



EverBank Field

State Farm



DAKTRONICS

STADIUM TRENDS

LED DIGITAL VIDEO DISPLAYS



FROM THE **STREET...**

...TO THE SEAT

We're engaging fans from the street all the way to their seats with multiple different displays. Fans outside the stadium are met by a variety of digital billboards along with transit, marquee and ticket window displays. When entering the concourse, fans are greeted with concession displays, auxiliary and fascia ribbon displays before they reach their seat to catch all the action on the main video display. Daktronics is there every step of the way to inform and entertain audiences through customizable, dynamic visual displays.

AMAZING RESOLUTION

Providing rapid refresh times and striking picture detail, 4K elevates the industry standard for image and video quality to even tighter resolutions. Daktronics versatile video displays are 4K ready to provide the ultimate display solution for superior performance in stadium applications. Our through-hole models combine the proprietary pixel layout — created for tight lines of resolution — with high brightness to provide a visually impactful display for the entire audience. Our SMD models also create high resolution image and video, combining wide viewing with exceptional color blending to provide a display solution optimized for close viewing applications.

Both our through-hole models and SMD models are ready made for tight resolution. We are committed to product development that ensures we meet and exceed market demands for resolution.

Ultra High Definition or 4K has elevated the industry standard for image and video quality. This resolution features:

- › Four times the resolution with Daktronics industry-leading design
- › True-to-source color reproduction
- › Industry-leading quality in close-up image and video





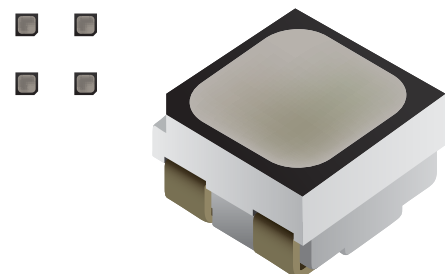
LED TECHNOLOGY

A high-definition video experience is quickly becoming the standard for sports stadiums. Traditional through-hole displays leverage innovative pixel layouts to achieve tight and true pixel spacing ideal for HD applications. Emerging outdoor SMD technologies allow for even tighter line spacings, allowing for high-resolution displays in exceptionally manageable form factors.

SMD

LED PIXEL LAYOUT:

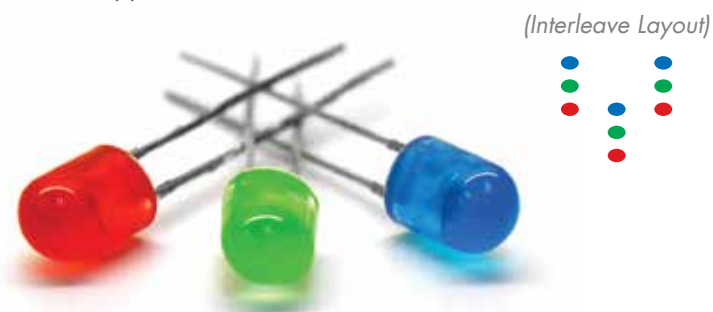
Surface-mount device (SMD) LEDs have provided advancements to the LED display landscape in terms of viewing angles and resolution. Differing from the standard through-hole option, SMD technology is a recessed package containing red, green and blue LED die.



THROUGH-HOLE

LED PIXEL LAYOUT:

Daktronics through-hole modules are the standard in excellence for sports stadiums. Our pixel layout options offer unique solutions for different viewing applications. These options allow for true pixel spacing to maximize viewing for HD applications.



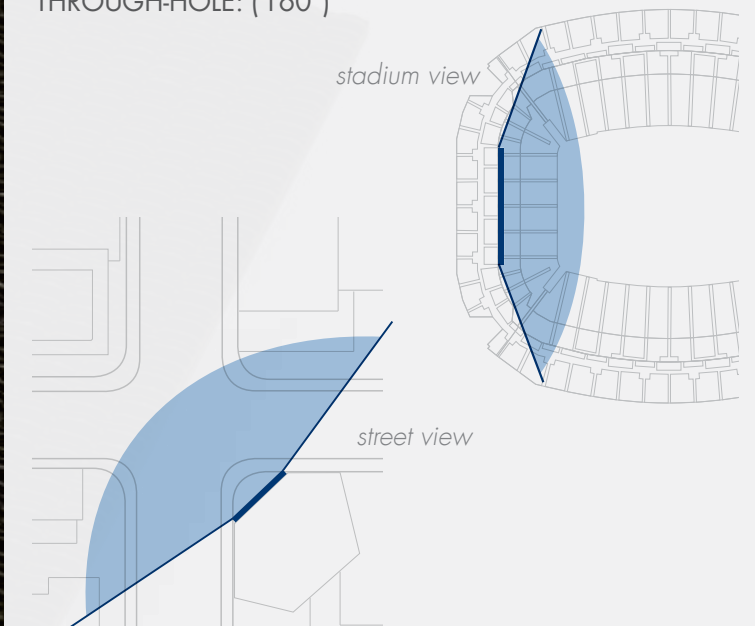
VIEWING CAPABILITIES

Daktronics offers display solutions for any given application. Based on the possible location of your viewers, we have multiple products to fit your needs.

HORIZONTAL VIEWING ANGLE

SMD: (160°)

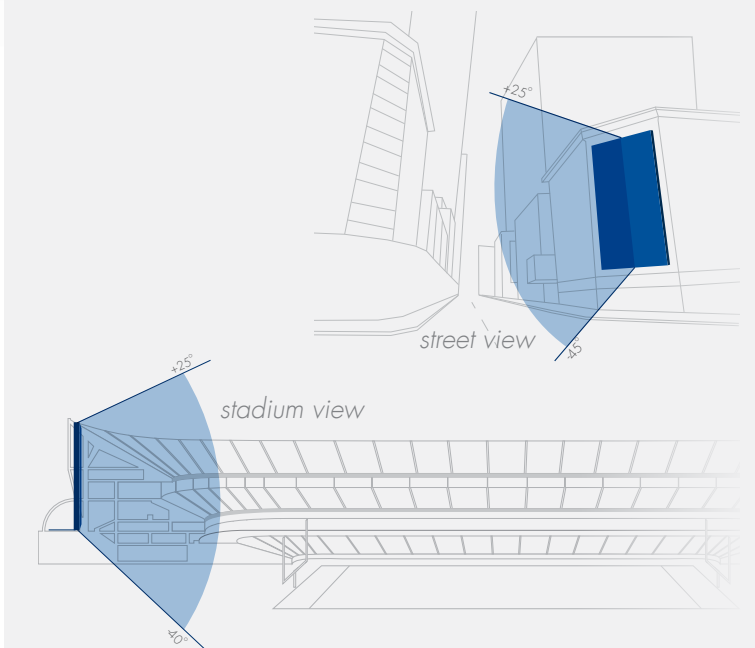
THROUGH-HOLE: (160°)

