



DAKTRONICS

RETAIL TRENDS

IN DIGITAL LED VIDEO

REVOLUTIONIZING THE RETAIL ENVIRONMENT

DIGITAL QUALITY ON DISPLAY

Rotating, wrapped around walls, along storefronts, at center courts, up elevator shafts or outdoors entertaining and welcoming you inside, LED video innovations are attracting attention and revenue in retail. Shopping centers, retail storefronts, outlet and lifestyle centers are all embracing how video displays can impact their environments.

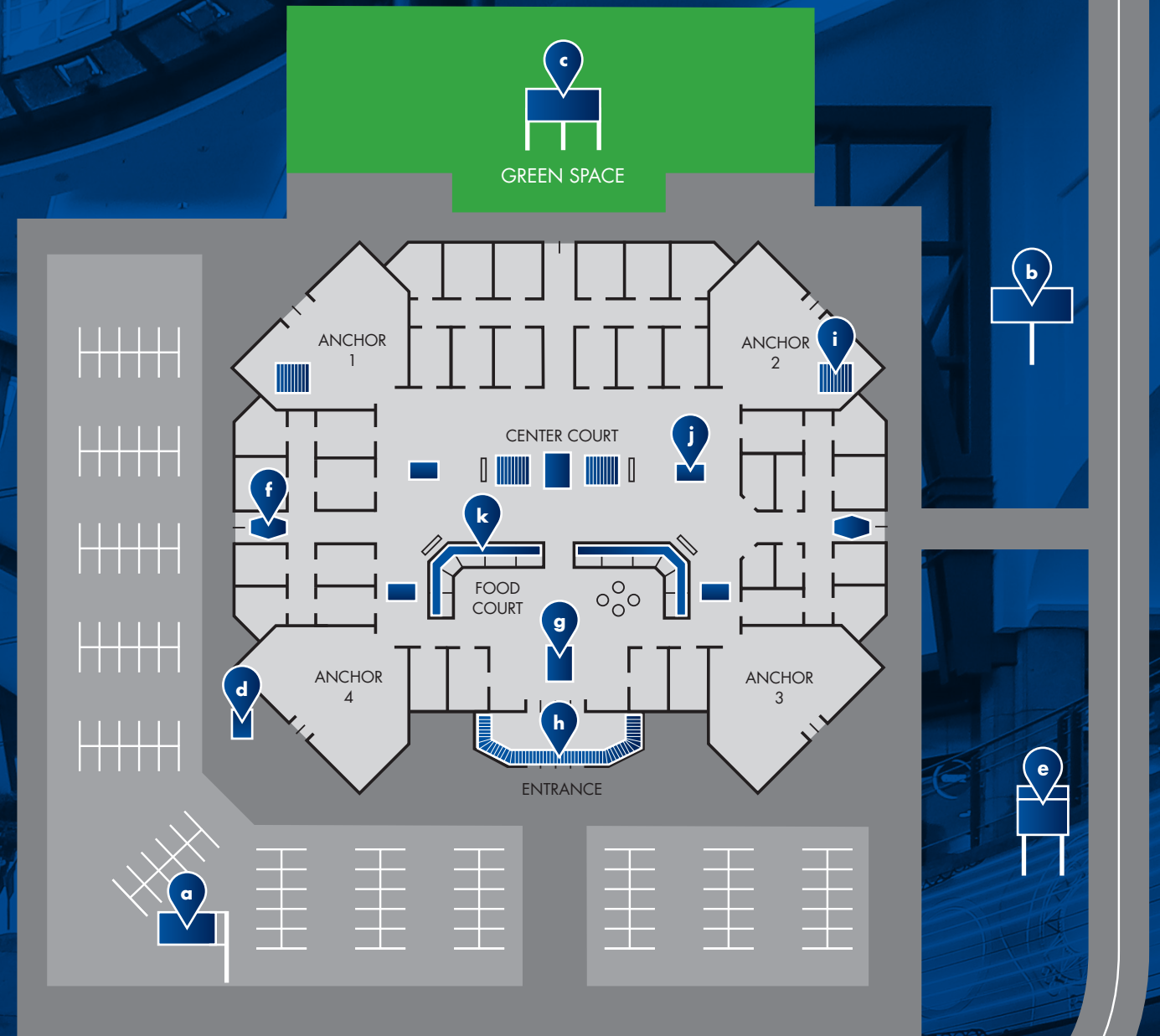
To compete with online shopping, retail developments must constantly improve their customer experiences. High resolution LED video displays, managed and networked remotely, have become staple retail solutions throughout the globe. They engage shoppers with multiple screens beginning outside on the highway to their indoor hallways and center courts.

