



February 21, 2017

Milwaukee Bucks Bringing Massive Daktronics LED Video System To New Arena

Largest centerhung in basketball with four same-sized displays slated for installation

BROOKINGS, S.D., Feb. 21, 2017 (GLOBE NEWSWIRE) -- When the Milwaukee Bucks take to the court in their new arena, they will be welcomed by the largest centerhung in basketball with four same-sized displays manufactured and installed by [Daktronics](#) (NASDAQ:DAKT) of Brookings, South Dakota. The main displays hanging above the court will be the focal point of a 52-display super system featuring more than 16 million LEDs being installed inside the new arena in downtown Milwaukee prior to the 2018 season tip-off.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/634fadab-adfe-48a9-9c00-a27bfd0bd4b>

Inside the facility, approximately 9,500 square feet of displays will inform and entertain audiences. Outside of the venue, two large video displays on the corner of the arena and one on the corner of the parking garage will be installed totaling more than 2,700 square feet to welcome fans to each event.

"Daktronics is the best in the business at creating that 'wow' factor for fans in all corners of the building," Bucks President Peter Feigin said. "Our ownership is committed to providing an absolutely world-class experience for every guest, and we're beyond excited for what this digital system will do for the fan experience in our building and throughout the surrounding development. The creative vision and expertise of Daktronics working together with our partners at Icon Venue Group and our arena design team is going to make this venue the new gold-standard for how technology and design can create an unbelievable experience for event-goers."

The 24-display centerhung configuration features approximately 4,000 square feet of video displays, enough to cover more than three-fourths of the basketball court below it. The four main displays each measure approximately 25 feet high by 29 feet wide and feature 6-millimeter line spacing to provide high-resolution imagery to fans throughout the arena. The centerhung also features multiple underbelly displays to appeal to audiences sitting closer to the action.

"We're proud to partner with the Milwaukee Bucks to bring an integrated LED video system to their new arena," said Daktronics CEO Reece Kurtenbach. "As part of a new construction process such as this, we are able to work with all the parties involved with building the arena to ensure the video system fits into the overall design as intended. This new arena will be an exceptional venue for live events and we're looking forward to seeing the completed project."

The main displays enhance the fan experience as they are capable of variable content zoning, which allows each display to show one large image or to be divided into multiple zones to feature any combination of live video, instant replays, up-to-the-minute statistics, graphics and animations, sponsorship messages, and special announcements.

Mounted to the seating fascia of the arena, a 360-degree ribbon display paired with 14 more ribbon displays will help immerse audiences in the action with graphics and information to supplement the centerhung while also providing the opportunity to highlight sponsors throughout events.

"We're excited to continue this long-standing partnership with the Milwaukee Bucks since the mid-1990s," said Tony Mulder, Daktronics regional manager. "It's great to be able to once again provide them with cutting-edge technology as they move to a new venue."

On the outside of the northwest corner of the arena, two displays featuring freeform LED elements will be installed. One will measure approximately 15 feet high by 49 feet wide and around the corner the other display will measure 15 feet high by 35 feet wide. Wrapping around the corner of the parking garage, a 39.5-foot-high by 37-foot-wide curved display will be installed. These displays will welcome fans to the arena with graphics supporting the current event as well as promotion for upcoming events and other special messages.

The installation also features a press backdrop, displays in the entry ways and lobby, and ticket window displays. Daktronics will also be providing scoreboards for the new state-of-the-art Froedtert & the Medical College of Wisconsin Sports Science

Center currently under construction adjacent to the new arena.

As part of the project, the Bucks will be receiving custom content from Daktronics Creative Services, an in-house award-winning creative team. Content will be produced and delivered at the request of the team.

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.

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