

## **Daktronics Introduces Gen 6 Digital Billboard, the Industry's Most Advanced LED Billboard**

### **New 3K Series Valo(R) Power Consumption Significantly Reduced**

BROOKINGS, S.D., Nov. 5, 2009 (GLOBE NEWSWIRE) -- Daktronics Inc. (Nasdaq:DAKT), the world's leading digital billboard manufacturer, today revealed its 6th generation digital billboard product: the Valo(R) 3000 Series. Highlighted by its substantial reduction in power consumption, the most advanced billboard product ever brought to market significantly lowers the cost-of-ownership for outdoor advertisers, providing them with the right product solution to profit more than ever with digital billboards.

"Digital billboard technology has come a long way over the years, but even with all the recent advances, relevant needs still exist," says Jeremy Johnson, billboard market manager at Daktronics. "We have a great deal of passion for this business, and with this release, we are once again bringing new product features to market that will meet or exceed customer expectations. In particular, this current product release offers greater energy efficiency, superior image quality, rock-solid performance and reliability. These enhancements combine to provide a lower overall cost of ownership and operation."

In addition, the 3K series also includes new fail-safe controls to ensure that the digital billboard always operates at the most effective and safe brightness levels. This development was in response to an industry initiative designed to ensure the safe and efficient operation of digital billboards.

"We believe this is a perfect time to deepen our investment in product development in order to bring new cost-saving solutions to our customers," says Paul Gilk, lead engineer at Daktronics. "During the product development process we utilized customer feedback, industry experience, vendor relationships, and the resources of our state-of-the-art reliability laboratory to bring this new product from concept to reality. These efforts led to a superior series with innovations that reduced site power requirements and substantially lowered energy consumption."

Daktronics' wide range of billboard services provides outdoor operators the essential tools to take advantage of digital outdoor. From content management, creative services, complete system monitoring, technical services, installation management, to regulatory assistance and maintenance, Daktronics services fit outdoor operators' business model, regardless of how they operate. The company's Internet-based billboard management solution makes outdoor advertising easy by providing the necessary components to sell and manage digital billboard inventory.

Daktronics installed its first digital billboard display in 2001. Almost a decade and 1,200 digital billboards later, the company still works to reduce the cost-of-ownership for our customers. This new release is yet another example of Daktronics' commitment to its customers and this business.

More information about Daktronics digital billboards can be found at: [www.daktronics.com/ProductsServices/Products/Digital-Billboards-Displays/3K-Series/1/Pages/default.aspx](http://www.daktronics.com/ProductsServices/Products/Digital-Billboards-Displays/3K-Series/1/Pages/default.aspx)

#### **About Daktronics**

Daktronics is the world's largest supplier of large-format LED display systems, including digital LED billboards, large-screen video displays and control systems for sports and commercial venues. The company's digital LED billboard division installed its first digital billboard in 2001 and quickly became the world's top digital billboard manufacturer. Daktronics has installed more than 1,200 digital billboards nationwide in more than 300 cities. For more information about digital billboards, visit: <http://www.daktronics.com/billboard>, e-mail the company at [outdoor@daktronics.com](mailto:outdoor@daktronics.com), or call toll-free at (800) 325-8766.

The Daktronics logo is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=5476>

#### **Safe Harbor Statement**

Cautionary Notice: In addition to statements of historical fact, this news release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 and are intended to enjoy the protection of that Act. These forward-looking statements reflect the Company's expectations or beliefs concerning future events. The Company cautions that these and similar statements involve risk and uncertainties which could cause actual results to differ materially from our expectation, including, but not limited to, 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, including its Annual Report on Form 10-K for its 2009 fiscal year. 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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