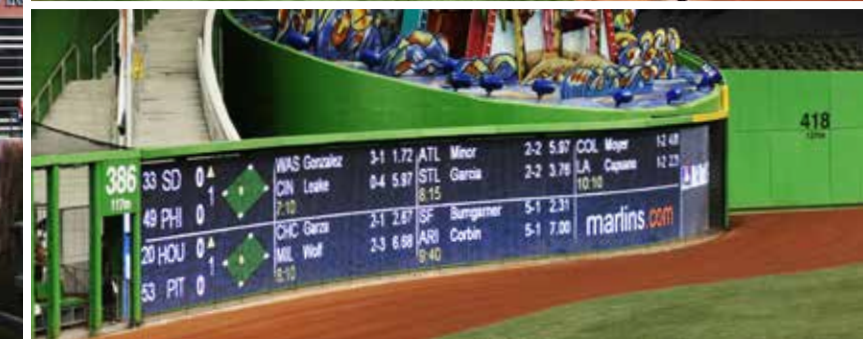
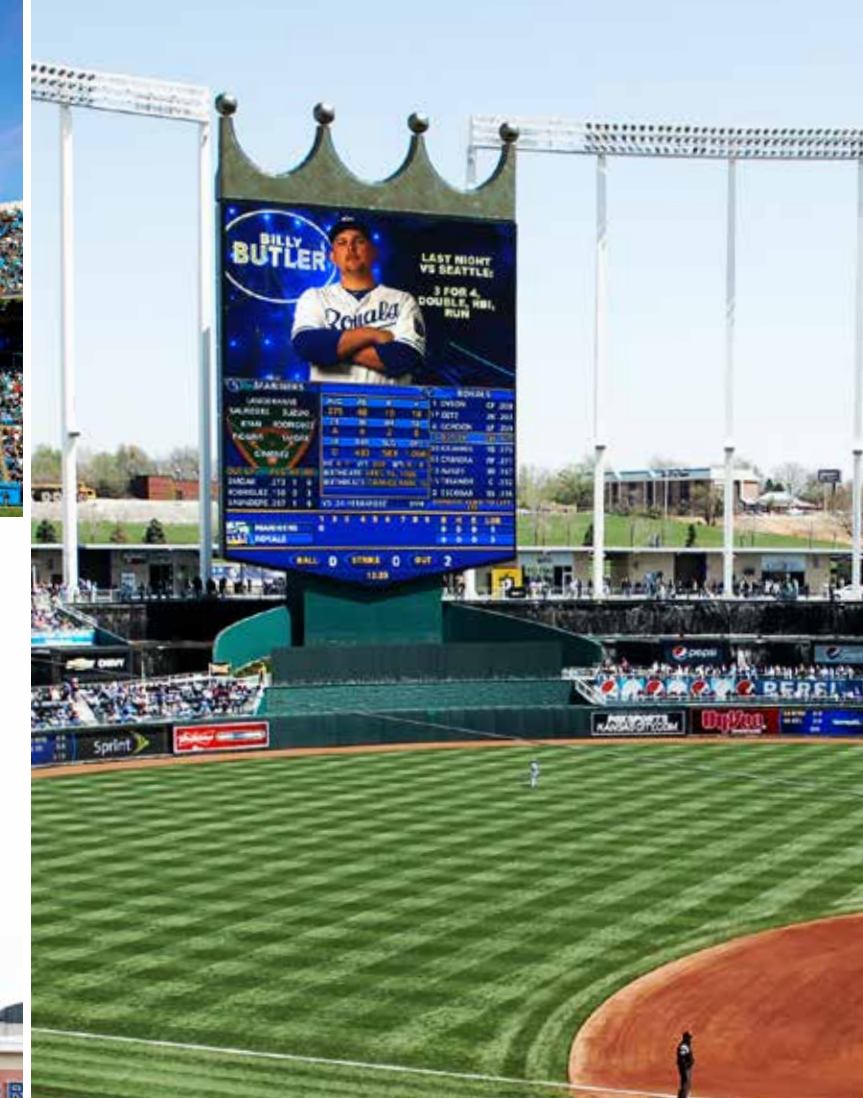


VERTICAL VIEWING ANGLE

SMD: (+25°/-45°)

THROUGH-HOLE: (+25°/-40°)





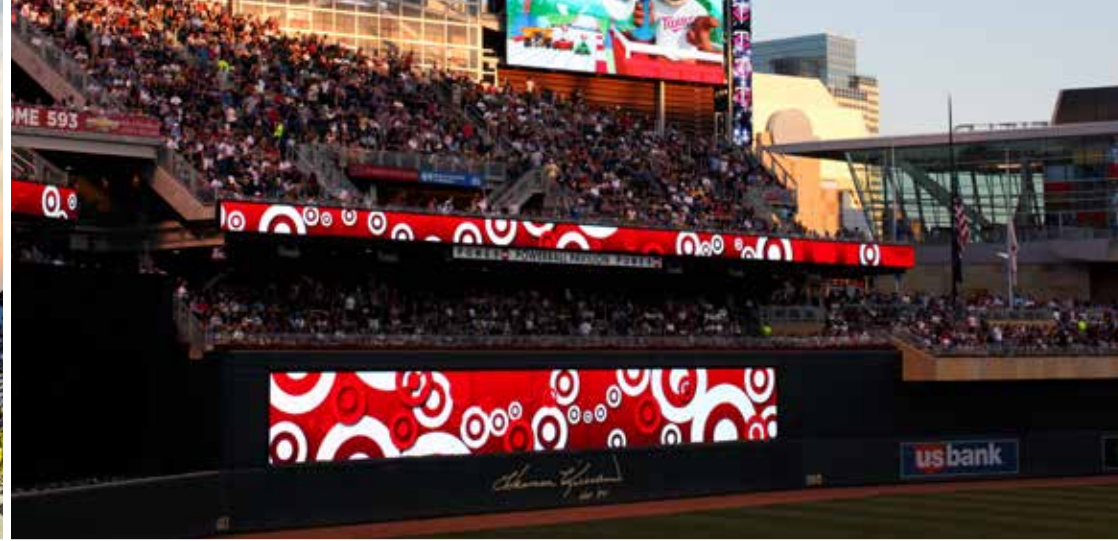
CATCH THE ACTION FROM EVERY SEAT

The average size of outdoor displays in professional sports stadiums has nearly doubled in the past three years. Bigger video displays allow for more viewing throughout and around the venue.