EXTERIOR DISPLAYS

- Billboard
- Parking
- Marquee
- Street Furniture
- Green Space

INDOOR DISPLAYS

- LED Banners
- Elevator
- Bullnose
- Ribbon
- Creative LED
- Window



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INDOOR DISPLAYS

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- i Elevator
- j Bullhead
- k Ribbon



j Bulkhead
Euralille Mall - Euralille, France



f Creative LED
Palisades Center - West Nyack, NY, USA

DIGITAL BENEFITS CREATING SPACES & PLACES

IMPACT & ENTERTAIN YOUR AUDIENCE

ATTRACT NEW RETAILERS

Extend promotional reach beyond the store while lowering customer acquisition cost and extending marketing dollars.

RETAIN RETAILERS

Build a return on the experience. This helps create loyal and profitable consumer relationships with data capture and customized analytics.

PROMOTE BRANDS

Connect people and work with brand, values, and culture. Generate consumer loyalty with content that delivers actionable brand engagement.

DYNAMIC CONTENT

Create experiences that inform, inspire and fuel imaginations. Engage consumers through text-to-win contests, pic-to-screen moments, mobile games, QR codes, social media, trivia games and much more.

SPONSORSHIP ADVERTISING

Pursue additional sponsorships and media opportunities for clients such as national brands, banks, auto dealerships, hospitals and other venues.



j Bulkhead
The Outlet Collection at Riverwalk - New Orleans, LA USA



g Banner
Westfield Carousel - Carousel, Australia



g Banner
Westfield Bondi Junction - Sydney, Australia



g Banner
Westfield Hurstville - Hurstville, Australia

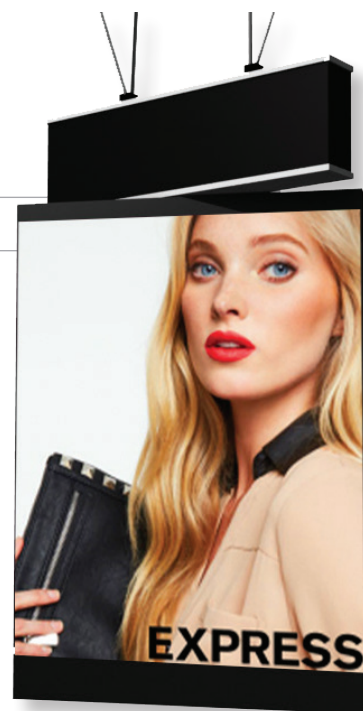
CHANGING THE INDUSTRY

Daktronics helped catapult the hanging LED banner phenomenon – creating the market standard for multiple digital format networks. In the past decade plus, shopping center groups both in the U.S. and internationally have installed hundreds of our hanging banners. To keep our customers at the forefront of digital tech, we repeatedly invest millions of dollars each year in R&D. This allows us to develop the new tools, display innovations, software enhancements, improved hoist and rotational capabilities we're known for to enhance our retail and shopping client experience.

HANGING & ROTATING LED VIDEO BANNERS

NOW LIGHTER AND THINNER THAN EVER

Featuring a sleek, lightweight design, our double-sided rotating hanging LED banners are engineered for maximum visibility at multiple vantage points. Ideal for concourses or similar atrium-style environments, this popular LED solution is available in 4, 6, and 10 mm pixel pitches and promises high reliability and outstanding Daktronics image quality.



THIN, LIGHT & EFFICIENT

The lightweight design lessens the structural support needs of any location looking to implement the technology. It offers a sleek, aesthetically pleasing presence at half the width and weight of previous product generations.

The thinner cabinet fits into existing atmospheres without being intrusive. This modern hanging banner is five inches from face-to-face, creating a display that is only 4.25 pounds per square foot of LED display face and saves money on structural additions for installation.

DOUBLE-SIDED DESIGN

The double-sided nature of the hanging banner allows for more advertising space and additional opportunities to generate revenue. It appeals to shoppers and visitors walking in either direction within the venue and can be configured as a single or double-sided design, available in both horizontal and vertical layouts.


ROTATIONAL MOUNTING

Daktronics hanging banners offer multiple rigging options. Rotating rigging is an option that allows up to 359° of rotation, keeping the line of site on the storefront while maintaining dynamic visual excellence.



 Green Space
SPP Real Estate - Tampa, FL, USA



 Green Space
Pincrest Development - Orange Village, OH, USA

ACTIVATE GREEN SPACE ENVIRONMENTS

ENHANCING LIVE, WORK & PLAY SPACES

A growing retail trend is the hosting of events in open or “green” spaces, using video displays. These spaces are typically defined as maintained natural landscapes in urban areas where people literally live, work and play. Versatile outdoor screens and speakers designed into these popular public locations are entertaining crowds with movies, advertising, live events and more.

Retail entertainment centers embracing this live, work and play concept are transforming their open to the public green spaces into destination hotspots.

Dakronics outdoor LED screens create unique atmospheres and revenue opportunities, entertaining the public with:

- Movie nights
- Yoga classes
- Live concerts
- Live events like World Cup soccer and March Madness

All these live event activities and more increase foot traffic and lead to greater retail and food/beverage sales at a minimal capital investment.



