLBOARD DISPLAYS**

**STREET FURNITURE DISPLAYS**

**PARKING DISPLAYS**





# GLOBAL PRESENCE

PROVIDING A VISUAL EXPERIENCE WORLDWIDE

Daktronics offers the widest variety of products from one source that fit your needs, small or large. We are the worldwide leader with more than 15,000 video capable installations across the globe. Global means more than shipping product to countries around the world or opening

offices in Europe, Asia or South America. Our customers are our neighbors. We succeed in the global marketplace because our customer focus is applied universally, across countries and cultures.

## GOING GLOBAL

"Being one of the pioneering sports facilities in Spain, we were looking for this video display to be, like how we say here in Gran Canaria " the authentic crown jewel of this installation" Because of technology, the design and service benefits, we choose Daktronics, who is the #1 worldwide manufacturer in video display installations. We definitely look to take a step forward in the concept of sports entertainment like they have in the United States and that we are humbly betting here in Grand Canaria for this concept."

Lucas Bravo de Laguna Cabrera - Consejero de Deportes del Cabildo de Gran Canaria

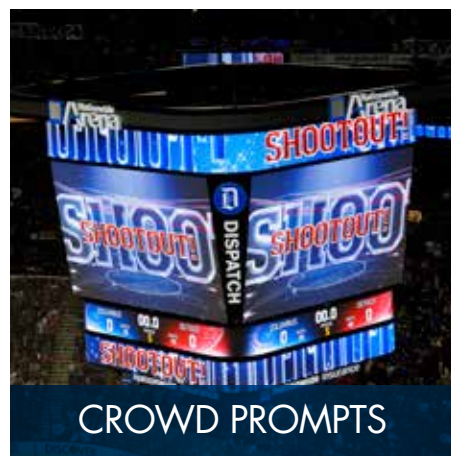


# ULTIMATE FAN EXPERIENCE

## CUSTOMIZED FOR ANY SYSTEM

In today's world of sports, venues are doing everything they can to enhance the game-day experience inside their arenas. Venues know they are competing with the at-home experience where people can sit in their own comfy couch, rewind their TV if they miss any action, use any piece of technology and social media platform to get fantasy and statistical updates on their favorite players, and save money on game tickets and parking. But what they won't get at home on their couch is feeling the arena shake with energy as star players are shown on the video displays

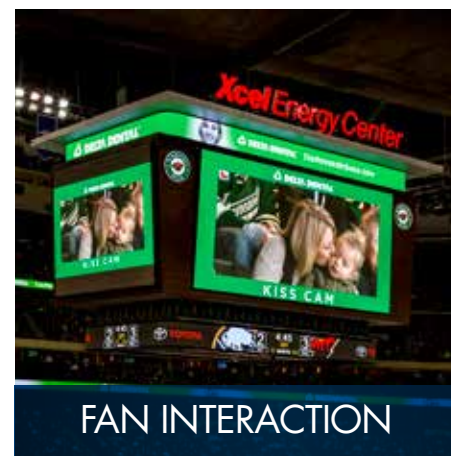
during their introduction as they run onto the court or their skates hit the ice. They won't experience the in-person atmosphere during the ups and downs of the game, high-fiving fans they just met at their seats or participating in trivia shown on the video display. They will still get all the stats, replays and social media information, see all the same action as they would at home, but when sitting at home, they won't get an overall experience that can only be felt at the arena on game day.



CROWD PROMPTS



SOCIAL NETWORKING



FAN INTERACTION





## DELIVERING YOUR CONCEPT

### ONE PROJECT. ONE COMPANY. ONE TEAM.

We oversee design, manufacturing and installation, ensuring consistent project management. You don't have to contract out project management or be the middleman between design and construction.

### DEDICATED & EXPERIENCED

Our dedicated and experienced personnel focuses exclusively on the project at hand. Your project won't be slowed down by common mistakes by inexperienced or understaffed management.



## DESIGN BUILD FROM START TO FINISH

### VISIONING

The first steps are working with you to understand and develop the parameters of the project. This could include style, structural analysis and preliminary budget discussions.

### CONCEPTUAL DESIGN

After understanding the vision of the project, our design team will come up with multiple designs of both digital and static signage.

### PRELIMINARY DRAWINGS & BUDGET CHECK

To fully understand the logistics of the project, Daktronics creates preliminary shop drawings to focus discussions towards product options and a budget review to make sure costs are kept in check when brainstorming ideas.

### DETAILED SHOP DRAWINGS

Once a final design is chosen, our engineers will create shop drawings to ensure they meet the structural guidelines and your approval to progress the project. At this time, finalized pricing and a project schedule can be determined.

### INSTALLATION DRAWINGS

Once construction drawings are approved, we create detailed shop drawings that are designed for installation and manufacturing.

### MANUFACTURING

In South Dakota, your display will be manufactured and assembled from the component level to final calibration.

### INSTALLATION

Our experienced Daktronics employees will staff our project management, installation and field service team at your site through the duration of this installation.

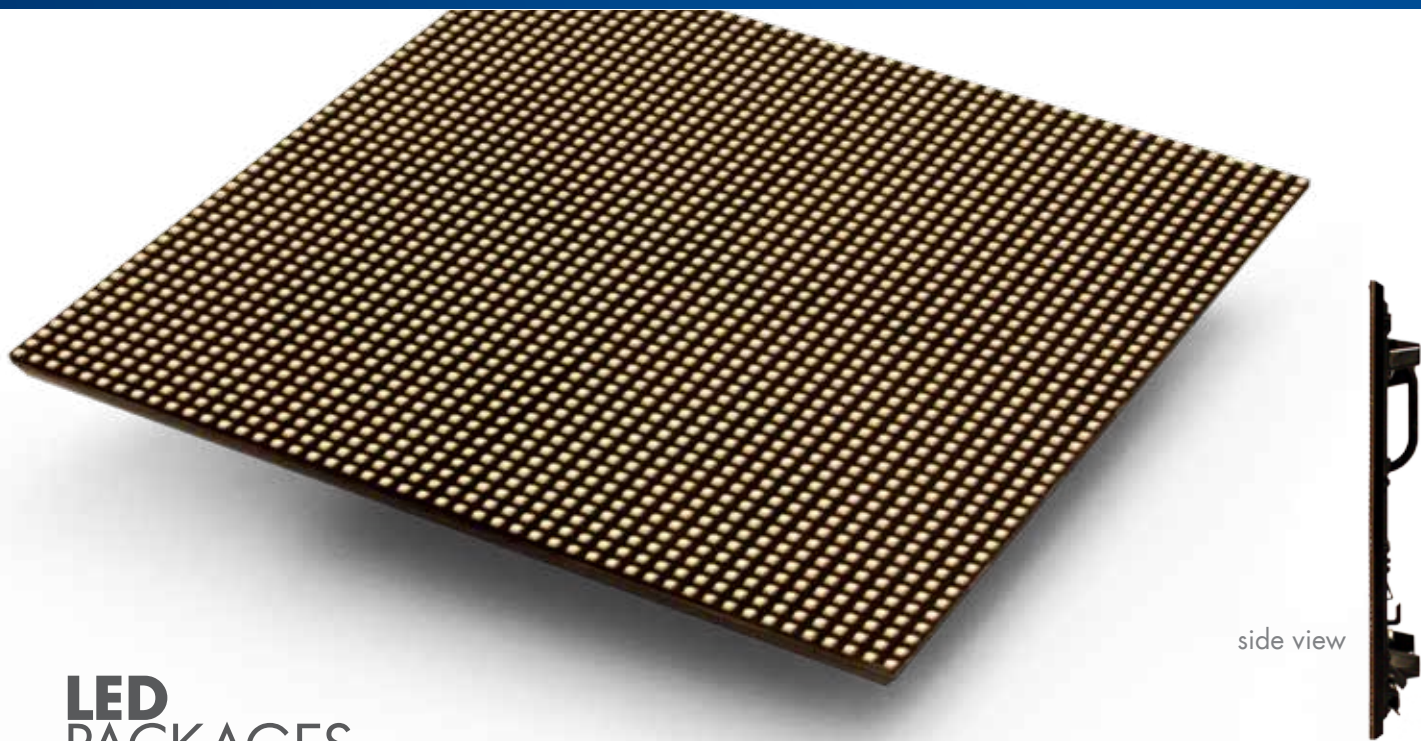
### COMMISSIONING

To ensure the display is installed correctly and all of your expectations are met, our commissioning team follows methodical testing procedures with established checklists and customer sign-offs.

