

Photo Release -- Carolina Panthers Partner With Daktronics for Integrated LED Video System, Feature Unique Double 360-Degree Ribbons at Bank of America Stadium

BROOKINGS, S.D., March 17, 2014 (GLOBE NEWSWIRE) -- Daktronics (Nasdaq:DAKT) of Brookings, S.D., has partnered with the Carolina Panthers to design, manufacture and install an integrated display system at Bank of America Stadium in Charlotte, N.C., which features two 360-degree ribbon displays - a unique aspect to professional outdoor stadiums.

A photo accompanying this release is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=24103>

Each end zone will feature a new LED video display measuring nearly 11,000 square feet to bring a larger view of the larger-than-life star players of the Panthers at every home game.

"We are very excited to be partnering with Daktronics on the installation of two new video screens and two new 360-degree ribbon boards at Bank of America Stadium," said Danny Morrison, President of the Carolina Panthers. "These installations allow us to continue an 18-year relationship with Daktronics that began when Bank of America Stadium opened in 1996, and we know that our fans and sponsors will greatly enjoy the new look and feel of our stadium on game day as a result of this tremendous visual upgrade. Combined with a new fully distributed sound system, these new displays will help take our classic American stadium to the next level."

Both main video displays will feature a 13HD pixel layout and measure 56 feet high by 199 feet wide. With multiple levels of protection from the outdoor elements, the displays will incorporate the very best in image clarity and contrast with wide viewing angles to ensure every seat can enjoy the content that is shown.

The displays are capable of meeting every expectation by showing one large video highlight or instant replay while also capable of being divided into multiple sections to show a variety of game animations, graphics, statistics, scoring information and sponsor advertisements.

Bank of America Stadium will become one of the first outdoor professional sports venue to feature two 360-degree ribbon displays with the installation of upper level and suite level ribbon displays. The upper ribbon will measure more than 1,900 feet in length and the suite level ribbon will measure more than 2,000 feet in length. Both ribbons will feature 20 millimeter line spacing and measure approximately 5 feet high. These displays will provide the opportunity to showcase sponsors throughout events and provide up-to-the-minute statistics and game information.

"We're excited to continue our partnership with the Carolina Panthers and Bank of America Stadium by installing this new LED super system," said Reece Kurtenbach, CEO, Daktronics. "The new video displays and double 360-degree ribbon displays will provide the team and their fans with an elevated game-day experience. This is true testament to Daktronics ability to provide high-quality LED video systems for the highest level of professional sports."

Daktronics will also be including its powerful Show Control System with this installation. This industry-leading system provides a combination of display control software, world-class video processing, data integration and playback hardware that forms a user-friendly production solution. For more information on Show Control, visit www.daktronics.com/show.

"We at Daktronics are excited to be a part of the stadium improvements at Bank of America Stadium and the Carolina Panthers," said Kyle Adams, Daktronics sales representative. "The video display and ribbon board upgrades will make a big impact on the game-day experience for the Panther fans and we look forward to making that all happen for them this Spring and Summer. We truly appreciate the opportunity the Panthers have given us and can't wait to see the final product."

Daktronics LED video and messaging display technology offers a long lifetime with minimal maintenance and low power consumption, providing value and excitement for years to come.

About Bank of America Stadium Renovation

The Carolina Panthers, a franchise of the National Football League, began playing in Bank of America Stadium in 1996. In January, 2014, the Panthers began a major renovation, the first phase of which includes stadium enhancements to vertical circulation and technology upgrades in order to improve the fan experience for all 74,000 fans.

Along with Daktronics video boards and ribbon boards, the Panthers are also installing a fully distributed sound system that brings the sound closer to all fans throughout the stadium. In addition, new escalators will take patrons to the Club and Upper levels at the rate of approximately 48,000 people per hour. Future phases will continue improving the fan experience, updating the look and feel of the Panthers classic American stadium, and staying current with the latest technologies.

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, thousands of large screen video displays have been sold and installed 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, large screen video displays, electronic scoreboards, computer-programmable displays, digital billboards, 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, call (605) 692-0200 or toll-free (800) 325-8766 in the United States or write to the company at 331 32nd Ave. PO Box 5135 Brookings, S.D. 57006-5135.

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