THINK OUTSIDE THE BOX

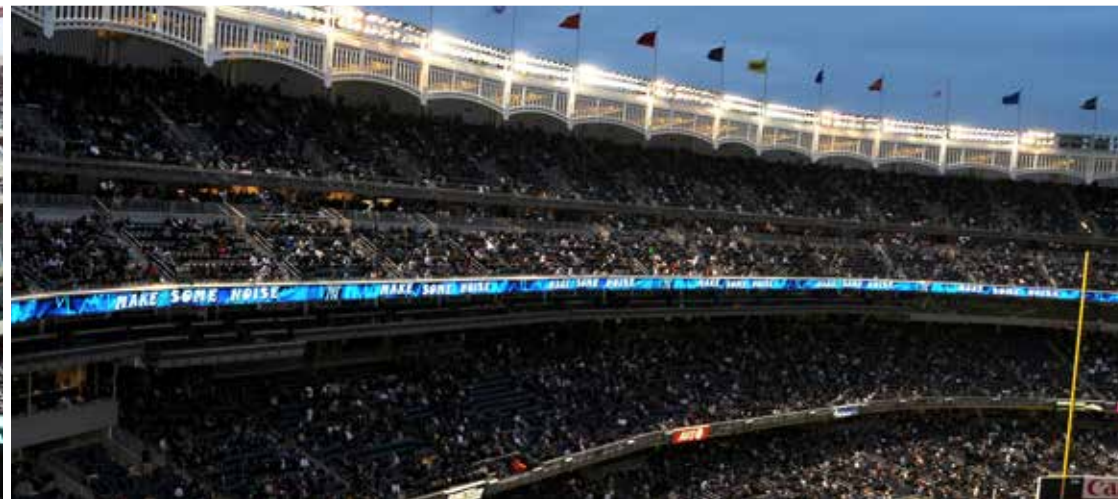
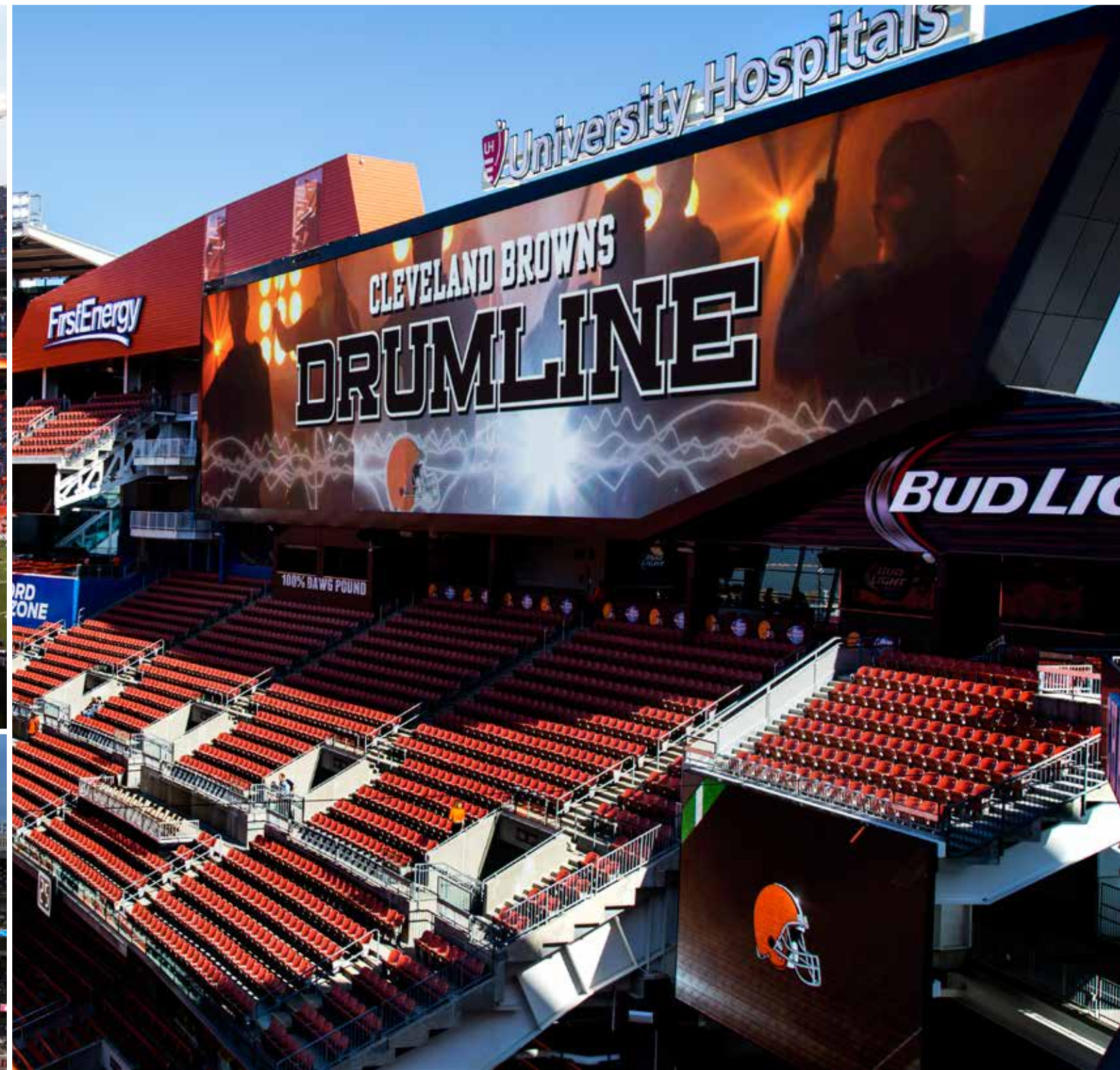
Building with modules, rather than larger LED panels, makes it possible to bring almost any creative display concept to life. Many venues are looking for new ways to best integrate digital technology into their facility.

Curved ribbon displays and non-standard shapes are ways that add more space for flexibly dynamic messaging. Teams are also providing designated out-of-town scoring displays to help keep their fans informed while in their seats.



IN-BOWL DISPLAYS

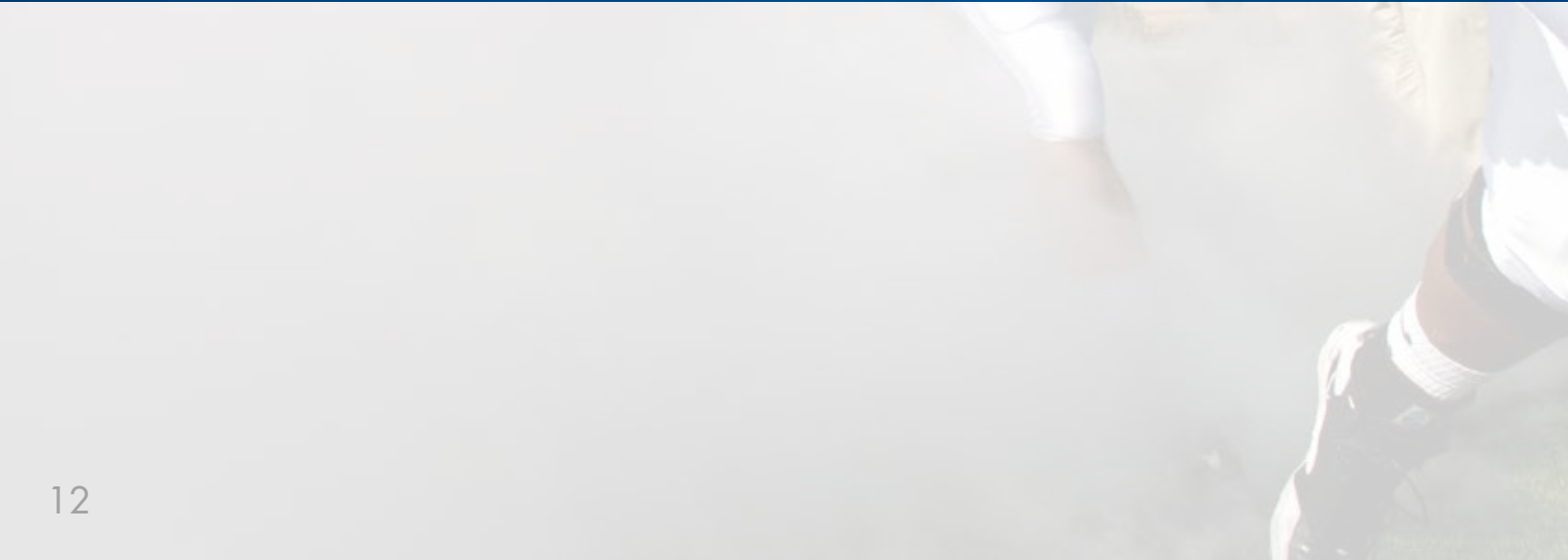
Whether it is a 360-degree ribbon display around the fascia, a 100-foot main video display to catch the action or freeform LED lighting to excite fans when a big play happens, Daktronics offers a wide range of custom video displays for those viewing the game from inside the bowl.