# REVOLUTION IN DISPLAY TECHNOLOGY

Venues today are looking for tighter resolution. Increased viewing is key when considering stats, sponsor logos and overall fan experience. Where once 10 or 12 mm line spacing was a standard, teams are looking more and more to 6 mm and below.

Technology advancements are also providing better brightness for displays resulting in more vibrant images. A high-efficiency design allows the product to overcome harsh interior lighting conditions without pushing electrical components to their upper limits. This saves energy, increases reliability and extends lifetime.

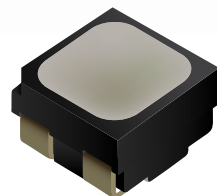


## LED PACKAGES

A darker display face increases picture contrast to produce richer colors and superior image detail. This black package display solution takes the wide viewing angles, exceptional brightness and precise image reproduction of 3-in-1 SMD (surface-mount device) LED technology and wraps it all into a deep-black LED display solution to significantly increase picture contrast.

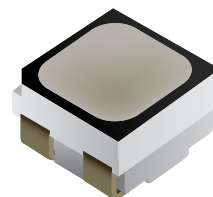
### FEATURES:

- > 40% lighter and 30% thinner than industry average.
- > Front and rear display access for ease of service.
- > Complete reliability and compliance testing.



**Full-Black LED Package**

High Contrast

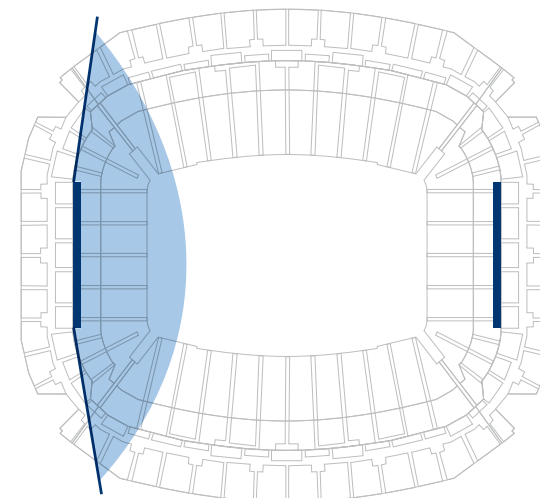


**White LED Package with Black Face**

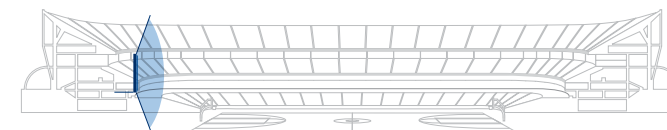
Medium Contrast

## WIDE-VIEWING CAPABILITY

Maximize the benefits of 3-in-1 SMD (surface-mount device) LED technology to produce a display that delivers exceptionally wide viewing angles free from off-angle color shift.



170° Horizontal Viewing Angle



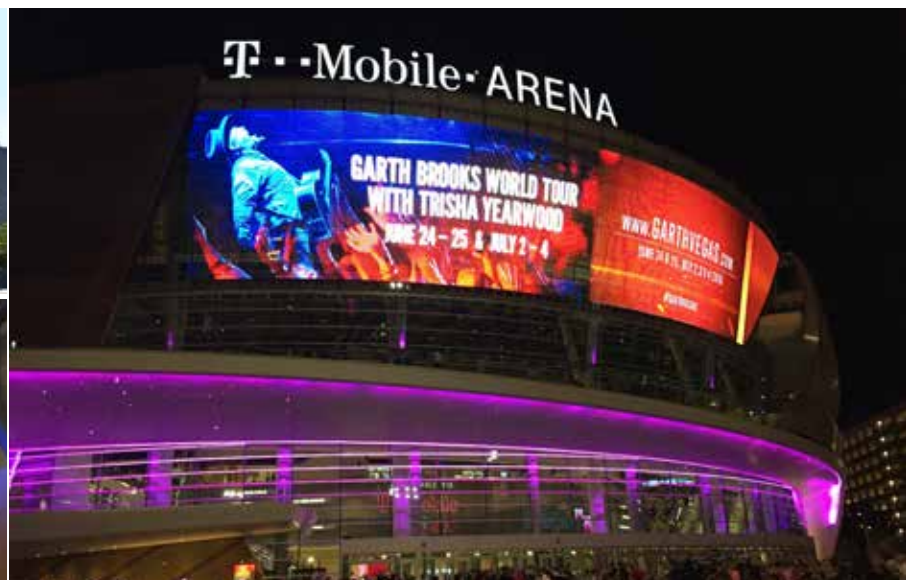
140° Vertical Viewing Angle

## DISPLAY TECHNOLOGY



## HIGH-DEFINITION RESOLUTIONS

Pitch	Resolution	Dimensions (feet)	Dimensions (meters)
1.2mm	HD (1080 x 1920)	4.49 x 7.98	1.37 x 2.43
	4K (2160 x 3840)	9.97 x 16.83	3.04 x 5.13
1.9mm	HD (1080 x 1920)	8.2 x 13.12	2.5 x 4
	4K (2160 x 3840)	14.76 x 24.61	4.5 x 7.5
2.5mm	HD (1080 x 1920)	9.84 x 16.4	3 x 5
	4K (2160 x 3840)	17.95 x 32.54	5.4 x 9.9
4mm	HD (1080 x 1920)	16.64 x 30.16	5.07 x 9.19
	4K (2160 x 3840)	33.28 x 59.28	10.14 x 18.07
6mm	HD (1080 x 1920)	23.92 x 41.6	7.29 x 12.68
	4K (2160 x 3840)	46.8 x 83.2	14.27 x 25.36
10mm	HD (1080 x 1920)	35.36 x 62.4	10.78 x 19.02
	4K (2160 x 3840)	70.72 x 125.84	21.56 x 38.36



# ARCHITECTURAL LIGHTING ELEMENTS

## TRANSFORM BLANK SPACE INTO MEDIA FACADE

Our creative LED video highlights, enhances and even defines the appearance of a building's design or an entire urban environment. Integrate freeform LED video into media facades, install it over domes or wrap dynamic content around your structure of any shape or size. Developed by working hand-in-hand with visionary architects from around the world, flexible freeform LED elements create dazzling

video concepts that bring surrounding architecture to life with bright animations and advertisements. A lightweight, adaptable element profile enables designers to bring nearly any creative display concept to life—transforming ordinary venues into unique visual destinations guaranteed to leave a lasting impression.



LED MESH PRODUCT



LED PUCK PRODUCT



LED STICK PRODUCT

## LOGO DISPLAYS

- › Arrange elements to create a unique video presentation in the shape of your team's logo.
- › Create a variety of letters, shapes, icons, scripts and much more.

## LIGHTING ACCENTS

- › Highlight stadium structures with LED elements for a dramatic effect.
- › Add colorful accents to video displays, marquees or scoring systems.

## TRANSPARENT DISPLAYS

- › Maintain outdoor viewing from inside a venue while putting on a dazzling video show outside.
- › Cover windows, walkways and other stadium structures with colorful video effects.

## VIDEO SCULPTURES

- › Create dazzling 3D displays or wrap an entire structure with elements for a stunning presentation.
- › Explore a nearly endless variety of shapes and sizes to create a unique, one-of-a-kind display.

