

Arena Ciudad de México Chooses Daktronics for Integrated Super System



This artist's conceptual shows the design and configuration of the suspended centerhung video scoreboard. Measuring approximately 13.9 meters high by 23.8 m wide (46' x 78') and weighing more than 68,000 kilograms (150,000 lbs), it will be among the very largest and most capable of any in the world.

BROOKINGS, S.D. – Nov. 23, 2010 - Daktronics Inc. (Nasdaq-DAKT) announced today that it will provide an integrated LED super system including video, scoring and advertising displays for Arena Ciudad de México, México City. The arena is scheduled to open in the fall of 2011 with installation of the multi-million dollar Daktronics system beginning in the spring of 2011.

"The two key factors for us selecting Daktronics were quality and experience. Daktronics has a proven history of providing a superior product, with exceptional quality," said Guillermo Garza, CFO of Avalanz and Director of the Arena Ciudad de México construction project.

Daktronics will design and manufacture displays for Arena Ciudad de México, including a large area display wrapping the facade of the building, two ribbon displays circling the inside of the arena and one of the world's largest centerhung displays.

"With a project of this magnitude, the success was achievable due to great teamwork, great relationships, and a superior product," said Kyle Isenberg, Sales, Daktronics. "Arena Ciudad de México will without exception, be a world class venue, with one of the largest centerhung systems in the world."

The exterior of the building will feature a display spanning approximately 29 m high x 209 m wide (93'6" x 686') utilizing PXS-125 ProPixel® LED stick elements. This unique technology will be mounted on the exterior of the building above an open-air concourse area. These full-color LED strips allow for great visibility and image clarity for those viewers in front of the display, while allowing those behind the display to see through it.

The centerhung configuration alone will include 12 LED video displays and will measure approximately 13.9 m high x 23.8 m wide (46' x 78'), weighing approximately 68,000 kilograms (150,000 pounds). The two largest displays will have 10 mm pixel spacing and measure approximately 11.1 m high x 19.9 m wide (36'6" x 65'6"). There will also be two square displays on the ends of the rectangular centerhung and eight additional displays, two each on the top and bottom of each side of the structure. The displays will show dynamic live video, dazzling graphics, custom animation, full-color graphics and logos, up-to-the-minute sports statistics, timing and results information and more.

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The main centerhung display will be raised and lowered using a permanently installed custom designed Vortek® hoist system from Daktronics. This system, which incorporates the latest in hoisting technology and safety, will be used to support the display at varying elevations depending on the venue's needs.

Complementing the primary centerhung scoreboard will be two LED ribbon boards mounted on the interior fascia of the seating decks. The largest will measure more than 361 meters (1184') in length and the second will extend over 181 meters (594'). Daktronics LED displays are extremely popular with fans and sponsors alike because of their ability to present exciting motion graphics and real time content, including in-game statistics, out-of-town scores, closed captioning information, animation and video clips.

Daktronics' powerful new [Show Control System](#) will be front and center in the video control room. Its robust software suite allows users to design, edit and produce an endless variety of colorful digital content and instantly deliver clips to the displays throughout the venue.

Daktronics partnered with Publitronics, a México-based, company to provide a turnkey solution for Arena Ciudad de México. "The customer wanted a very reliable and robust system using the highest quality integrated products, which they were confident Daktronics and Publitronics could deliver," said Constancio Leal, Owner, Publitronics. "Management and ownership of the venue were not willing to take a chance on an unproven overseas provider that had neither the commitment to quality nor the experience needed to deliver such a large scale integrated system. Daktronics and Publitronics were able to provide the turnkey solution the customer was looking for."

About Arena Ciudad de México

Arena Ciudad de México is scheduled to open in the fall of 2011 in the northern section of México City. The venue will host concerts as well as sporting events and other entertainment events. The arena will be equipped with the latest audio and video technology, including unique architectural lighting on its façade. The property will include 124 luxury suites on three levels, private access and heliports, and 5,000 parking spaces. Additional information can be found online at: <http://www.arenaciudadmexico.com>.

About Daktronics

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. Daktronics has scoring and/or video display systems in 20 of the 29 NBA facilities in the United States, including the new Amway Center, home of the Orlando Magic. 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) 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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