



Daktronics Deploys New Generation Of Narrow Pixel Pitch Product Line

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Designed and engineered with AV integrators in mind

BROOKINGS, S.D., Aug. 22, 2018 (GLOBE NEWSWIRE) -- [Daktronics](#) (NASDAQ-DAKT) of Brookings, South Dakota, has launched a new generation of the company's narrow pixel pitch product line including pixel pitches of 1.2, 1.5, 1.9 and 2.5 millimeters. As AV integrators are increasingly adopting LED video technology as a viable alternative to LCD technology, this product line brings an easy installation option to the market.

 [Product Installation at Bat & Barrel](#)

Daktronics narrow pixel pitch product was installed this year at the Bat & Barrel restaurant inside Target Field, home of baseball's Minnesota Twins.

"To capture a larger share of the growing high-resolution business, we've launched our new narrow pixel pitch product line to meet the needs of our customers in indoor applications," said Daktronics President and CEO Reece Kurtenbach. "These products are the first from a broader initiative focused on narrow pixel pitch displays. We've also invested in our manufacturing space to simultaneously develop technologies for streamlined production of this new generation of product, showing our commitment to the future of this technology and what it provides for our customers."

With this new generation, Daktronics has developed a [patented module access tool](#) for easier and service friendly installation. The magnetic tool can be engaged and disengaged easily to preserve the integrity of the display face and LEDs during installation and service, a unique aspect of Daktronics technology which greatly reduces installation time and issues surrounding the initial display launch.

Daktronics leveraged 20 years of experience with indoor LED video technology to create this new generation of product which brings higher brightness to ensure a crisp, vibrant image when installed in areas receiving more natural and ambient light. It also features improved reliability compared to current industry standards.

[Target Field](#) and [South Dakota State University](#) are two locations quick to jump on the new technology for their venues. [Many more](#) have looked to take advantage of the ultra-close viewing distances this product provides by implementing it in club spaces, concourses, mall atriums and other gathering spaces.

Assembly of the new product line from component level to final assembly, including any technical service or parts support, takes place in Brookings, South Dakota.

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.

SAFE HARBOR STATEMENT

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 [Primary Logo](#)

Source: Daktronics, Inc.