EXTERIOR DISPLAYS AROUND YOUR STADIUM

MARQUEE DISPLAYS
EXTERIOR DISPLAYS
STREET LEVEL DISPLAYS
DIGITAL MENU BOARDS
ARCHITECTURAL DISPLAYS





ARCHITECTURAL LIGHTING ELEMENTS

TRANSFORM BLANK SPACE INTO MEDIA FACADE

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.



COMPLETE SOUND & AUDIO SOLUTION

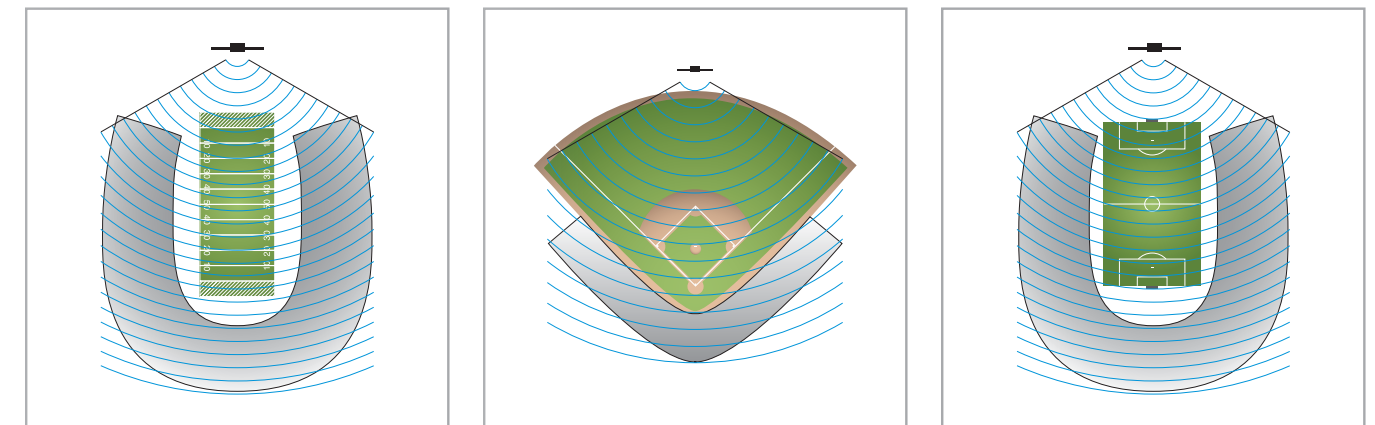
CUSTOMIZED FOR ANY SYSTEM

Daktronics Audio has the ability to tune any system to fit perfectly with the venue. With extensive stadium analysis, we can produce a recommendation for speakers, speaker placement, aiming, tuning and front-end control systems for your venue. Our engineers can create "scene selection" push button settings within a system that will allow configuration of the speakers to output the right amount of sound based on overall attendance that fits your needs. If the facility is half full, the output levels are adjusted

accordingly. Accommodating your sound system, Daktronics Freeform elements and architectural lighting are audio-transparent. This means the LED product can be mounted over or in front of speakers without diluting the sound quality. This ability ensures that any venue will maintain acceptable audio levels while providing additional revenue opportunities by increasing LED advertising space.

COVERAGE PATTERNS:

Strategically placed speakers immerse your audience in sound, completing the full game-day experience.



AMPLIFY
YOUR EVENT

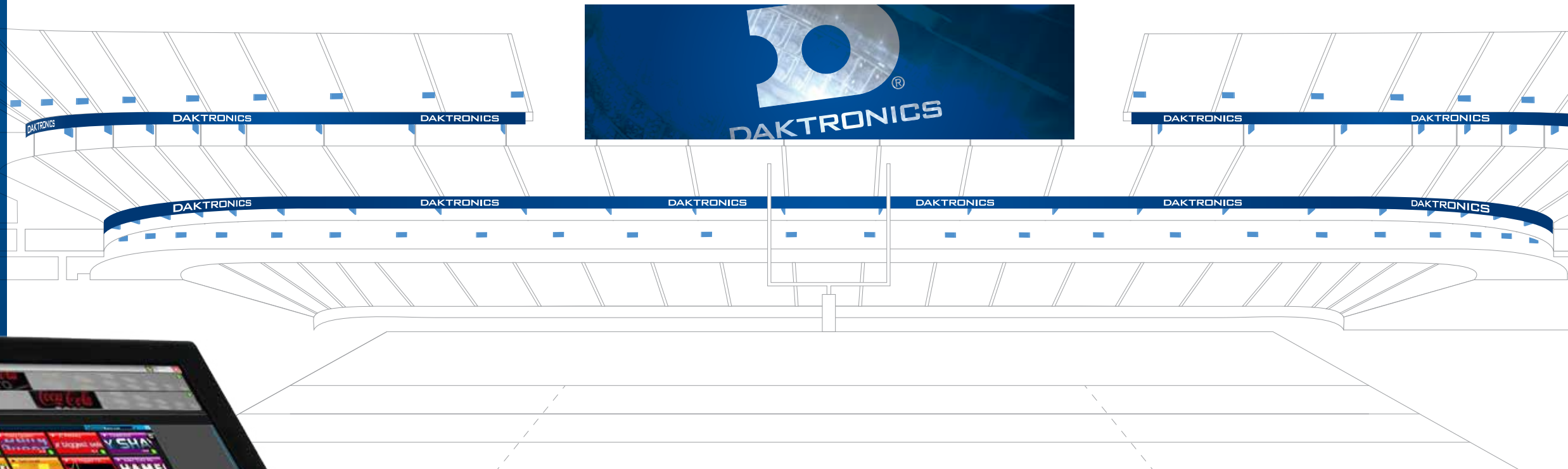
"The addition of this new Daktronics system will provide our fans with an outstanding audio experience. We are pleased to be working with Daktronics on this upgrade to the stadium. We believe our fans, alumni and sponsors will be excited and thrilled with what the new system brings to game day."