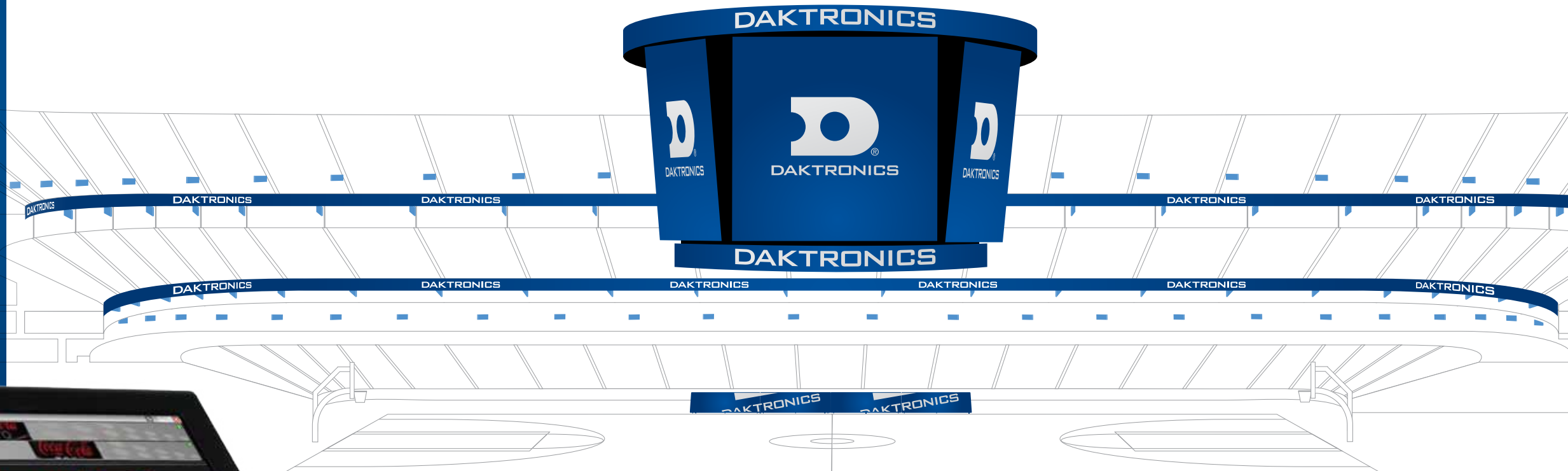
## AUDIO MESH DISPLAYS

- › Cover any size audio system with this acoustically transparent LED product to add a visually pleasing element.
- › Use this additional digital space to generate more revenue with advertising and sponsor messages.

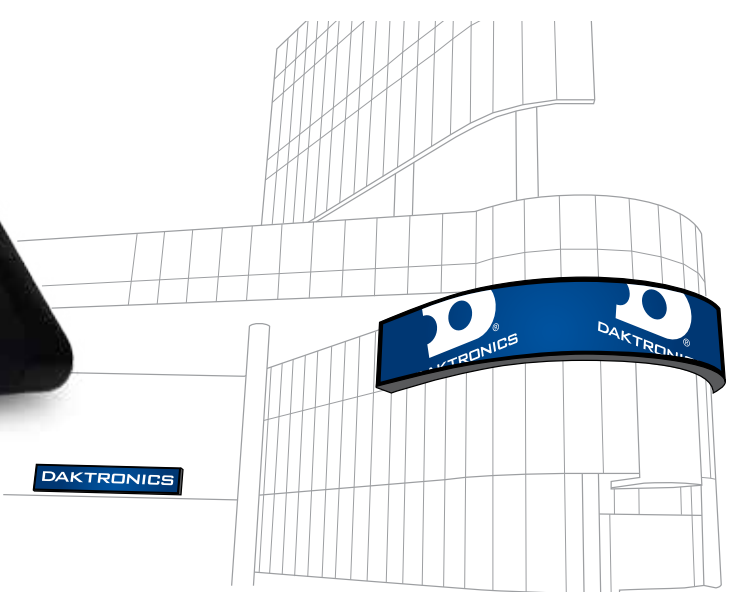




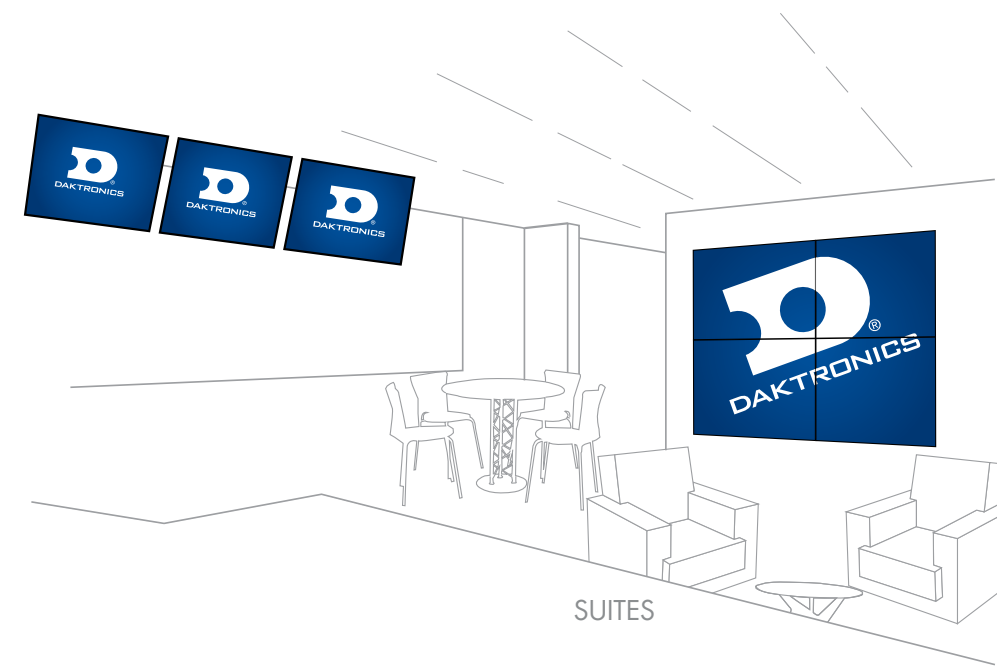
# POWER UP WITH SHOW CONTROL



IN-BOWL DISPLAYS



EXTERIOR DISPLAYS



SUITES

## COMPLETE CONTROL OF YOUR SYSTEM

### EASY TO USE

Show Control System employs the latest technological interface with an intuitive visual presentation. Incorporating a touchscreen interface makes it the most operator friendly, easy-to-use system on the market.

### FANTASY STATS

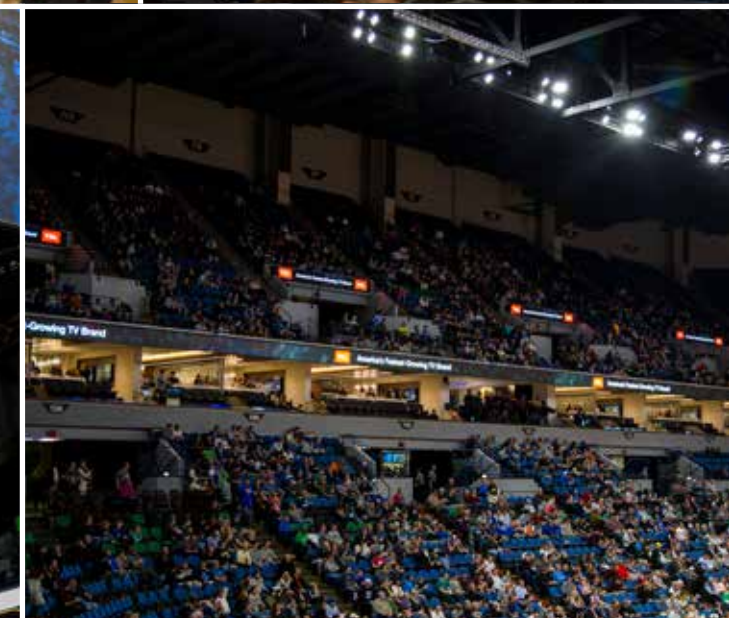
Daktronics control equipment integrates with third-party data feeds to format and show fantasy stats on the displays to keep fans informed while at the game.

### DISPLAY INTEGRATION

From one central control station, the Show Control System allows for integrated display control. Direct an event's video displays, ribbon displays, auxiliary displays and any other display from one location and coordinate them all together or individually with the touch of a button.

