



Photo Release -- Daktronics Partners With SBB to Bring Light to Railway Stations Across Switzerland

February 25, 2015

BROOKINGS, S.D., Feb. 25, 2015 (GLOBE NEWSWIRE) -- [Daktronics](#) (Nasdaq:DAKT) of Brookings, South Dakota, has partnered with Schweizerische Bundesbahnen (SBB), Switzerland's largest travel and transport company, to install 50 LED video displays - a total of 475 square meters - throughout 17 railway stations across Switzerland. The pilot installation in the city of Neuchâtel included two LED displays and was completed in October 2014. The next 40 displays at 14 different railway stations will be installed between July and November 2015, with the installation of eight additional displays at another two locations to be installed through 2018.

A photo accompanying this release is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=30971>

SBB is the first public transport company in Europe to introduce large-screen, central displays with LED technology of this scope across its network. This project upgrades SBB's technology from flip-digit displays and some previously existing digital signage to a full slate of new LED displays that are more flexible, easier to control and service, and ensure clear, visible customer information in its stations. The displays will show a combination of train schedules and travel information to advertising and emergency messages.

The Neuchâtel installation includes two displays, each measuring 1.58 meters high by 2.85 meters wide and featuring 4 millimeter line spacing. Of the 17 locations, Neuchâtel had the oldest technology that was installed 26 years ago and is a superb pilot location for demonstrating the flexibility that this new system has to offer.

Other railway locations will have anywhere from two to eight LED displays installed. The display technology incorporates excellent image clarity and contrast with wide angle viewing for travelers to easily see and comprehend the messages shown.

"This is a very exciting project for Daktronics and we are pleased to provide SBB industry-leading solutions to assist commuters in receiving up-to-date, accurate information," said Rolf Bauer, Daktronics Regional Manager. "During testing phases, Daktronics was able to display everything the customer asked for and according to their specifications, providing them with confidence in our products. Daktronics will also provide SBB a lower total cost of ownership for the lifetime of the displays."

SBB visited Daktronics facilities in Brookings, South Dakota, USA, to fully understand the production process of their products and the details of their specific project.

Daktronics recent acquisition of Data Display, a transportation focused company out of Ireland, solidified the company's ability to provide a complete solution for all the needs of SBB and any potential railway customer.

About SBB

SBB is Switzerland's largest travel and transport company. Every day more than a million passengers travel with SBB. SBB's more than 3000 kilometers make up a high proportion of Switzerland's 5000-km rail network. Nearly 800 stations have hourly, half-hourly or even more train services.

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

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 is 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 expectations, including, but not limited to, changes in economic and market conditions, management of 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 2014 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.

CONTACT: MEDIA RELATIONS

Justin Ochsner

Public Relations/Marketing

Tel 605-692-0200

Email justin.ochsner@daktronics.com