Mitch Barnhart - Director of Athletics at the University of Kentucky

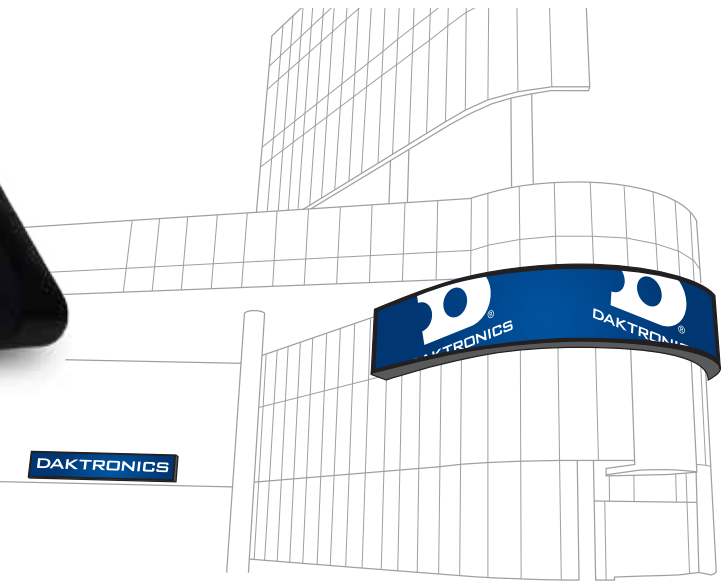




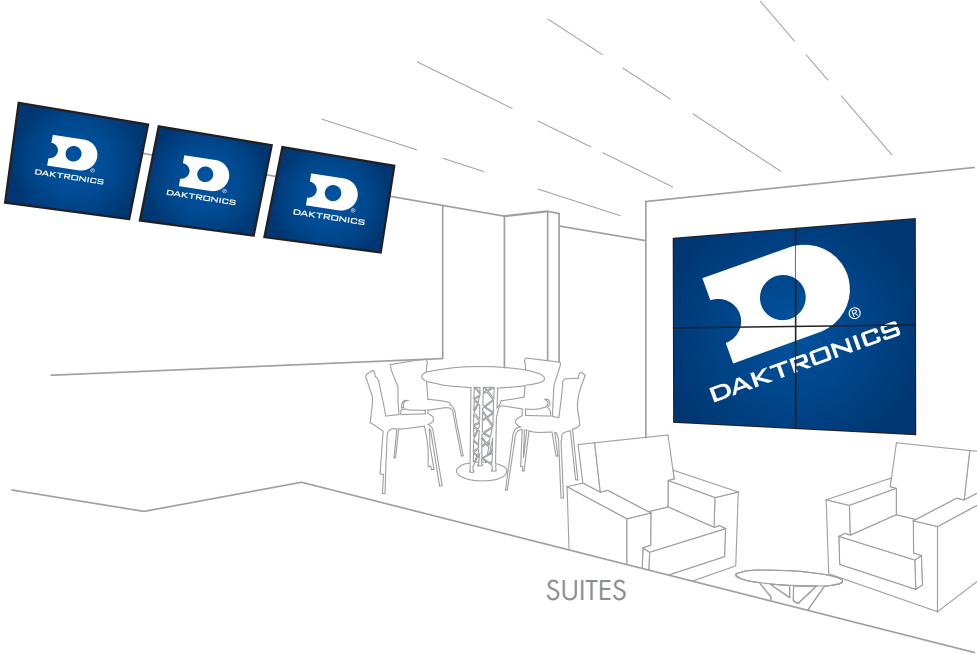
POWER UP WITH SHOW CONTROL



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.



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

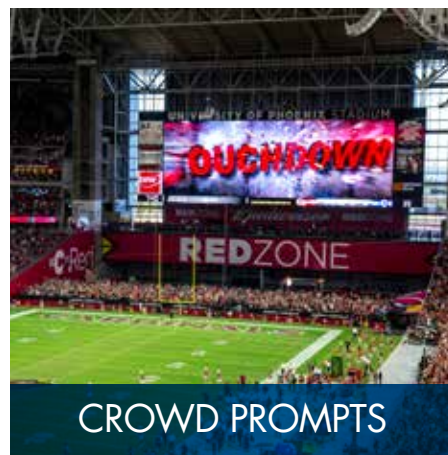
To ensure the display is installed correctly and all of your expectations are met, our commissioning team follows methodical testing procedures with established checklists and customer sign-offs.

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 stadiums. 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 stadium shake with energy as star players are shown on the video

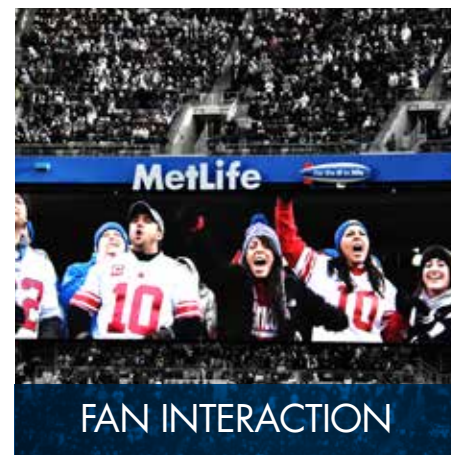
displays during their introduction and running out of the tunnel. They won't experience the in-person atmosphere during the ups and downs of the game, high-fiving fans they just met at their seats or participating in trivia shown on the video display. They will still get all the stats, replays and social 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 stadium on game day.



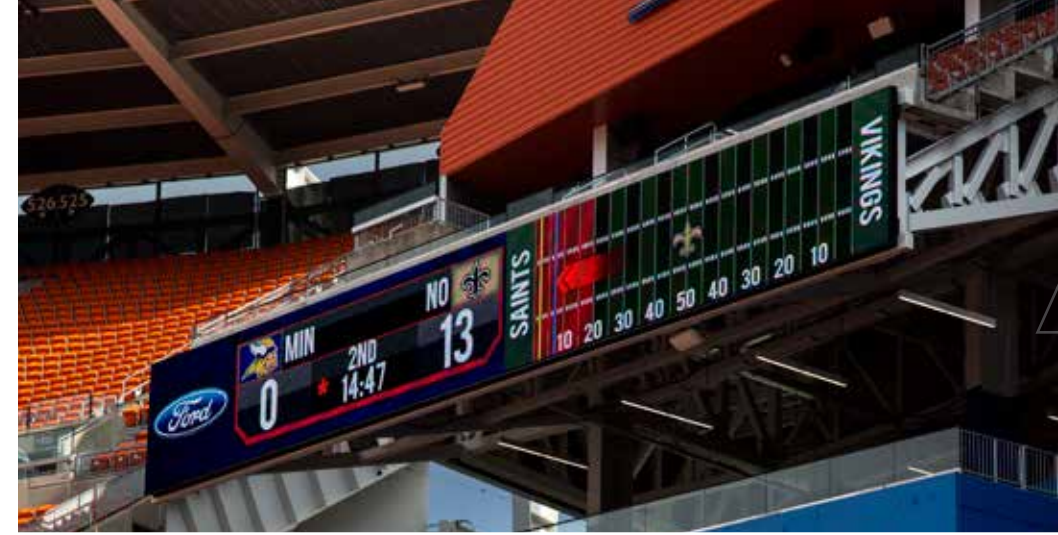
CROWD PROMPTS



SOCIAL NETWORKING



FAN INTERACTION



SOCIAL MEDIA

"Through the technology we've been able to cut those up and use different parts of that for sponsor and fan experience portions. Our goal is to make a great in-game experience for our fans, everything from the big boards to the sides to the LED to the fascia, everything blew them away. It's a completely different in-stadium experience than our fans have seen in our history."

