



Daktronics Offers the OOH Industry Operating Flexibility

March 27, 2018

Operators free to implement desired digital billboard control solutions

BROOKINGS, S.D., March 27, 2018 (GLOBE NEWSWIRE) -- [Daktronics](#) (NASDAQ:DAKT) of Brookings, South Dakota, is making their latest software solution—Venus[®] Control Suite—available to all Daktronics digital billboard operators. Venus Control Suite offers a secure, web-based experience that allows users to operate from anywhere on any device.

Daktronics customers who control their display using Visiconn Display Management can contact their Daktronics sales representative to schedule this free software upgrade to take advantage of the enhanced features of the new Venus Control Suite.

If operators are using other control options for their digital displays, Daktronics offers an easy integration solution. Whatever the scenario, Daktronics will work hard to accommodate all clients' needs.

"Venus Control Suite comes with a variety of features to help our customers generate more revenue and operate their businesses from anywhere," said Collin Huber, Daktronics Out of Home market manager. "We also understand that some customers may already have a control solution in place, or need to use additional software to achieve their business goals. We strive to offer operators more options and make it easy for them to implement."

Venus Control Suite boosts revenue with an exclusive scheduling model, Ad Grid. Operators use Ad Grid to offer customers diverse pricing and a broad range of advertising options. Each slot can be divided into fractions or percentages. Venus Control Suite schedules the content to rotate at the rate according to each purchased exposure. Additionally, Ad Grid lends operators greater control over ads that must display at a certain time.

By offering flexible options for scheduling messages for multiple advertisers, Venus Control Suite allows quick and easy changes in content. For example, an operator can upload a photo to Venus Control Suite and schedule in the content loop, all from a mobile device.

Another key feature includes Dynamic Data, mined from XML/RSS feeds. Daktronics offers [step-by-step instructions](#) about the setup process, so operators can make maximum use of topics trending online. Visit the Daktronics [website](#) for more information about digital Out of Home billboard technology.

About Daktronics

[Daktronics](#) helps its customers to impact their audiences throughout the world with large-format LED video displays, message displays, scoreboards, digital billboards, audio systems 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 audiovisual systems and implementation with offices around the globe. Discover more at www.daktronics.com.

For more information contact:

MEDIA RELATIONS

Joni Schmeichel, Marketing

tel 605-692-0200

Joni.schmeichel@daktronics.com

[Primary Logo](#)

Source: Daktronics, Inc.