



Daktronics Unveils Major Innovation For Traffic Applications

VF-2360 Next-Generation Digital Display

BROOKINGS, S.D. – March 28, 2018 – [Daktronics](#) (NASDAQ-DAKT) of Brookings, South Dakota, leading provider of Variable Message Signs in the United States since 1988, enters the global market with a next-generation product that is EN-12966 compliant. The new VF-2360 Variable Message Sign, after intense research and development, can now be deployed around the world.

“Daktronics is poised to enter the global market with a game-changing product that meets customer demands, including a reduction in total cost of ownership,” says Transportation Engineering Product Manager Mike Weinberg. “We developed this cutting-edge VMS using the latest in full-colour technology and ensuring a highly reliable product. The VF-2360 provides our customers with a product designed to maximize operation throughout its life-span, thereby minimizing service costs and maximizing up-time for the display.”

The new display offers traffic agencies full-colour capabilities to improve travelers’ understanding and increase safety. Colour displays grab motorists’ attention with dynamic symbols that are easy to read quickly. Text is enhanced with colour accents to deliver the content clearly. Universal messages use standard pictograms and graphics to provide understanding across language barriers.

The VF-2360 provides superior uptime and high reliability. Redundant signal path ensures that travelers will see valuable information on the display. Easy access to components minimizes service time, reducing lane closures and driver distractions. Daktronics fully-sealed components, meeting an IP67 rating, do not require any scheduled maintenance. This display’s highly reliable system is resistant to corrosion, allowing the VMS to withstand the harshest weather conditions around the world.

The VF-2360 increases flexibility by offering display sizes ranging from 1 x 1 meters to 6 x 30 meters to suit all applications, from lane control signs to over-the-road displays. With thousands of traffic signs installed worldwide and offices around the globe, Daktronics possesses 70% of the U.S. ITS market share and 30+ years’ experience in the European ITS market.

About Daktronics

[Daktronics](#) helps its customers to impact their audiences throughout the world with large-format LED video displays, message displays, scoreboards, digital billboards, audio systems and control systems in sport, business and transportation applications. Founded in 1968 as a USA-based manufacturing company, Daktronics has grown into the world leader in audiovisual systems and implementation with offices around the globe. Discover more at www.daktronics.com.



NEWS RELEASE

Also find us at:



For more information contact:

SALES INQUIRIES

Paul Neville, International Sales
tel +353-65-707-2620
paul.neville@daktronics.com

MEDIA RELATIONS

Jody Huntimer, Marketing
tel 605-692-0200
jody.huntimer@daktronics.com