Brent Stehlik - VP and Chief Revenue Officer: Cleveland Browns





INSPIRATION

INSPIRATION

END ZONE DISPLAYS

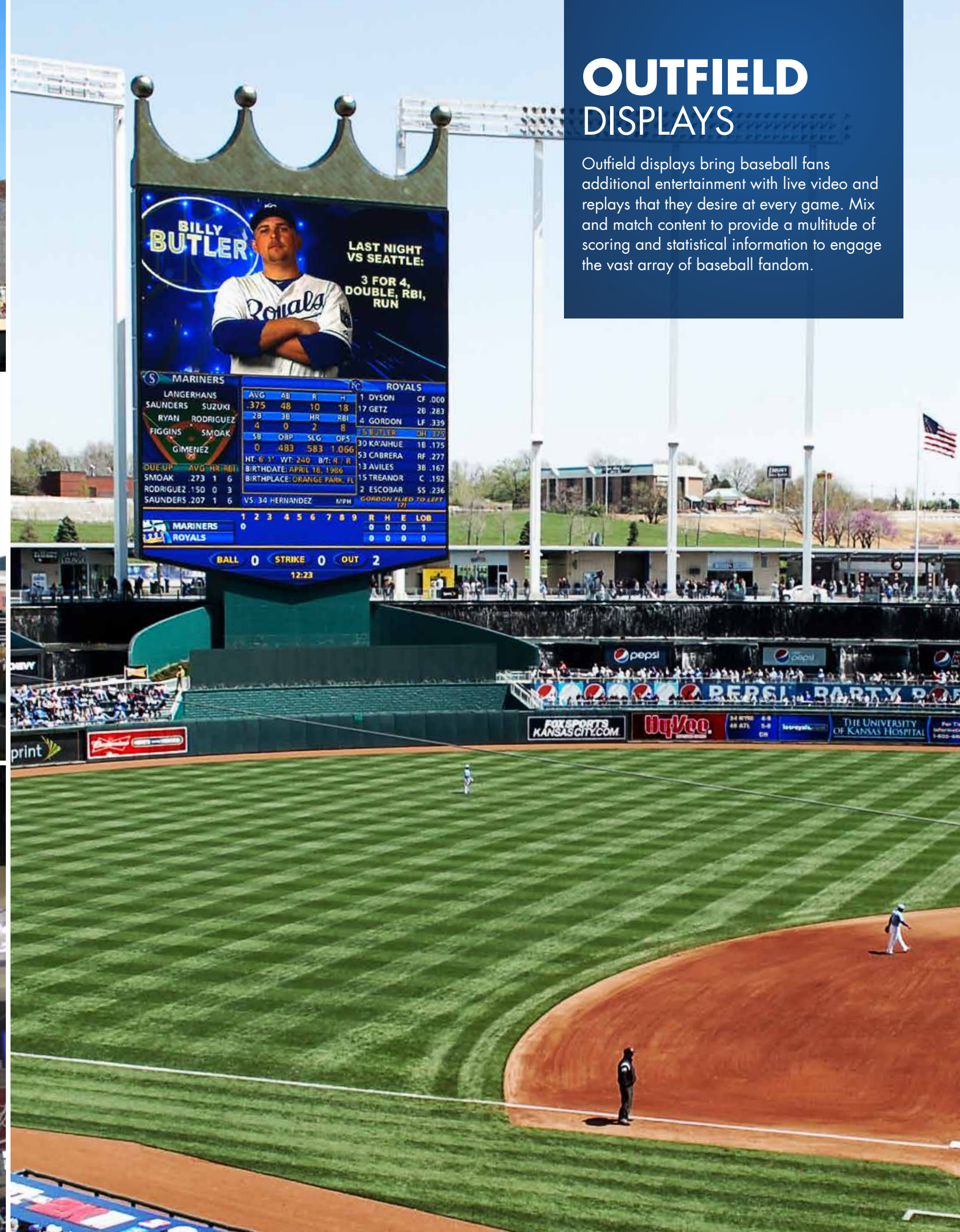
Venues are installing larger and larger end zone video displays as they continue to become the center of attention for replays of game action. With more space available, the possibilities for showing content become endless from live video to stats and game information to prime opportunities for sponsors and advertising.





OUTFIELD DISPLAYS

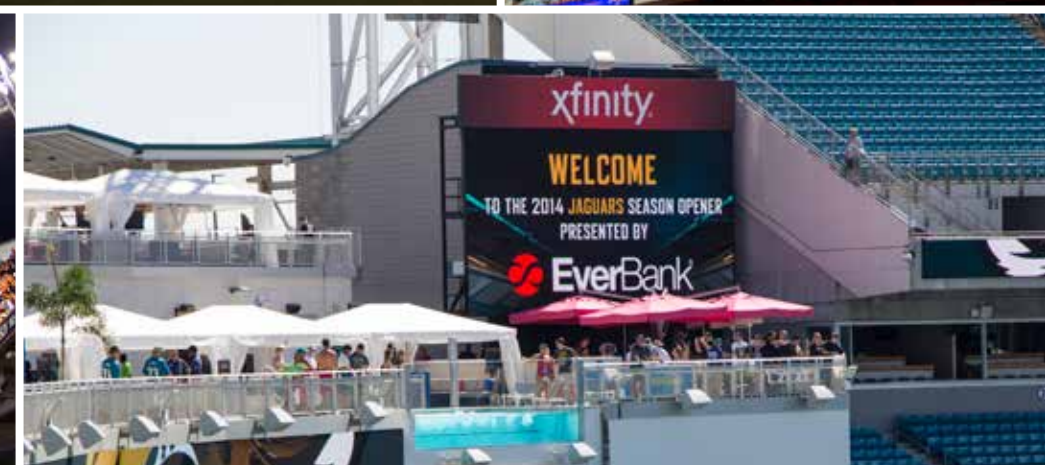
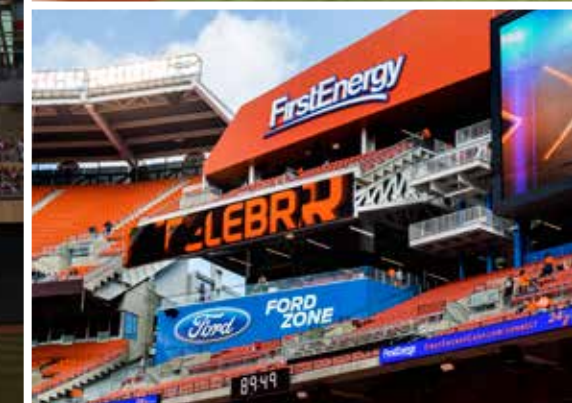
Outfield displays bring baseball fans additional entertainment with live video and replays that they desire at every game. Mix and match content to provide a multitude of scoring and statistical information to engage the vast array of baseball fandom.



ospitals

AUXILIARY DISPLAYS

While main video displays show more of live video and replays, auxiliary displays cater to the additional wants and needs of the fans by giving them more statistics, up-to-date league-wide scoring information and more. These displays complement the main displays, providing complete system integration for an overall venue-wide experience, including the opportunity for additional sponsorship messaging and moments of exclusivity.





EXTERIOR DISPLAYS

Exterior displays welcome fans into the venue with promotional content for that event, upcoming event information, sponsor messaging and other content. They can even direct fans to special event locations or inform them of other event-specific promotions.

