



## **Indiana University chooses Daktronics for integrated scoring and video display system**

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Brookings, S.D. - Aug. 24, 2005 - Daktronics, Inc. (Nasdaq - DAKT) announced today that it has been chosen by Indiana University to design, build and install an integrated scoring and video display system at Branch McCracken Court at Assembly Hall in time for the Hoosiers first home basketball game this fall. IU Sports Properties, a division of Learfield Communications and the exclusive media and advertising rights holder for IU Athletics, negotiated the agreement to provide funding for the new \$2 million dollar super system. The order was booked during the Company's first quarter which ended July 30, 2005.

"We are looking to create a positive fan experience, while still preserving the distinctive look of Assembly Hall," Indiana University Athletics Director Rick Greenspan said. "The new scoreboard/video board system will be a great addition for our fans, and will allow them to enjoy the experience of attending an IU game more than ever."

The unique center-hung display will measure approximately 28 feet high by 20 feet wide. Each of the four sides will incorporate high-resolution ProStar® VideoPlus technology, to provide Hoosiers fans with the highest quality live video and video highlights. Five additional full-color LED (light emitting diode) displays are incorporated into the center-hung structure to present additional video, graphics, scoring, statistics and sponsor related messages. Unique trusswork will bring all of the components of the main scoreboard together, topped with the Indiana University logo.

The Indiana coaching staff is excited about the new system, which they feel will help in recruitment and provide greater home-court advantage. "One of the biggest recruiting tools we have at Indiana is the atmosphere here during a big game," Mike Davis, Indiana men's basketball coach said. "This new scoreboard will be a great resource in helping us continue to build our significant homecourt advantage."

"Very few programs in the country have this type of technology in their on-campus facility," said Sharon Versyp, women's basketball coach.

ProStar® VideoPlus technology, HD-ready and available only from Daktronics, uses the latest in red, green and blue (RGB) LED technology to present live and recorded video images, colorful animation and vivid graphics with incredible brightness and wide angle visibility. Daktronics began manufacturing large screen, full-color, LED video displays in 1997. Since then, over 1,500 ProStar® displays have been sold and installed, including many at the top collegiate sports facilities in America. Since 2001, Stanford Resources, Inc. has ranked Daktronics as the leading, worldwide provider of large screen LED video displays.

Assembly Hall will become one of the first collegiate facilities to incorporate Daktronics ProTable® technology courtside, taking advantage of the same LED technology used in the video displays. Five sections of digital scorers tables, each measuring nearly 10 feet wide, can be controlled individually or positioned together as one large continuous courtside display, providing fans with additional information and recognizing sponsors for their support of IU athletics.

The scoring and video system is a significant upgrade from the scoreboard and timing system that has been in use for the past 11 seasons at Branch McCracken Court, which cannot show video highlights or individual and team statistics. University This new system will set the standard for Division I Big Ten Conference schools.

Also included in this Daktronics 'super system' are four auxiliary portal scoreboards, three-sided shot clocks and digital game clocks, all using the latest in programmable, light emitting diode (LED) technology.

### **About Indiana University's Assembly Hall**

Assembly Hall opened in 1972 and since then over six million fans have attended Indiana men's basketball games. The hall holds 17,257 fans and is consistently sold out throughout the regular season. The home crowd is definitely a factor in the outcome of Indiana's games as the Hoosiers have posted winning streaks of 50 and 35 games over the years. Indiana installed a new state-of-the-art playing surface during the summer of 1995. The floor is the latest in court science, which includes added shock absorbers. The new floor also is permanent and covers the entire floor area. New bleacher seats were added, as well, along with a media row and end seating platforms on Lobby Level to give Assembly Hall a "new look".

### **About Daktronics**

Daktronics has strong leadership positions in, and is one of the world's largest suppliers of, electronic scoreboards, computer-programmable displays, and large screen video display and control systems. The company excels in the control of large display systems, including those that require integration of complex multiple displays showing real time information, graphics, animation and video. Daktronics designs, manufactures, markets and services display systems for customers around the world in sport, business and transportation applications. For more information, visit the company's worldwide web site at <http://www.daktronics.com>, e-mail the company at [sales@daktronics.com](mailto:sales@daktronics.com), call 605-697-4300 or toll-free 800-325-8766 in the U.S. or write to the company at 331 32nd Avenue, PO Box 5128, Brookings, SD 57006-5128.

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