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Cincinnati Reds Team with Daktronics and Sony to Upgrade Video System at Great American Ballpark

Ballpark is First to Incorporate Daktronics HD-X Technology Throughout the Venue



BROOKINGS, S.D. – April 2, 2009 – The Cincinnati Reds have chosen Daktronics (Nasdaq-DAKT) and Sony Electronics to upgrade the Great American Ballpark in Cincinnati with a state-of-the-art, integrated display system featuring Daktronics HD-X light emitting diode (LED) technology and Sony high-definition video production technology.

The new system includes a large high-definition LED (light emitting diode) video display and other LED displays from Daktronics, which are installed and will be operational prior to the start of the 2009 Major League Baseball season.

"We are extremely excited to announce the new system to be delivered by Daktronics and Sony," said Jennifer Berger, Senior Director of Entertainment, Events and Productions for the Cincinnati Reds. "Working together with these two industry leaders, we've put together a system that will provide a great game day experience. Our fans will certainly appreciate the high-definition quality of the images and information we present on the main board and all the other displays within the ballpark. This system will be among the most sophisticated in the sports world."

In addition to the main HD-X video board measuring approximately 138 feet wide and 39 feet high, two other Daktronics displays are positioned behind left field. A full-color digital display is installed as part of the left field fence, measuring 153 feet wide, and will provide statistics, out-of-town game information, and additional graphics and animation. A digital ribbon board is installed on the left field fascia of the second deck of seating.

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Other Daktronics displays include digital ribbon boards along the first and third base lines with a total combined length of nearly 630 linear feet. The Reds will be the first team to utilize Daktronics popular HD-16 technology into fascia/ribbon board applications, providing greater detail and even greater viewing angles than most ribbon boards installed today. The new ribbon boards also incorporate a new top access design for easier service if necessary. Three unique vertical displays will show division standings and other information for fans.

"Working with the Reds and Sony, we've put together an incredible system that will rival the best in Major League Baseball," said Daktronics Sales Manager Will Ellerbruch. "The combination of HD-X technology on the high-definition video display and the other LED displays throughout the ballpark will provide the Reds with unsurpassed flexibility to engage fans and activate sponsors."

Daktronics and Sony Electronics have begun a relationship that will provide a "best of breed" approach to integrated video, display and scoring systems. Daktronics provides industry-leading scoreboards, LED video, fascia and marquee signage, and Sony provides industry-leading high-definition broadcast and production equipment and LCD displays.

"Our work with the Reds is a model for our future stadium and sports venue deals," said Steve Stubelt, Director of Sony's Solutions Group. "Teaming with Daktronics adds a critical component of a sports venue system and allows us to give customers a one-stop shopping experience."

Daktronics has equipment in 26 of 30 Major League Baseball facilities. Recently completed projects include large, high-definition displays for the Arizona Diamondbacks, Kansas City Royals, New York Mets and New York Yankees. The company is also providing an integrated scoring and display system for Target Field, future home of the Minnesota Twins.

About Daktronics

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, call (605) 697-4300 or toll-free (800) 325-8766 in the United States or write to the company at 331 32nd Ave. PO Box 5128 Brookings, S.D. 57006-5128.

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