FREEFORM ELEMENTS

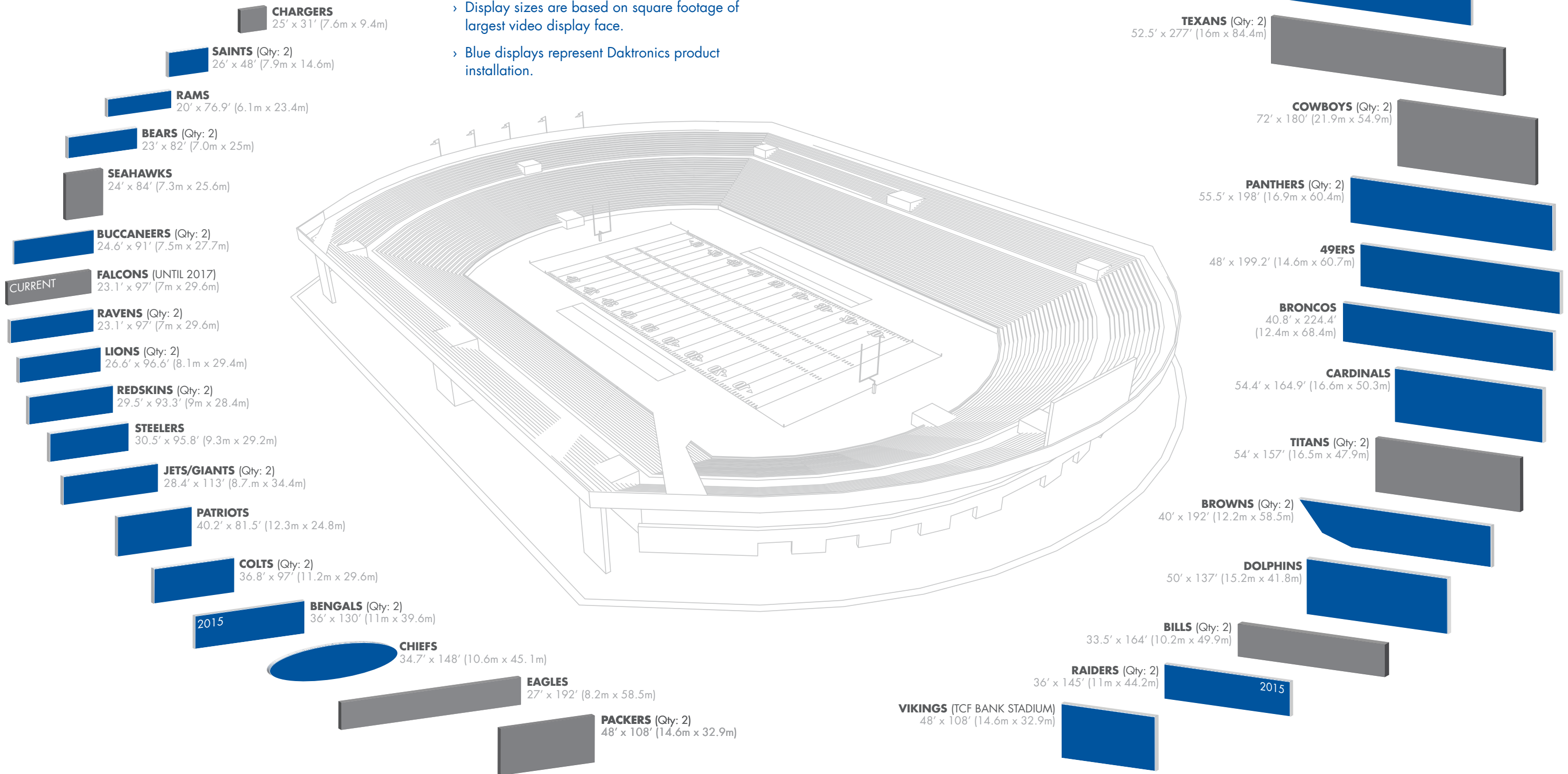
Our creative freeform LED video products highlight, enhance and even define the appearance of a building's design or an entire urban environment. Integrate these versatile products into media facades, install them over domes or use them to wrap dynamic content around a structure of any shape and size.



NFL IN-BOWL DISPLAYS

Daktronics Inc. has installed 22 of 31 displays for National Football League Stadiums. This chart visualizes display sizes in relation to a stadium.

- › Display sizes are based on square footage of largest video display face.
- › Blue displays represent Daktronics product installation.

