

Daktronics Launches 4000 Series Digital LED Billboard

Outdoor industries' most sophisticated and successful LED billboard series continues to innovate and improve

BROOKINGS, S.D. – June 3, 2010 – Daktronics Inc. (NASDAQ-DAKT) of Brookings, S.D., today introduced the world to the next generation in digital LED billboards: the 4000 Series Digital Billboard. Designed with lower energy consumption, longer display life, and higher reliability in mind, the new series includes a list of features unmatched by any other digital billboard supplier.

When developing the 4K digital LED billboard series, Daktronics engineers set out to meet four main industry objectives:

- increasing billboard uptime
- enhancing billboard image quality
- maximizing customer ROI through lower operating costs and purchase price
- ensuring safety by designing automated and redundant failsafe controls

"With the 4K series, we are leveraging our company's extensive experience by bringing innovative ideas to the market and responding to the changing industry needs," said Chris Bates, Daktronics digital billboard product manager. "We designed a more efficient and environmentally friendly display using streamlined processes, while answering customer requests for features such as sustained brightness and more intelligent device management. The innovations built into this series allow outdoor advertisers to profit more than ever with digital billboards."

The 4K's most enticing industry innovation comes with its introduction of a signal redundant "universal" display module. The rugged "universal" module maintains overall display image quality in the event of module failure, a new milestone in digital billboard advertising.

The addition of a new sensor system revolutionizes the way Daktronics complies with regulatory requirements. By measuring the ambient and directional light and adjusting the light output in a safeguarded and responsible manner, the sensor system significantly assists to reduce power consumption. The 4K series new fail-safe controls are designed to ensure that the display is performing optimally and at the most efficient and safe brightness levels at all times.

"Pairing these new fail-safe features with our intelligent display diagnostics system creates a safe operating solution that meets the needs of municipal regulators," said Jeremy Johnson, Daktronics digital billboard sales manager. "The changes included in the 4K series are in direct response to display owner and municipal concerns over digital billboard safety and environmental impact. The features mentioned earlier such as failsafe dimming, redundant signal, and advanced diagnostics, all ensure the display always shows content that looks good and is at the appropriate brightness level."

Daktronics' wide range of billboard services provides outdoor operators the essential tools to take advantage of digital outdoor. From content management, creative services, complete system monitoring, technical services, installation management, to regulatory assistance and maintenance, Daktronics services can fit each unique outdoor operator's business model. The company's Internet-based billboard management solution makes outdoor advertising easy by providing the necessary components to sell and manage digital billboard inventory.

Daktronics installed its first digital billboard display in 2001. Almost a decade and 1,300 digital billboards later, the company still works to reduce the cost-of-ownership for our customers. This 4K series release is yet another example of Daktronics' commitment to its customers, their advertisers and the digital billboard business.

More information about Daktronics digital billboards can be found at: www.daktronics.com/4k.

About Daktronics

Daktronics is the world's largest supplier of large-format LED display systems, including digital LED billboards, large-screen video displays and control systems for sports and commercial venues. Daktronics has built and installed 52,000 LED displays in more than 100 countries, and offers more than 40 years of dynamic display experience. Daktronics installed its first digital billboard in 2001. For more information about digital billboards, visit: <http://www.daktronics.com/billboard>, e-mail the company at outdoor@daktronics.com, or call toll-free at (800) 325-8766.

Safe Harbor Statement

Cautionary Notice: In addition to statements of historical fact, this news release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 and are intended to enjoy the protection of that Act. These forward-looking statements reflect the Company's expectations or beliefs concerning future events. The Company cautions that these and similar statements involve risk and uncertainties which could cause actual results to differ materially from our expectation, including, but not limited to, changes in economic and market conditions, management of growth, timing and magnitude of future contracts, and other risks noted in the company's SEC filings, including its Annual Report on Form 10-K for its 2009 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.

For more information contact:

MEDIA RELATIONS:

Dawn Waterman
Commercial Marketing
Tel (605) 692-0200 ext. 56748
Email dawn.waterman@daktronics.com

SALES RELATIONS:

Jeremy Johnson
Billboard Market Manager
Tel (605) 692-0200 ext. 56597
Email Jeremy.johnson@daktronics.com

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