### MEDIA PLAYERS & PROCESSORS

Show Control System software is designed to integrate with state-of-the-art playback and image processing hardware. This approach provides a more fluid, user-friendly control environment—eliminating costs and difficulties associated with communications across multiple unrelated components and companies.

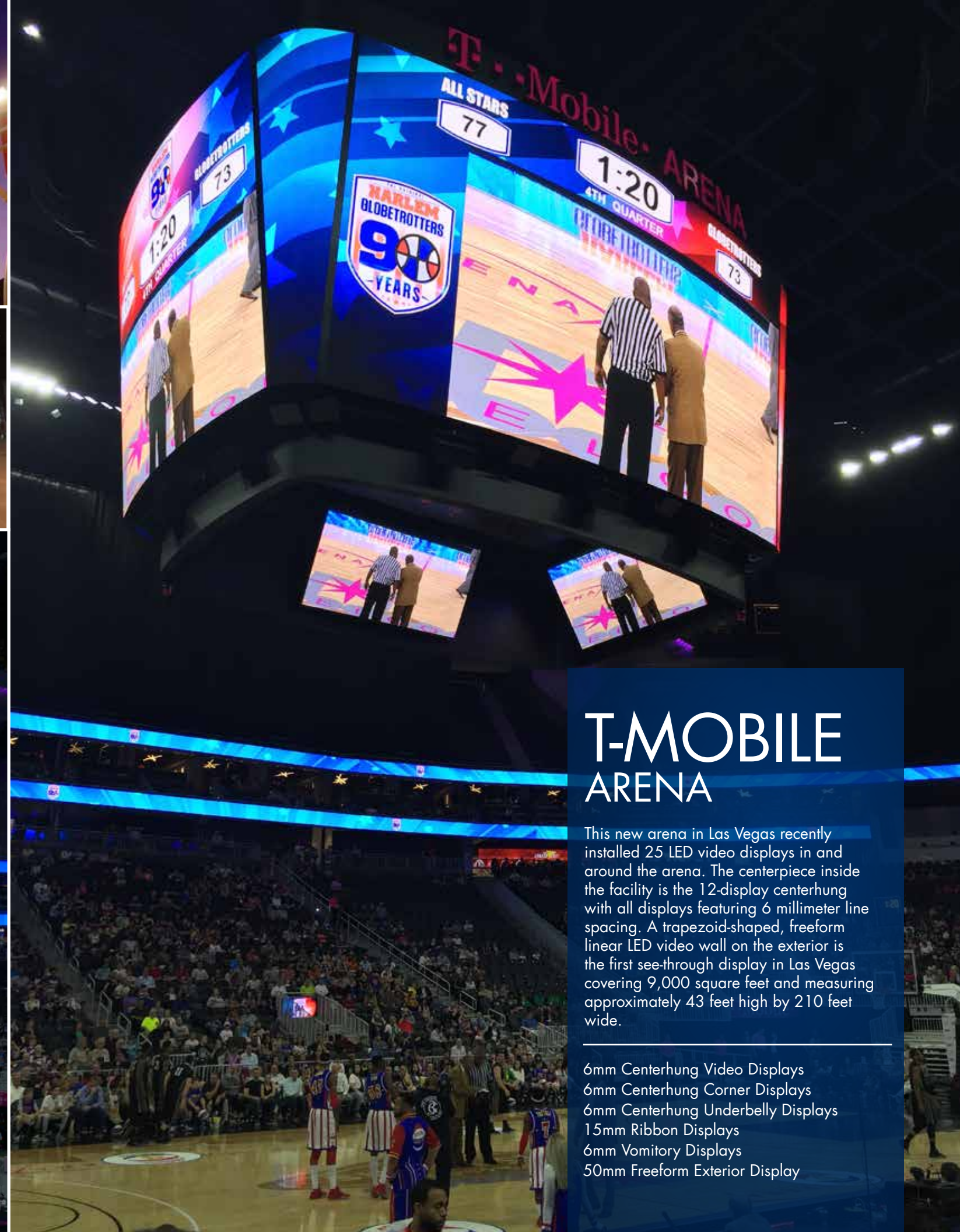


# TARGET CENTER

The Target Center recently renovated to a new state-of-the-art display super system highlighted by a 15-display centerhung configuration which features a total of 4,300 square feet of displays space. Each of the four main displays measure approximately 18 feet high by 33 feet wide and features 6 millimeter line spacing.

- 6mm Centerhung Video Displays
- 10mm Centerhung Ring Display
- 10mm Centerhung Scoring Displays
- 6mm Centerhung Underbelly Displays
- 15mm Corner Video Displays
- 10mm Vomitory Displays
- 15mm Vomitory Displays
- 6mm Scorer's Tables

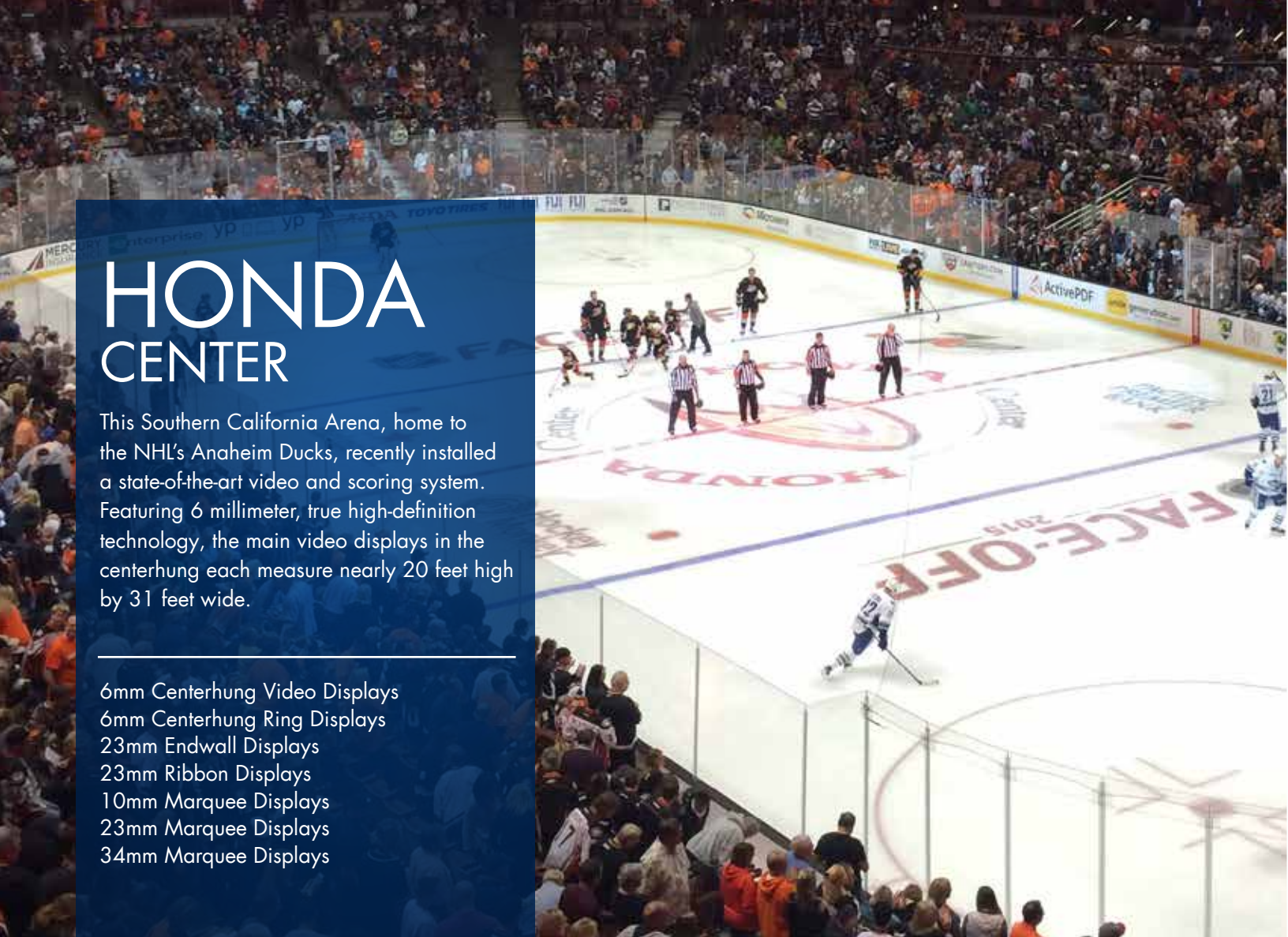




## T-MOBILE ARENA

This new arena in Las Vegas recently installed 25 LED video displays in and around the arena. The centerpiece inside the facility is the 12-display centerhung with all displays featuring 6 millimeter line spacing. A trapezoid-shaped, freeform linear LED video wall on the exterior is the first see-through display in Las Vegas covering 9,000 square feet and measuring approximately 43 feet high by 210 feet wide.