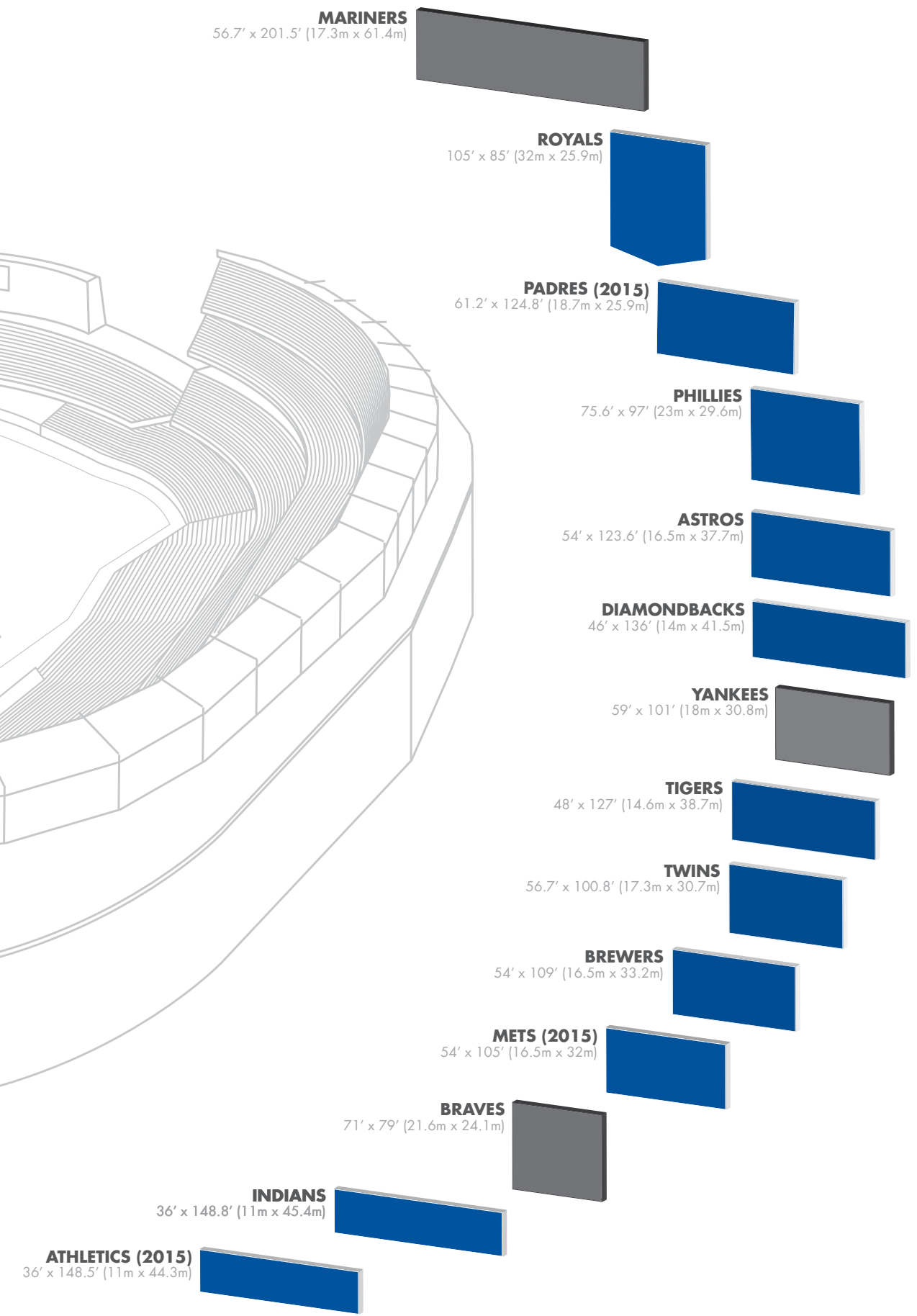
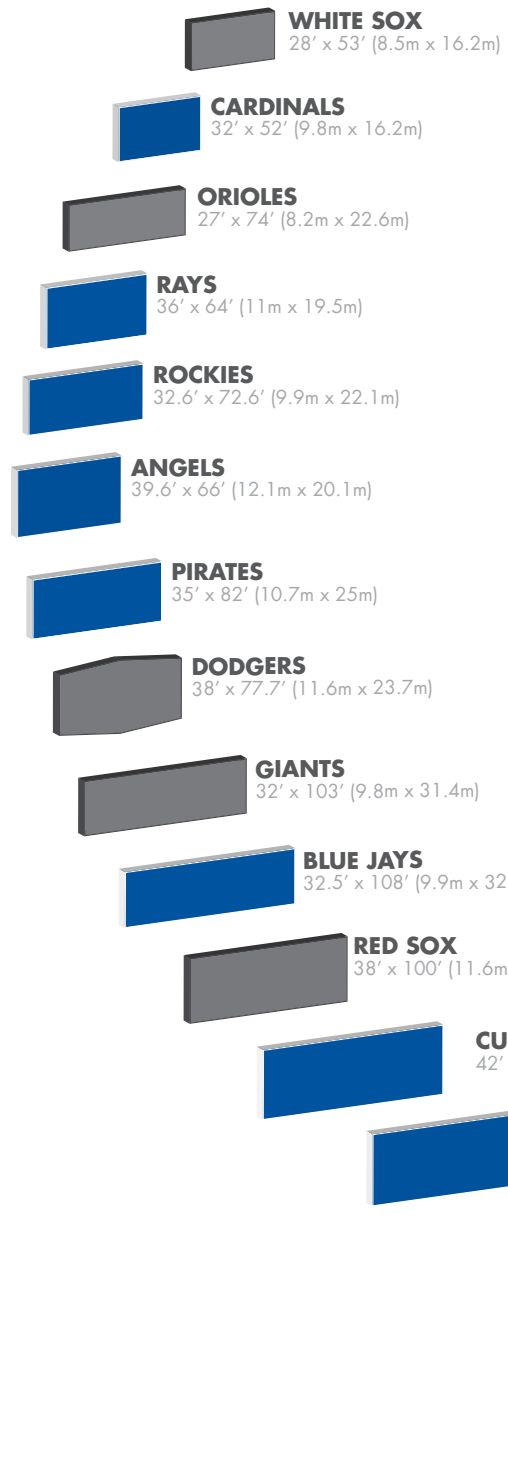
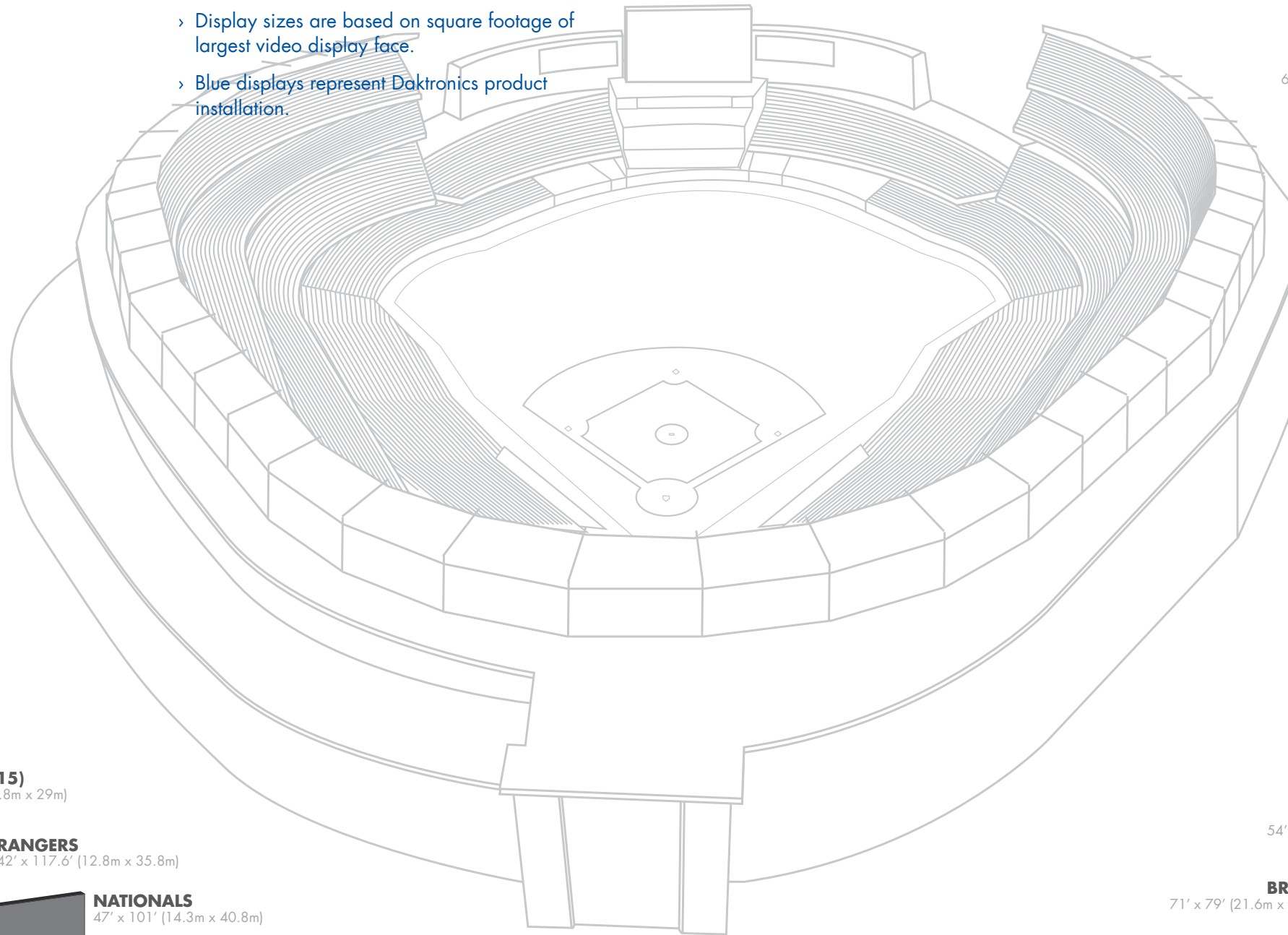


MLB

OUTFIELD DISPLAYS

Daktronics Inc. has installed 21 of 30 displays for Major League Baseball Stadiums. This chart visualizes display sizes in relation to a stadium.

- › Display sizes are based on square footage of largest video display face.
- › Blue displays represent Daktronics product installation.



www.daktronics.com

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