



## New Charlotte Bobcats Arena opens to rave reviews

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BROOKINGS, S.D. - Nov. 17, 2005 - Charlotte basketball fans got exactly what they were looking for when the new Charlotte Bobcats Arena hosted its inaugural NBA game on Saturday, Nov. 5, 2005, providing fans with incredible views inside a state-of-the-art facility, along with a Bobcats victory.

The new arena opened to rave reviews as fans heralded the beginning of a new era in Charlotte Bobcats basketball. Included within the 780,000 sq. ft. facility are a fine dining restaurant, multiple seating options and unique destinations for eating and socializing, including "Rock the Rooftop," a fan zone in the Uptown Concourse that is open to the bowl for the ultimate in indoor tailgating. Another feature of the facility is its integrated scoring and video system, designed and manufactured by Daktronics.

"The Daktronics display system is an important and integral part of the building," said Barry Silberman, Chief Operating Officer, Charlotte Bobcats Arena. "We wanted to provide our fans with the ultimate 'wow' factor when they stepped into the seating bowl of the arena. Through the creativity and design leadership of Spurgeon Design, we incorporated an ever-changing skyline of Charlotte into the scoreboard's design. Below the three-dimensional, backlit skyline are the four largest high resolution video displays found in any arena in the country. Complementing the incredible scoreboard are multiple Daktronics fascia displays throughout the facility, keeping our fans and patrons informed and entertained with the latest stats, exciting animation, and video. We feel that our system takes LED technology to a whole new level. The center-hung scoreboard is truly revolutionary and will undoubtedly set the stage for the sports and entertainment industry going forward."

Components of the Daktronics integrated system include the one-of-a-kind center-hung scoreboard, super-sized LED fascia displays, shot and game clocks, backstop and end-of-period LED light strips, goal lights for hockey, locker room clocks, ticket window displays, retail store ticker displays, auxiliary scoreboards for the basketball practice court, and two large outdoor video displays.

The center-hung scoreboard incorporates four 16 feet by 28 feet ProStar® light emitting diode (LED) displays, capable of displaying live and recorded video, scores and game time, statistics, and other information in an infinite number of ways. Silberman opted for the large video screens with greater resolution so fans would see amazingly clear live video and replays. In addition, the high resolution screens, the largest inside any NBA arena, provide the flexibility to show different information simultaneously. They also meet the needs of this multi-purpose venue that hosts professional and college basketball, hockey and many other entertainment events. The main scoreboard measures approximately 38 feet high by 36 feet wide by 36 feet deep and weighs nearly 80,000 pounds.

"In essence, the LED screens are blank canvases that have no fixed content," Silberman said. "The displays instead feature multiple video and data inputs that can be arranged in an infinite number of combinations, sizes and configurations."

Mounted on the lower fascia is Daktronics full-color ProAd® technology, encircling the seating bowl. Two additional ProAd® displays are installed along the upper fascia, running parallel to the basketball court sidelines. Together, the three displays measure 1,265 feet long, providing fans with energizing graphics and animation, video clips, and additional statistics and information. Sponsors are also recognized on these eye-catching displays.

Outside, two large ProStar® video displays welcome visitors and promote upcoming events. Located on Trade Street and Fifth Street, each has the capability to show live and recorded video.

"This is truly a 'super-system' in every sense," said Pete Johnson, Senior Project Manager for Daktronics. "Multiple displays are controlled from a central point. Our control system gives the operators complete control over the entire system. The displays can be used to show single large images or windowed to show multiple images. Scores, game time and stats can be shown on top of the video images. The content on the main scoreboard, fascia boards and other displays throughout the facility can be coordinated, choreographed and presented simultaneously for tremendous impact. The displays in this system use more than six million light emitting diodes. You can get pretty creative with that kind of high-tech canvas."

Integrating and operating the system displays are Daktronics proven Venus® controllers, V-Link® video processors, All Sport® controllers and DSTI statistics interface system.

### About Charlotte Bobcats Arena

Charlotte Bobcats Arena, located in the heart of Uptown Charlotte, opened in October 2005 and is home to the NBA's Charlotte

Bobcats, WNBA's Charlotte Sting, and ECHL's Charlotte Checkers. The state-of-the-art arena will host more than 125 events a year including sports, concerts and family entertainment. For more information, please visit [www.charlottebobcatsarena.com](http://www.charlottebobcatsarena.com).

#### **About Daktronics**

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](mailto: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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