- 6mm Centerhung Video Displays
- 6mm Centerhung Corner Displays
- 6mm Centerhung Underbelly Displays
- 15mm Ribbon Displays
- 6mm Vomitory Displays
- 50mm Freeform Exterior Display



# HONDA CENTER

This Southern California Arena, home to the NHL's Anaheim Ducks, recently installed a state-of-the-art video and scoring system. Featuring 6 millimeter, true high-definition technology, the main video displays in the centerhung each measure nearly 20 feet high by 31 feet wide.

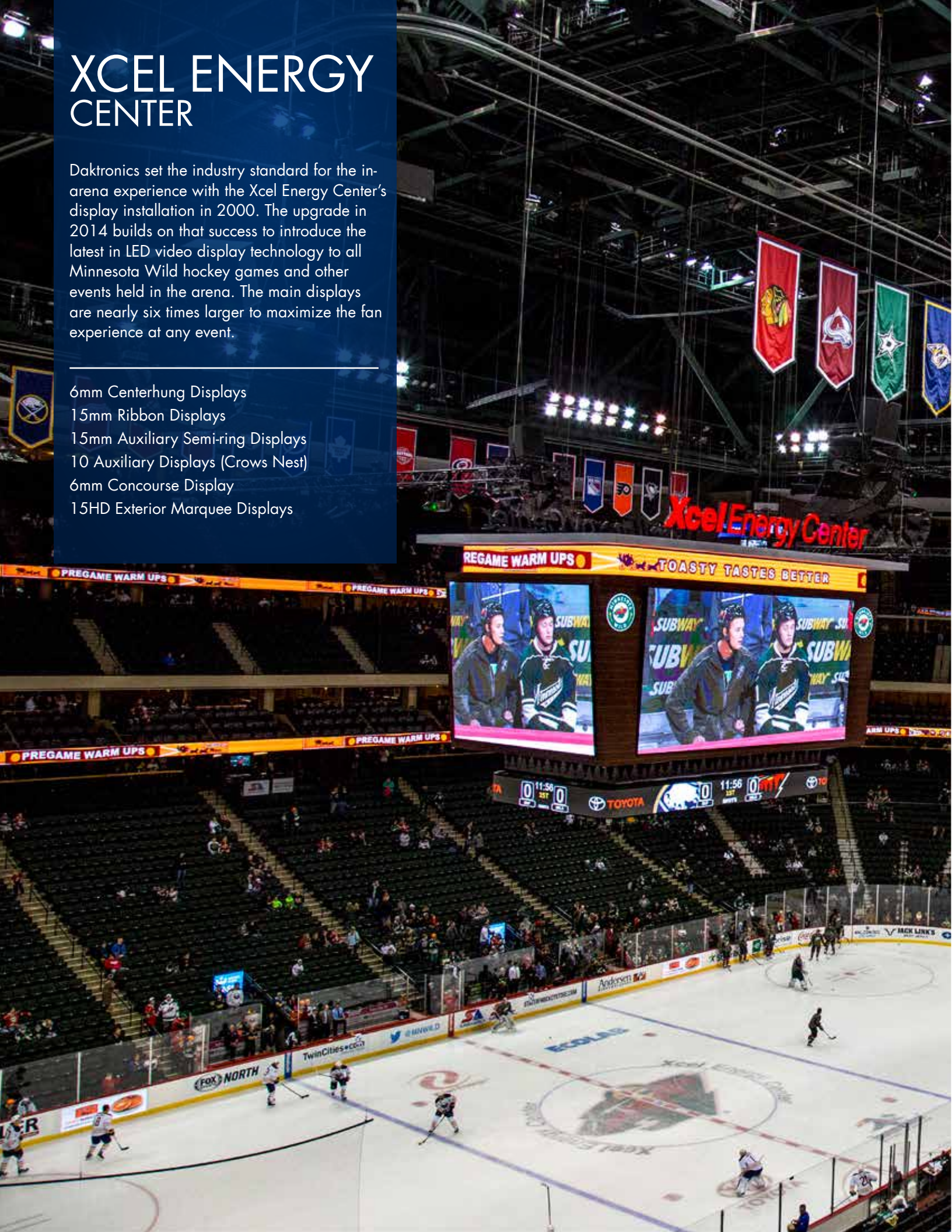
- 6mm Centerhung Video Displays
- 6mm Centerhung Ring Displays
- 23mm Endwall Displays
- 23mm Ribbon Displays
- 10mm Marquee Displays
- 23mm Marquee Displays
- 34mm Marquee Displays



# XCEL ENERGY CENTER

Daktronics set the industry standard for the in-arena experience with the Xcel Energy Center's display installation in 2000. The upgrade in 2014 builds on that success to introduce the latest in LED video display technology to all Minnesota Wild hockey games and other events held in the arena. The main displays are nearly six times larger to maximize the fan experience at any event.

- 6mm Centerhung Displays
- 15mm Ribbon Displays
- 15mm Auxiliary Semi-ring Displays
- 10 Auxiliary Displays (Crows Nest)
- 6mm Concourse Display
- 15HD Exterior Marquee Displays



