

## Photo Release -- Texas A&M University to Install Largest Video Display in College Football

### The Daktronics Manufactured Display is the First to Feature 1080 Resolution at the College Level

BROOKINGS, S.D., Feb. 24, 2014 (GLOBE NEWSWIRE) -- Texas A&M University is primed to provide Aggie players and fans with the largest video display in all of college football at Kyle Field in College Station, Texas. Daktronics (Nasdaq:DAKT) of Brookings, S.D., will design, manufacture and install the 47-foot high by 163-foot wide LED video display, the first display at the college level to feature 1080 resolution, prior to the start of the 2014 season.

A photo accompanying this release is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=23664>

University officials visited football venues around the country to compare display technology and were very impressed with the brightness and overall quality of Daktronics 13HD LED video display product.

"As part of the redevelopment of Kyle Field, it was paramount to find the best technology available to showcase Texas A&M's unique in-game experience and traditions on game day," says Director of Athletics Eric Hyman. "We found that the Daktronics technology is highly regarded in the industry, and we look forward to a strong partnership in providing the 12<sup>th</sup> Man an unparalleled experience in college football."

Texas A&M is currently in the midst of a \$450 million project to redevelop Kyle Field into the finest collegiate football stadium in the country. Capacity at the storied facility will increase to 102,500, with substantial completion in time for the 2015 season. More information about the project can be found at [www.kylefield.com](http://www.kylefield.com).

This primary Daktronics display, to be installed in the south end zone, will incorporate the very latest in LED technology to provide excellent image clarity, contrast and wide angle visibility through its 13 HD pixel layout. It will incorporate multiple levels of protection from the elements.

Meeting the expectation of football fans everywhere, the display is capable of showing one large image to highlight live video and instant replays. It can also be divided into separate windows to show all the other information that fans crave as part of the enhanced in-game experience, including a variety of vivid graphics, real-time statistics, scoring information and sponsor elements.

Daktronics will also be installing two auxiliary displays, one in each corner at the north end of Kyle Field. Each display will feature a 15 HD pixel layout and measure 36 feet high by 54 feet wide. Five individual ribbon displays will be installed around the seating fascia of the stadium - all featuring a 15 HD pixel layout and measuring more than 3 feet high and varying in length from 160 feet long to 510 feet long. These displays will provide the opportunity to provide up-to-the-minute statistics and game information, enhance the overall venue experience, and showcase sponsors throughout events.

In Kyle Field's new Hall of Champions, a 6 millimeter display measuring more than 15 feet wide by 28 feet high will be installed for Aggie fans.

Texas A&M has asked Daktronics to install six units of Daktronics Street Furniture units surrounding Kyle Field. These eye-level video displays have great appeal for foot traffic with a very tight, 6 millimeter pixel spacing to maximize close viewing distances. Each of these glass-encased displays measure more than 5 feet high by 4 feet wide and will be strategically placed near highly traveled walkways to enhance wayfinding and generate pregame excitement.

"Daktronics is grateful of the opportunity Texas A&M has given us to provide a multi-display system for Kyle Field," said Dan Fjeldheim with Daktronics. "A 1080 resolution main display, auxiliary video displays, ribbons boards and street furniture units will give Kyle Field the most dynamic visual display system in college football."

Daktronics will be including its powerful Show Control System with this installation. This industry-leading system provides a combination of display control software, world-class video processing, data integration and playback hardware that forms a user-friendly production solution. For more information on Show Control, visit [www.daktronics.com/show](http://www.daktronics.com/show).

In addition to the equipment installation, Texas A&M will also receive a bank of hours for the creation of digital content to be produced and delivered by Daktronics Creative Services. This content will consist of any mixture of sponsorship messages, crowd prompts, headshots, game opens and venue announcements at the request of Texas A&M Athletics.

Texas A&M previously engaged Daktronics to install a new main video board at the university's baseball stadium - Blue Bell Park. The baseball video board, which measures 1,358 square feet at 27.6 feet by 49.2 feet, boasts a 15mm video display and a resolution of 552 by 984. The video board is the largest in the SEC and one of the five largest video boards in college baseball.

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.

### **About Texas A&M Athletics**

Texas A&M University boasts one of the top collegiate athletics programs in the country, having finished a school-record fifth in the 2012-13 Learfield Sports Directors' Cup in the Aggies' first season as a member of the Southeastern Conference. More information can be found at [www.aggieathletics.com](http://www.aggieathletics.com) or via Twitter @AggieAthletics.

### **About Daktronics**

Daktronics is recognized as the world's leading provider of full-color LED video displays. Daktronics began manufacturing large screen, full-color, LED video displays in 1997. Since then, thousands of large screen video displays have been sold and installed around the world. Since 2001, independent market research conducted by iSuppli Corp. lists Daktronics as the world's leading provider of large screen LED video displays.

Daktronics has strong leadership positions in, and is the world's largest supplier of, large screen video displays, electronic scoreboards, computer-programmable displays, digital billboards, and control systems. 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) 692-0200 or toll-free (800) 325-8766 in the United States or write to the company at 331 32nd Ave. PO Box 5135 Brookings, S.D. 57006-5135.

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