

Daktronics Technologies on Display on Super Sunday

Company's Equipment Used at Four Previous and Five Upcoming Super Bowl Sites

BROOKINGS, S.D.--(BUSINESS WIRE)--Feb. 1, 2006--Fans watching this weekend's Super Bowl game at Ford Field in Detroit will keep track of the action and watch larger than life video highlights on an integrated Daktronics (Nasdaq:DAKT - News) scoring and display system that was installed for the opening of the venue in 2002. The Daktronics super system at Ford Field incorporates two large ProStar® end zone video displays, three full-color fascia-mounted displays, and other components into a single integrated system to give football fans more information and a more entertaining game day experience. The end zone scoreboards at Ford Field are two of the largest in professional football, measuring approximately 27 feet high by 97 feet wide.

Daktronics is no stranger to the big game. ALLTEL Stadium in Jacksonville, Fla., the site of the 2005 Super Bowl, upgraded their facility with state-of-the-art wide-screen ProStar® video displays and full-color ProAd® fascia displays. Daktronics also helped keep score and entertain fans at past Super Bowl games in San Diego, New Orleans and Tampa.

In October 2005, Daktronics was chosen by Dolphins Stadium, host of the 2007 and 2010 Super Bowl games, to provide an integrated scoring and video system that will include the world's largest true high definition (HD) video screens. The largest of the two screens will be located behind the east end zone, measuring approximately 50 feet high by 140 feet wide, with Pure Pixel® resolution of 736 pixels high by 2,112 pixels wide.

In 2008, the Super Bowl moves to Cardinal Stadium in Glendale, Ariz. Daktronics is in the process of manufacturing the integrated system that will be installed in the new home of the Arizona Cardinals. Cardinal Stadium opens this fall.

In 2009, Tampa's Raymond James Stadium will host Super Bowl XLIII. Daktronics provided the integrated scoring and display system for this venue when it opened in 1998.

Daktronics equipment is installed at 26 of 31 National Football League venues. Daktronics began manufacturing large screen, full-color LED displays in 1997. Since then, over 2,000 ProStar® and ProAd® full-color displays have been sold and installed in sports, entertainment and commercial applications worldwide. Since 2001, independent market research from iSuppli Corp. has ranked 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, and 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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