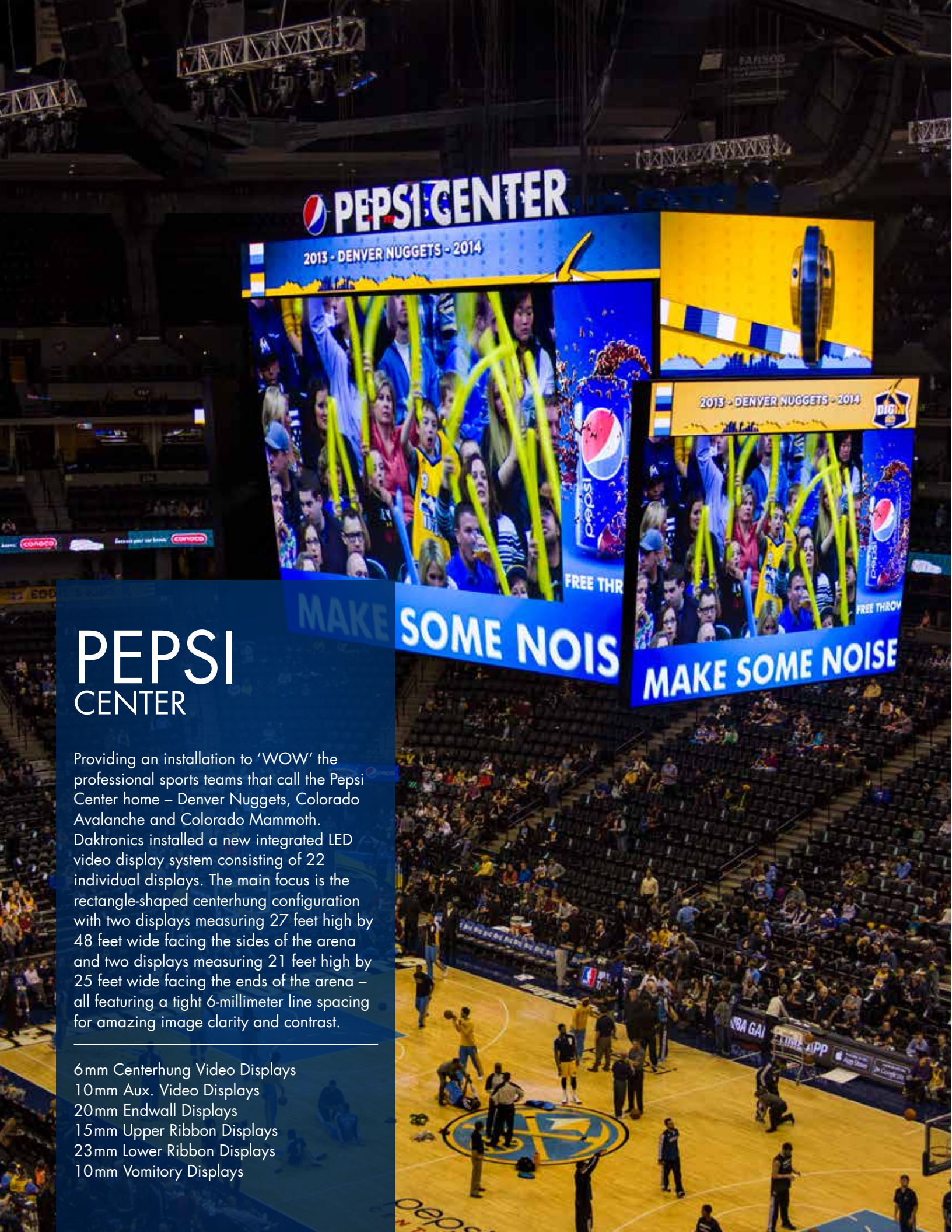




# MADISON SQUARE GARDEN

The World's Most Famous Arena, Madison Square Garden, has also now become the world's most state-of-the-art arena, ensuring to continue the tradition of providing fans with the very best experience possible when they attend an events. The Garden features the industry's most dynamic multi-media display with a unique circular design and stunning image clarity, guaranteeing fans all around the arena will get to experience the magic and excitement of The Garden up-close and in high-definition.

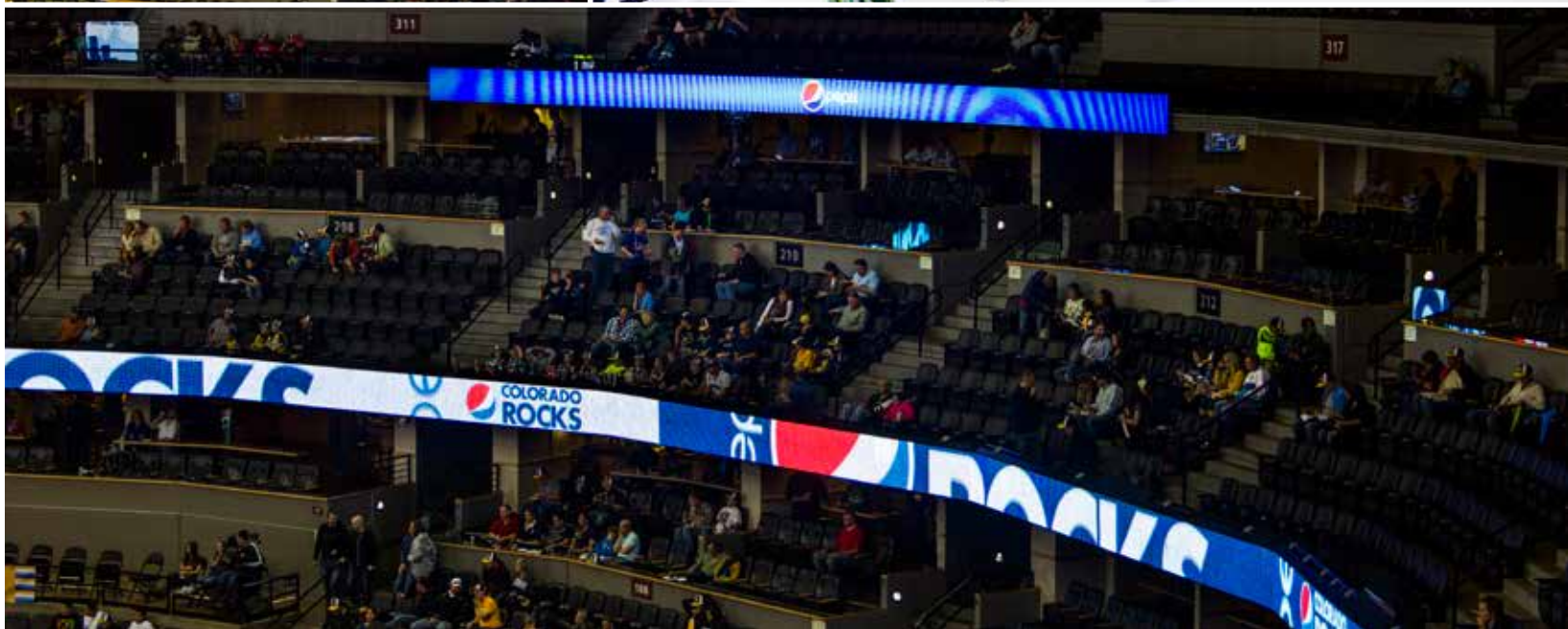
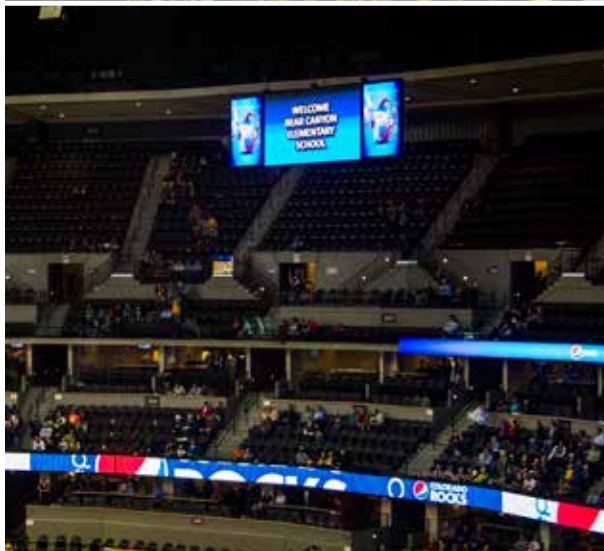
- 6mm Centerhung Video Displays
- 10mm Ribbon Displays
- 10mm Bridge Aux. Displays
- 6mm Scorer's Table Display
- 6mm Theatre Displays
- 4mm Theatre Entrance Display
- 4mm Lobby Aux. Ceiling Displays



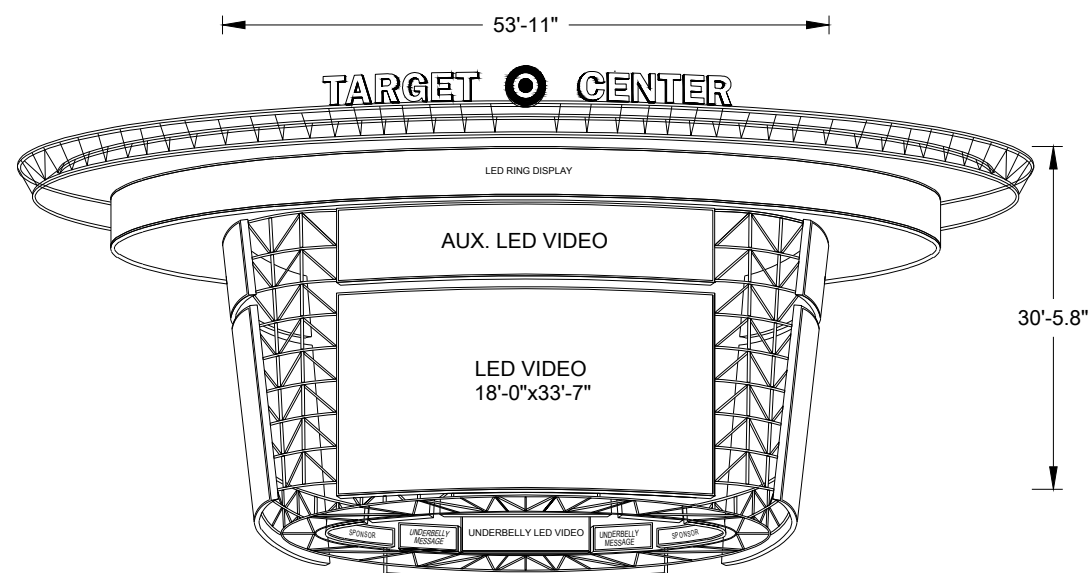
# PEPSI CENTER

Providing an installation to 'WOW' the professional sports teams that call the Pepsi Center home – Denver Nuggets, Colorado Avalanche and Colorado Mammoth. Daktronics installed a new integrated LED video display system consisting of 22 individual displays. The main focus is the rectangle-shaped centerhung configuration with two displays measuring 27 feet high by 48 feet wide facing the sides of the arena and two displays measuring 21 feet high by 25 feet wide facing the ends of the arena – all featuring a tight 6-millimeter line spacing for amazing image clarity and contrast.

