



## **Daktronics Display Systems Will Add Color to Blue Man Group's Opening at The Venetian Resort Hotel and Casino, Las Vegas**

July 25, 2005

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BROOKINGS, S.D. - July 25, 2005 - Daktronics Inc. (Nasdaq-DAKT) of Brookings, S.D., announced it will provide ProStar® video and ProAd® light emitting diode (LED) displays to intensify the innovative magic of Blue Man Group's performances at a new custom-designed theater at The Venetian in Las Vegas. Beginning in September, fans will enjoy seeing dazzling Daktronics technology enhance Blue Man Group's multi-sensory live performances. The project exceeds \$1 million with shipment of the displays scheduled for mid-August.

"We are very excited to be working with artists famous for pushing the envelope in a wide variety of performance media. We believe that Daktronics is as creative and trendsetting in our sphere of LED technology as Blue Man Group is in performance art," said Daktronics Gaming Marketing Manager Steve Bayer.

Both of the new video displays will feature 4.4 trillion-color capability. The ProStar® display will have 10 mm (0.39") center-to-center pixel spacing and an imposing viewing area approximately 8 feet high by 15 feet wide. The ProAd® digital display will feature 6 mm (0.24") pixel spacing and a viewing area approximately 7 feet high by 277 feet wide.

ProStar® technology, HD-ready and available only from Daktronics, uses the latest in red, green and blue (RGB) light emitting diode technology to present live and recorded video images, colorful animation and vivid graphics with incredible brightness and wide angle visibility. The new video display will be operated with Daktronics proven Venus® 7000 controller and V-Link® video processor. Daktronics is recognized as the world's leading provider of full-color LED video displays, with more than 1,500 displays sold and installed worldwide.

### **About Blue Man Group**

Blue Man Group's creative vision produces work in a variety of media, primarily live performance. The group has attracted audiences of roughly two million annually with five very successful long-running shows in New York, Boston, Chicago, Las Vegas and Berlin. Blue Man Group's unique style of music may be heard on their award-winning albums and DVD. The group appeared 100 times in 2003 and 2004 on national television, international television and in professional sporting events. Blue Man Group co-wrote, produced the music for, and performed in, Pentium 3, Pentium 4 and Centrino television spots. June 2005 saw the opening of the group's second international production at the new Panasonic Theatre in Toronto. In September, Blue Man Group will open a new show at the custom-designed, 1,800-seat theater at The Venetian Resort Hotel and Casino, the ultimate flagship showcase for the group's visually stunning, multi-sensory performances.

### **About Daktronics**

Daktronics has strong leadership positions in, and is one of the world's largest suppliers of, large screen video displays and control systems, computer-programmable displays and electronic scoreboards. The company excels in the control of large display systems, including those that require integration of multiple complex 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 World Wide 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 Ave. PO Box 5128 Brookings, S.D. 57006-5128.

Cautionary Notice: In addition to statements of historical fact, this news release contains forward-looking statements reflecting the Company's expectations or beliefs concerning future events, which could materially affect Company performance in the future. The Company cautions that these and similar statements involve risk and uncertainties including changes in economic and market conditions, management of growth, timing and magnitude of future contracts and other risks noted in the Company's SEC filings which may cause actual results to differ materially. 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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For more information contact:  
MEDIA RELATIONS:  
Connie Schelske  
Marketing & Sales Support Mgr.  
tel (605) 697-4477  
e-mail [cschels@daktronics.com](mailto:cschels@daktronics.com)

INVESTOR RELATIONS:  
Bill Retterath  
Chief Financial Officer  
tel (605) 697-4000

