

FOR IMMEDIATE RELEASE FROM DAKTRONICS INC.

# Arizona Diamondbacks to Upgrade Video System with Daktronics High Definition HD-X Technology

## Chase Field to Have One of the World's Largest High Definition Big Screen Displays

BROOKINGS, S.D. – Jan. 10, 2008 – Daktronics (Nasdaq-DAKT) announced today it has entered into a contract with Mortenson Construction to design and manufacture one of the world's largest true high definition video displays for the Arizona Diamondbacks, with installation scheduled for completion prior to the start of the 2008 baseball season.

The new board, to be the widest in Major League Baseball, will have the capability to display two, true high-definition, 16:9 images side by side. The display will be one of only a handful of true high definition LED boards in the world and will measure approximately 136 feet wide by 46 feet high, populated with millions of red, green and blue LEDs.

"The Diamondbacks and the Maricopa County Stadium District are extremely pleased to bring the latest high definition technology to Chase Field with one of the most innovative displays in major league baseball," said Derrick Hall, President of the Diamondbacks. "Daktronics is well known in the industry for its innovation, integration and service. That type of service leads to the great amount of trust needed in our relationship and the reason we turned to Daktronics once again. With our division championship from last season, the excitement and momentum going into next year, and this investment in fan-friendly technology, D-backs fans will have a lot to cheer about."

With 880 native lines of resolution, the new display will provide high definition video in up to 4.4 trillion colors. The display will be approximately eight times larger than the existing CRT video board and will be attached to the existing structure after the original components are removed.

The Daktronics HD-X technology and its control system allows for complete flexibility in programming. The board can serve as one giant display or be divided into multiple zones (windows) to show a wide variety of statistics, information, graphics, animation and video.

The existing main scoreboard behind centerfield was completed in 1998 as part of the original ballpark construction and incorporates multiple components including two Daktronics incandescent lamp matrix displays and CRT (cathode ray tube) video board. Both incandescent and CRT technologies are outdated and have since been replaced with more efficient, more reliable, more vivid LED (light emitting diode) technology.

In addition to the original equipment, Daktronics provided the large LED ribbon board that is mounted to the second deck of seating, running from left field to right field. Daktronics Sportsound® division updated the ballpark's sound system in 2006.

"We are pleased to continue our partnership with the Diamondbacks and the Stadium Authority," said Robin Hall, Regional Sales Manager for Daktronics. "It is an exciting time in the sports industry, with new technologies becoming available to offer fans more excitement and entertainment value at events. Our HD-X technology has quickly become a popular choice for those venues wishing to move up to high resolution and high definition video capability."

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**About the Arizona Diamondbacks and Chase Field**

The Arizona Diamondbacks finished last season as the 2007 National League West Division Champions and 2008 marks the celebration of the organization's 10th anniversary in Major League Baseball. The franchise won the World Series Championship in 2001 over the New York Yankees.

From its signature swimming pool to its retractable roof, Chase Field has become one of the game's most recognizable landmarks in just a few seasons. Since the air-conditioned facility first opened its doors to a regular-season game on March 31, 1998, nearly 26 million baseball fans have enjoyed the opportunity to watch the Arizona Diamondbacks without worrying about Phoenix's summer heat or monsoon storms. Owned by Maricopa County, the 48,785-capacity ballpark joins nearby US Airways Center in making downtown Phoenix the sports hub of the Valley of the Sun.

**About Daktronics**

Daktronics is recognized as the world's leading provider of full-color LED video displays. Daktronics began manufacturing large screen, full-color, LED video displays in 1997. Since then, over 4,000 video-capable displays have been sold and installed in sports, entertainment and commercial facilities around the world. Since 2001, independent market research conducted by iSuppli Corp. lists Daktronics as the world's leading provider of large screen LED video displays.

Daktronics has strong leadership positions in, and is the world's largest supplier of, electronic scoreboards, computer-programmable displays, digital billboards, 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, commercial 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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