- 6mm Centerhung Video Displays
- 10mm Aux. Video Displays
- 20mm Endwall Displays
- 15mm Upper Ribbon Displays
- 23mm Lower Ribbon Displays
- 10mm Vomitory Displays

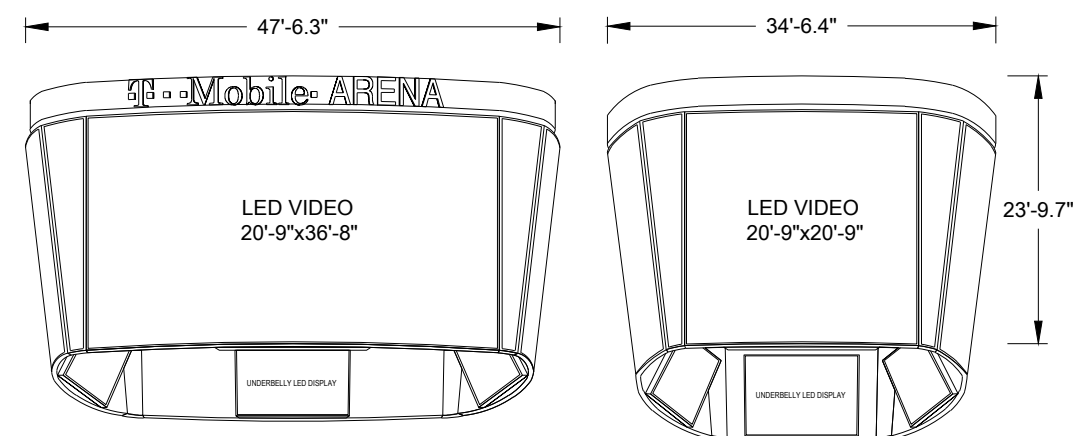


**TARGET CENTER**  
APPROX. WEIGHT: 73,813 lbs  
2016



- DVN-6MN-816x1536 VIDEO
- DVN-10MN-192x1024 AUX. VIDEO
- DVN-10MN-128x6272 RING

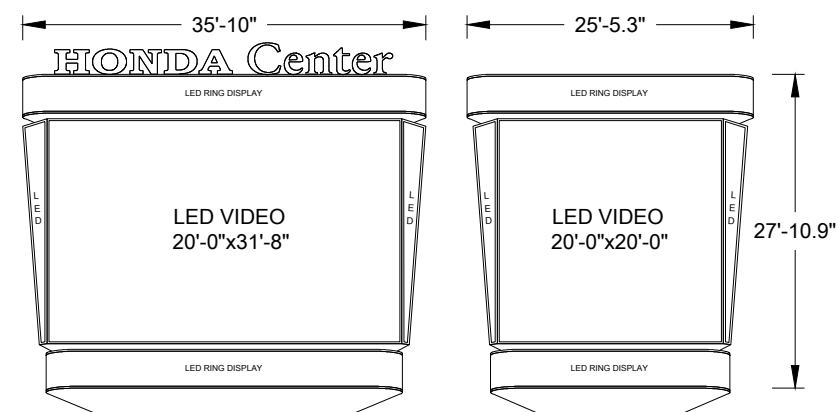
**T-MOBILE ARENA**  
APPROX. WEIGHT: 69,965 lbs  
2016



- DVN-6MN-960x1680 VIDEO

- DVN-6MN-960x960 VIDEO

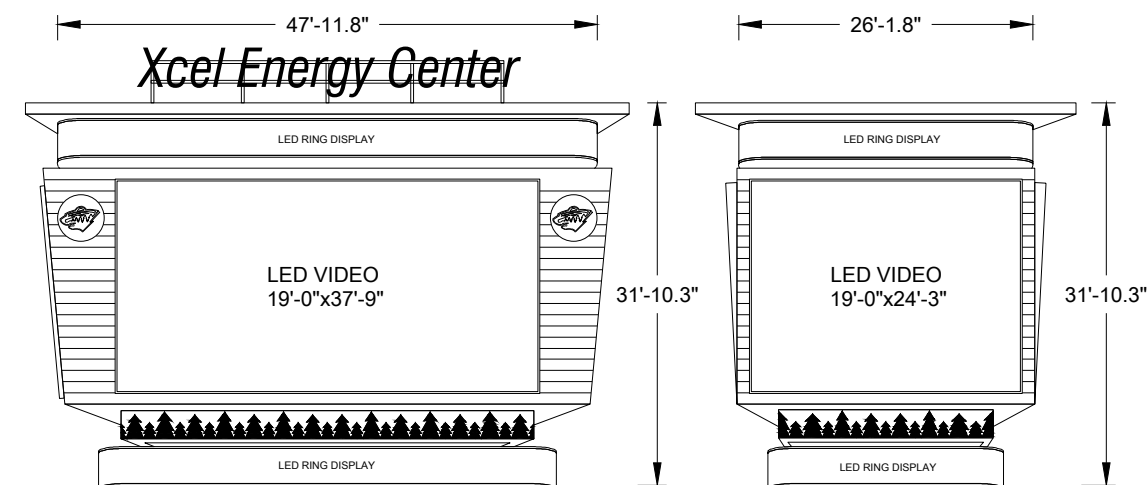
**HONDA CENTER**  
APPROX. WEIGHT: 49,977 lbs  
2015



- DVN-6MN-912x1440 VIDEO
- DVN-6MN-144x5472 RING (TOP)
- DVN-6MN-144x4704 RING (BOTTOM)

- DVN-6MN-912x912 AUX. VIDEO

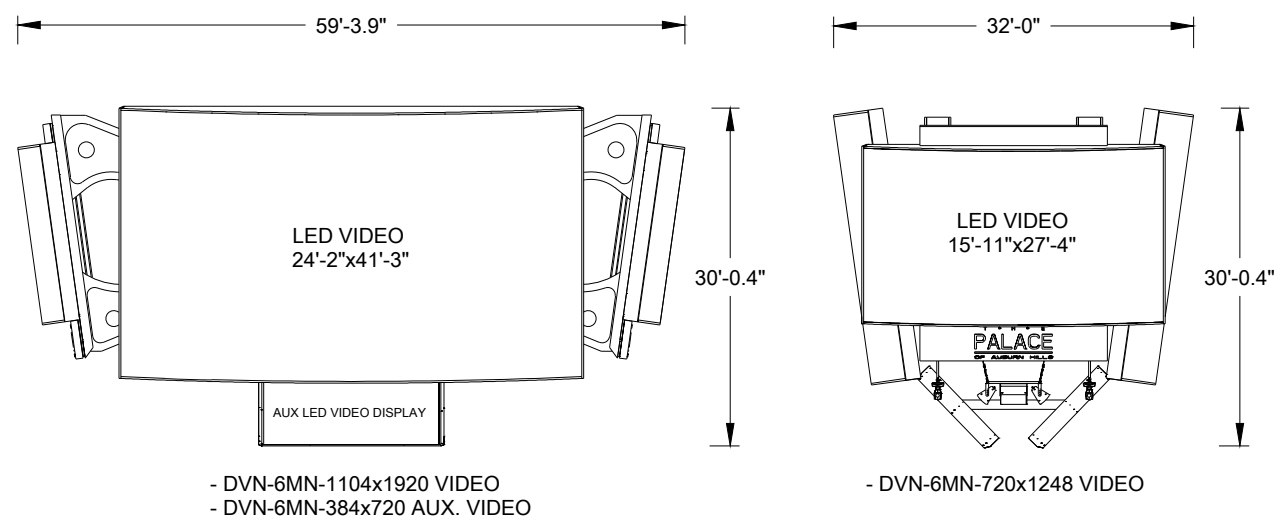
**XCEL ENERGY CENTER**  
APPROX. WEIGHT: 49,800 lbs  
2014



