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Colorado Rockies Incorporate Logo-Inspired Shape Into New Daktronics Display In Center Field

Coors Field to introduce fourth largest display in baseball, 258% larger than existing display

BROOKINGS, S.D., Dec. 06, 2017 (GLOBE NEWSWIRE) -- [Daktronics](#) (NASDAQ:DAKT) of Brookings, South Dakota has partnered with the Colorado Rockies to design, manufacture and install a new LED display system at Coors Field in Denver, Colorado. The installation coming this fall will be the fourth largest in baseball and 258% larger than the existing display. It will feature a unique rock-shaped formation along the top of edge of the display inspired by the Rockies' logo.

"We are always looking for ways to ensure the fan experience at Coors Field continues to be one of the best in all of sports," said Rockies Executive Vice President/Chief Operating Officer Greg Feasel. "Among the other facility improvements this offseason, we feel the new scoreboard is a critical enhancement for our 25th Anniversary Season. Daktronics has been a great partner in the design and advanced technology, and we're excited to present it to Rockies fans on Opening Day, 2018."

The new main outfield video display will measure approximately 59 feet high by 116.5 feet wide featuring a 13HD pixel layout for exceptional image clarity and contrast. Taking the rock formation into account, the display will feature more than 6.8 million LEDs for a total of 8,369 square feet. It would take 734 60-inch televisions to cover the entire display.

Capable of variable content zoning, the new video display can show one large image or multiple different zones of content including live video, instant replays, up-to-the-minute statistics, graphics and sponsorship messages. The upgraded display includes improved ventilation to reduce overall power usage and improved structural support to secure the increased display size.

"We're excited to continue our long-standing relationship with the Colorado Rockies and Coors Field with these display upgrades," said Daktronics President and CEO Reece Kurtenbach. "There's a large amount of engineering involved to create these large video systems, including the support structure to withstand the outdoor elements. Our team is always ready for these types of challenges as we continue to enhance the fan experience for our customers."

Daktronics will also be replacing the existing Rock Pile ribbon display in center field. The upgrade will measure nearly 5 feet high by 60 feet wide. Four LED ribbon displays will also be installed along the seating fascia. Each ribbon display will measure 3.5 feet high and together they add 1,150 feet of length around the stadium. These displays will all feature 15HD pixel layouts to provide supplemental information and graphics to the main display as well as allowing the opportunity to highlight sponsors throughout events.

This installation is an upgrade to products Daktronics installed in 2005 and an addition to auxiliary and ribbon displays installed in 2011, 2012 and 2014.

Daktronics LED video and messaging display technology features industry-leading environmental protection for a long lifetime with consistent performance and low power consumption, providing value and excitement for years to come.

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.

SAFE HARBOR STATEMENT

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growth, timing and magnitude of future contracts, fluctuations in margins, the introduction of new products and technology, the impact of adverse weather conditions and other risks noted in the Company's SEC filings, including its Annual Report on Form 10-K for its 2016 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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