 Green Space
Wrigley Field - Chicago, IL, USA



 Green Space
Oakbrook Center - Oakbrook, IL, USA



Creative LED
Emaar Sales Center - Dubai, United Arab Emirates



Creative LED
Do Buri Mall - Faisalabad, Pakistan



Creative LED
Skechers - Manhattan Beach, CA, USA



Elevator
Cadillac Fairview - Toronto, Ontario, Canada

NARROW PIXEL PITCH SOLUTIONS

MAKE A PREMIUM VIDEO WALL IMPRESSION

Available in 1.2mm, 1.5mm, 1.9mm and 2.5mm, narrow pixel pitch (NPP) video walls provide a wealth of opportunity for applications previously restricted to LCD screens. The tighter pixel spacings create a more detailed appearance, making them ideal if you're looking to add high quality video to your retail space.

- Create a luxurious retail environment
- Showcase detailed ad artwork and photography
- Display high quality artistic generative video

HIGH BRIGHTNESS AND DEEP CONTRAST

Indoor retail spaces with bright lighting or windows can pose challenges to content visibility. Our NPP LED displays punch through ambient lighting, with premium light-emitting diodes and display electronics at 1,500 nits peak brightness. Additionally, our displays maximize black state, featuring module-level contrast enhancements and a deep black LED body with a dark tinted lens.

BOLD COLORS AND CRISP CLARITY

Daktronics NPP displays surpass the color capability of even the most advanced televisions and projector systems—far exceeding the digital cinema DCI-P3 color gamut— and take full advantage of the expanded color capability of high dynamic range imaging (HDR).

RAPID INSTALLATION AND SIMPLE SERVICE


Tight-tolerance cabinets allow front installation onto a rear wall mount, greatly reducing costs and complexity. Additionally, this solution offers five-axis alignment control to ensure a seamless display face. Modules and internal display electronics are accessible from the front of the display while a proprietary "floating magnet" design makes service fast and efficient.

PARTNER WITH A RELIABLE US COMPANY

Daktronics NPP LED video walls are designed, developed, assembled and supported in the United States at our Brookings, South Dakota campus. This provides us strict control over the design and assembly of our products and enables responsive local support.

In addition, we test all our indoor products to ensure performance is reliable and predictable for the lifetime of the display. LED brightness and color wavelength testing provides insightful data for quality control and comparison of LEDs. Raw materials testing ensures components have properties that support accurate manufacturing consistency.



 Creative LED
Beijing Indigo - Beijing, China



 Elevator
Glendale Galleria - Glendale, CA, USA



 Elevator
NewPark Mall - Newark, CA, USA


CREATIVE LED SOLUTIONS

CREATE YOUR UNIQUE VIDEO ATTRACTION

Install LED displays over domes, wrap mall structures of any shape or size, or turn a building façade into a dynamic communication medium without concealing the architecture behind it. Mount LED displays over a solid façade or in front of retail entrance windows, knowing that the finished solution is free from visible cabling and delivers a clean, semi-transparent viewing experience for those within the building.

In some instances, freeform LED elements can be placed into an overall sign package that synchronizes complementary content with a higher resolution video display. These work in connection with the digital boards seen over roadways and incorporate into marquees that drive customers inside.



 Elevator
CJ Corporation - CJ Hanam Starfield - Seoul, Korea



 Elevator
Wuxi Inter IKEA Centre Property Company Ltd - Wuxi, China



f Creative
Fashion Show Mall - Las Vegas, NV, USA

i Elevator
Cadillac Fairview Fairview Mall - Toronto, Ontario, Canada

j Bulkhead
Cadillac Fairview Rideau Centre - Ottawa, Ontario, Canada

THE DAKTRONICS DIFFERENCE

A PARTNER YOU CAN COUNT ON

EXPERIENCE
50+ years of experience providing product design and business philosophy to create long-lasting partnerships.

INNOVATION
Created and continue to innovate large-format digital banner display solutions for the retail community.

ASSEMBLED IN AMERICA
Our products are not only assembled in the U.S., our capabilities also include circuit board assembly, electronics assembly, metal fabrication, welding, painting, testing and shipping—from the component level to final assembly.

CORPORATE RELIABILITY
We are proud of our corporate transparency (publicly traded) and values.

TECHNICAL SUPPORT
Broad coverage from company offices, corporate headquarters and certified partners.

PRODUCT CONSULTING
Experienced personnel to help identify the right product for the right location.

CREATIVE CONSULTING
Design professionals to assist with production or best practice consulting.

STRUCTURED SUPPORT
No other LED display manufacturer possesses the comprehensive service structure we have in place to support retail clients remotely or locally in major cities throughout the world.

SOLUTIONS
We work directly with mall clients, content designers, interactive providers and ad agencies that approach us for solutions.

SITE SURVEY
We can provide a site survey and make recommendations at your convenience.

daktronics.com/shopping

Cover Page: Cadillac Fairview, Sherway Gardens - Etobicoke, Ontario, Canada

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