



Daktronics to Be Featured on CBS Sunday Morning

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BROOKINGS, S.D., Jan. 28, 2015 (GLOBE NEWSWIRE) -- CBS News national correspondent Lee Cowan and a film crew from CBS News Sunday Morning spent three days in Brookings last November filming the story of [Daktronics](#) (Nasdaq:DAKT) of Brookings, South Dakota, the company's race to build the biggest and most vivid video displays in football.

The episode will air on CBS News Sunday Morning on Sunday, Feb. 1, at 8 a.m. Central Standard Time. After the broadcast, it will be available for viewing at <http://www.cbsnews.com/sunday-morning/>.

The Daktronics segment is focused on co-founders Al Kurtenbach and Duane Sander, two South Dakota State University engineering professors hoping to give their students a place to work close to home, and how the company they started in 1968 has been building video displays for professional football since the 90s. That's when the company, which once made high school wrestling scoreboards, entered what's become an arms race to build the biggest and most vivid video displays in football. Daktronics scoreboards can be found in many professional stadiums, including the home of the largest video scoreboard in the world at the Jacksonville Jaguars' EverBank Field.

"The recognition from the CBS Sunday Morning broadcast and the New York Times article last summer is a result of great effort by Daktronics employees over the past decades and is to be treasured by all employees," said Daktronics co-founder Al Kurtenbach. "Moreover, it creates an opportunity for us to build on and create growth into the future."

About Daktronics

[Daktronics](#) helps its customers to impact their audiences throughout the world with large-format LED video displays, message displays, scoreboards, digital billboards 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 audio-visual systems and implementation with offices around the globe. Discover more at www.daktronics.com.

SAFE HARBOR STATEMENT

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