



## Photo Release -- Daktronics to Provide New HD Video Displays to Enhance Fan Experience at the Palace of Auburn Hills

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BROOKINGS, S.D., Sept. 8, 2014 (GLOBE NEWSWIRE) -- [Daktronics](#) (Nasdaq:DAKT) of Brookings, South Dakota, has partnered with Palace Sports & Entertainment to provide a new high definition centerhung display system, ribbon and auxiliary displays, and repurposed audio system at The Palace of Auburn Hills, the 21,231-seat multi-purpose home of the Detroit Pistons in Auburn Hills, Michigan. This installation comes as the fourth stage of a three-year multi-million dollar capital improvement plan for the facility.

A photo accompanying this release is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=27491>

"As a long-term partner of the Detroit Pistons and The Palace of Auburn Hills, Daktronics is proud to be part of the vision of excellence and very excited to be supplying the new HD video screens," says National Sales Manager Will Ellerbruch. "The Daktronics screens will supply a crystal clear HD view of the game and enhance the entire game-day experience for Pistons fans. Our control system will help immerse the fans with eye-popping video along with the two 360-degree LED ribbon boards that will surround the fans with unprecedented entertainment. We are very much looking forward to fall and another great year of basketball."

The custom-designed video display and sound system weighs approximately 56,000 pounds and is scheduled for completion by early November for the 2014-15 NBA season. The centerhung features a unique open and curved look with four convex or outward curved high definition video displays along with two lower sideline facing displays.

The rectangle-shaped centerhung system boasts two displays facing the sidelines that each measure 24 feet high by 42 feet wide and feature 6 millimeter line spacing that provide 1080p HD imagery. The two displays facing the baselines each measure 16 feet high by 27.5 feet wide and feature 6 millimeter line spacing to provide 720p HD imagery. The centerhung installation combines for 2,896 square feet of active display area.

Each of these displays are capable of highlighting live video and replays, but can also be divided into multiple windows to show any combination of game information, statistics, animations, sponsor messages and more.

Two additional video displays will be angled out from the bottom of the centerhung configuration to appeal to those fans, players and coaches that are courtside and close to the action. Each display will measure approximately 8.5 feet high by 16 feet wide and feature 6 millimeter line spacing. These displays will supplement content shown on the main video displays.

"We are pleased to enhance the visual experience of sporting and entertainment events at The Palace with the installation of a new high definition video system," said Dennis Mannion, CEO of Palace Sports & Entertainment. "This is an exciting addition for our fans and the new video displays will offer sparkling views of the action and a thrilling fan experience. Multi-million dollar renovations and technological upgrades at The Palace support the vision of our owner Tom Gores and his commitment to providing our fans with one of the most innovative, technologically advanced facilities in the country."

The existing audio system will be repurposed and integrated with the video and scoring system at The Palace. This system provides full-range sound reproduction and delivers clear and intelligible speech for a powerful audio experience within the arena.

Other equipment included in the installation includes a fascia display measuring approximately 2.5 feet high by 984 feet wide, two end fascia displays measuring approximately 6 feet high by 80 feet wide, two ribbon displays measuring approximately 3 feet high by 535 feet wide and 30 vomitory displays measuring 3.5 feet high by 4.5 feet wide located throughout The Palace. All of these displays feature 15 millimeter line spacing and can be used to provide additional game information, statistics, animations and sponsor messages.

Daktronics will also be including its powerful Show Control system, an industry-leading system that provides a combination of display control software, world-class video processing, data integration and playback hardware that forms a user friendly production solution. This allows the control of all video displays in The Palace from one centralized control room. For more information on Show Control, visit [www.daktronics.com/show](http://www.daktronics.com/show).

The final displays provided by Daktronics will be two Lapeer Road Palace marquees, each measuring approximately 18.5 feet high by 25.5 feet wide and featuring 16 millimeter line spacing. These displays will include multiple levels of protection from the outdoor elements.

Daktronics LED video and messaging display technology offers a long lifetime with minimal maintenance and low power consumption, providing value and excitement for years to come. Daktronics audio offers high quality audio systems that can integrate with dynamic displays in indoor and outdoor sports venues.

### About Palace Sports & Entertainment (PS&E)

PS&E is one of the premier sports/entertainment companies in the world that hosts, produces, and manages premier sporting and entertainment events in Michigan. Assets include the NBA's Detroit Pistons, The Palace of Auburn Hills and DTE Energy Music Theatre. PS&E also operates the Meadow Brook Music Festival and manages the basketball operations for the NBA Development League's new Grand Rapids affiliate, the Grand Rapids Drive. Palace Sports & Entertainment utilizes The Palace of Auburn Hills, the Detroit Pistons, DTE Energy Music Theatre and Meadow Brook Music Festival as a community asset to host over 200 events and 2 million fans annually. The company delivers world-class entertainment in state-of-the-art facilities that provide premium hospitality and flawless operational execution. The Detroit Pistons are one of the most storied franchises in the NBA. With over 2,300 regular-season and playoff victories, the club has celebrated three NBA Championships (1989, 1990, 2004), five NBA Finals

appearances (1988, 1989, 1990, 2004, 2005) and 11 Eastern Conference Finals appearances. PS&E's three venues, The Palace of Auburn Hills, DTE Energy Music Theatre and Meadow Brook Music Festival are internationally recognized among the best in the world. The Palace recently won the Michigan AIA 25-year Award for architectural prowess and has been voted Arena of the Year by Performance Magazine eight times in its history, twice by Pollstar magazine and is listed annually among North America's top-grossing arenas. DTE and Meadow Brook are consistently ranked as two of the top summer concert venues and praised by world-class musical artists for acoustics, operational functionality and fan experience. Following its purchase by owner Tom Gores in 2011, PS&E's venues, hospitality spaces and operations have been transformed to reflect a culture of innovation and industry-leading thought.

#### **About Daktronics**

[Daktronics](http://www.daktronics.com) helps its customers to impact their audiences throughout the world with large-format LED video displays, message displays, scoreboards, digital billboards and control systems in sport, business and transportation applications. Founded in 1968 as a USA-based manufacturing company, Daktronics has grown into the world leader in audio-visual systems and implementation with offices around the globe. Discover more at [www.daktronics.com](http://www.daktronics.com).

#### **SAFE HARBOR STATEMENT**

Cautionary Notice: In addition to statements of historical fact, this news release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 and is intended to enjoy the protection of that Act. These forward-looking statements reflect the Company's expectations or beliefs concerning future events. The Company cautions that these and similar statements involve risk and uncertainties which could cause actual results to differ materially from our expectations, including, but not limited to, changes in economic and market conditions, management of growth, timing and magnitude of future contracts, fluctuations in margins, the introduction of new products and technology, the impact of adverse weather conditions and other risks noted in the Company's SEC filings, including its Annual Report on Form 10-K for its 2014 fiscal year. Forward-looking statements are made in the context of information available as of the date stated. The Company undertakes no obligation to update or revise such statements to reflect new circumstances or unanticipated events as they occur.

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