

Pittsburgh Steelers Opt for Latest Daktronics HD-X Video Technology for Heinz Field

BROOKINGS, S.D. – Jan. 30, 2007 – After seeing the latest Daktronics (NASDAQ-DAKT) light emitting diode (LED) video technology demonstrated inside Heinz Field, the Pittsburgh Steelers have chosen the industry leading firm to upgrade its main end zone scoreboard with this incredible new technology.

Daktronics will replace the existing screen with its latest generation of 4.4 trillion color HD-X LED display, which will measure 27 feet high and span 96 feet across. The new technology will nearly quadruple the resolution of the existing display.

"Heinz Field's end zone scoreboard required not only improved resolution but the best viewing angles we could find," said Norm Getz, President of N. W. Getz & Associates, the project management firm responsible for procuring the new board. "Daktronics answer to our challenge knocked all our socks off."

Jimmie Sacco, Executive Director of Stadium Management for Heinz Field agrees. "They hung their new board so we could see firsthand the considerable difference from the old screen. We were very impressed to find many of the fans that had difficulty seeing will now be able to enjoy the action they were previously missing. We are pleased to announce this partnership with the leader in the industry."

The \$2.4 million upgrade will incorporate Daktronics' newest video technology with high density full-color Pure Pixel® resolution, incredibly wide viewing angles, and resolution enhancement with sub-pixel control. As with all Daktronics LED video displays, the Steelers new big screen will have the capability to show a single, wide screen image, and can also be split into multiple windows to show lineups, game statistics, out-of-town game information and much more. The active area of the new display will exceed 2,600 square feet.

The Steelers will also add Daktronics ProAd® full-color digital LED technology at the opposite end of the stadium. The display will be mounted on the fascia of the upper deck and measure approximately 3 feet high by 260 feet long. The display will provide additional information for fans, including up-to-the minute statistics of individual NFL players to meet the interest of a growing number of fantasy football enthusiasts. Nearly any other kind of content can also be displayed, including sponsor messages, colorful graphics, crowd-prompting animation and video clips.

Daktronics HD-X LED video displays, available in a wide variety of sizes and configurations, represent a new generation of large screen technology. The product line features a number of industry advances including a high-density pixel layout, improved contrast levels and enhanced viewing angles. Using the latest LED and control system technologies, Daktronics large screen displays present live and recorded video images, colorful animation and vivid graphics. Both new displays at Heinz Field will be controlled with the proven Daktronics Venus® controller and V-Link® video processor.

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About Heinz Field

Heinz Field, home of the Pittsburgh Steelers and the University of Pittsburgh Panthers football team, is a monument to the strong football tradition of Western Pennsylvania. Since 2001, when the games opened to this 64,450-seat state-of-the-art facility, Heinz Field has provided a thrilling environment for fans of all ages.

About N. W. Getz & Associates

N. W. Getz & Associates was the project manager for the construction of Heinz Field and has played similar significant roles on six completed NFL venues in the past 13 years. They are presently working on the construction of two additional NFL venues and have been responsible for the procurement of video displays, ribbon boards, HDTV and other revenue enhancing products for both new construction and renovations.

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, over 3,000 ProStar® and ProAd® displays have been sold and installed in sporting and commercial facilities 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 one of the world's largest suppliers of, electronic scoreboards, computer-programmable displays, digital billboards, large screen video displays 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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For more information contact:

MEDIA RELATIONS:
Mark Steinkamp
Marketing & Sales Support Mgr.
tel (605) 697-4300
email msteink@daktronics.com