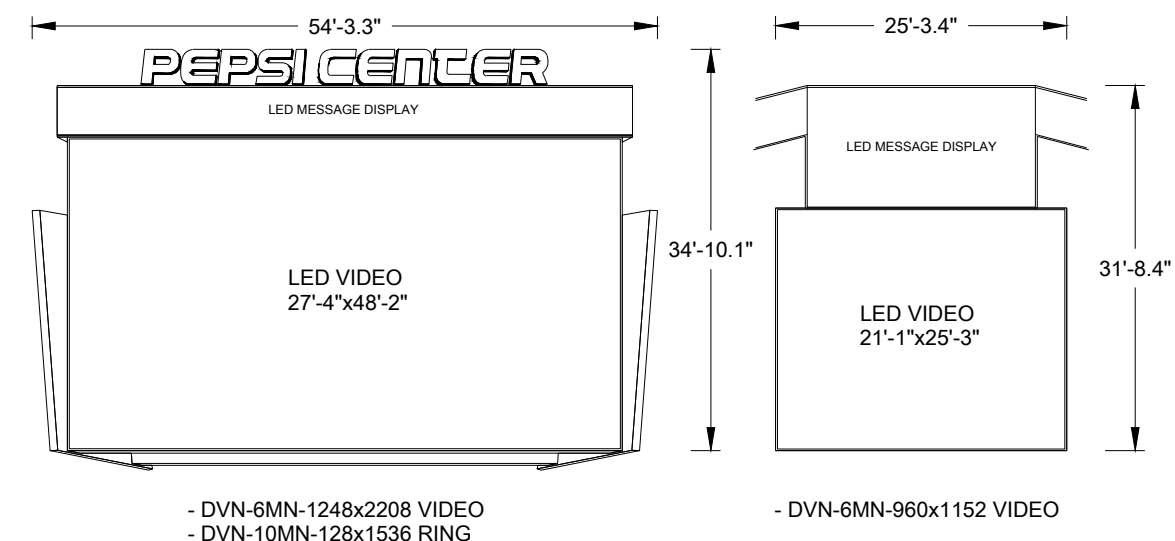
- DVN-6MN-864x1728 VIDEO
- DVN-6MN-144x6672 RING
- DVN-6MN-144x5520 RING

- DVN-6MN-864x1104 VIDEO

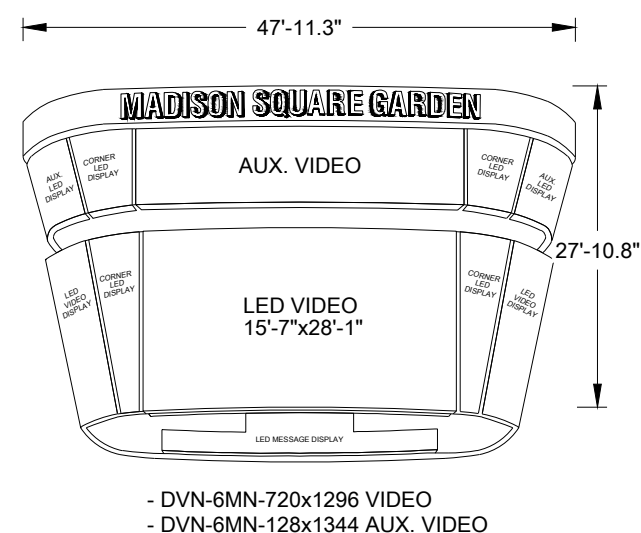
**PALACE OF AUBURN HILLS**  
APPROX. WEIGHT: 59,300 lbs  
2014



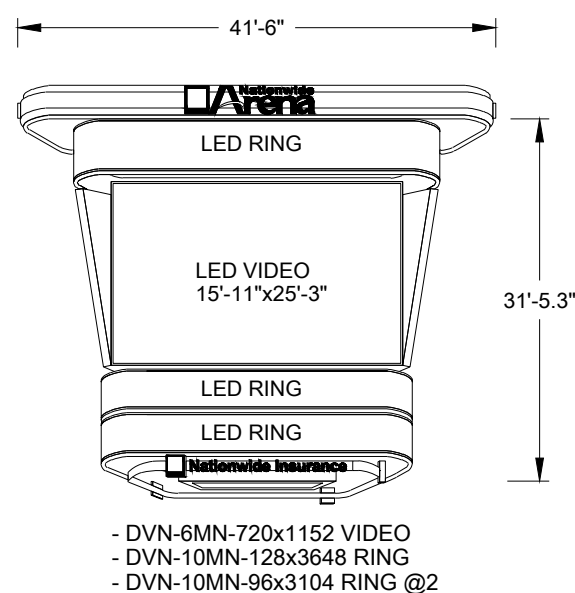
**PEPSI CENTER**  
APPROX. WEIGHT: 70,000 lbs  
2013



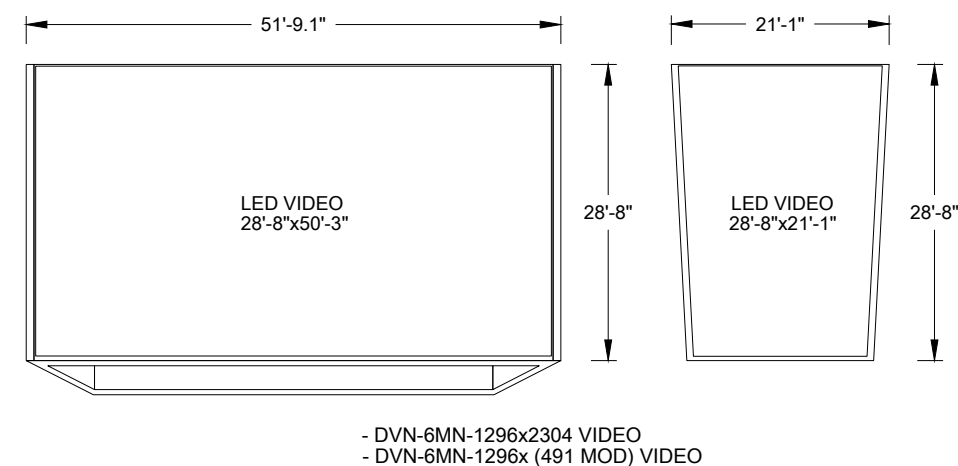
**MADISON SQUARE GARDEN**  
APPROX. WEIGHT: 58,000 lbs  
2013



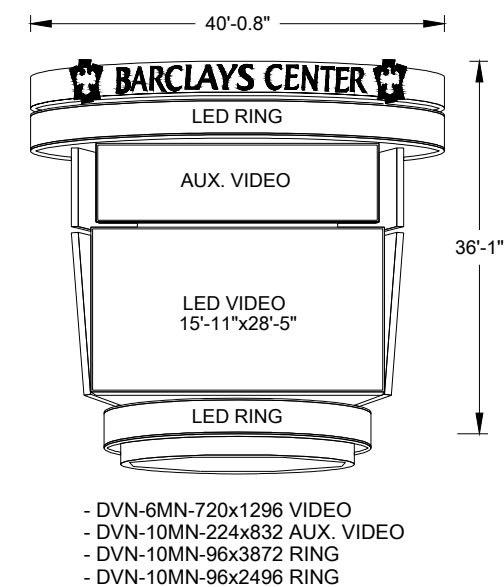
**NATIONWIDE ARENA**  
APPROX. WEIGHT: 43,900 lbs  
2012



**AMALIE ARENA**  
APPROX. WEIGHT: 53,000 lbs  
2012



**BARCLAYS CENTER**  
APPROX. WEIGHT: 59,777 lbs  
2012



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