



NEWS RELEASE

Daktronics Delivers First 1.9 Millimeter LED Video Display for New England Patriots

BROOKINGS, S.D., Oct. 29, 2015 (GLOBE NEWSWIRE) -- [Daktronics](#) (NASDAQ:DAKT) of Brookings, South Dakota, has installed its first 1.9 millimeter LED video display for long-time customer New England Patriots at Gillette Stadium in Foxborough, Massachusetts. The installation, which was completed last week, serves as a backdrop for Patriots' press conferences and made its debut on Sunday.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/c50d71b1-a897-4010-96fe-ece5eddaec32>

The Patriots display measures approximately 5 feet high by 10 feet wide for nearly 50 square feet of digital display space to highlight sponsors and team-branded content throughout press conferences. Combining pure color reproduction with the most efficient processing on the market, the Patriots' new high resolution video display adds dynamic visual engagement to the studio set, producing rich colors and sharp image quality to complement professional-grade broadcast footage.

"Working with the reigning football champion New England Patriots has been a great experience," said Jay Parker, Daktronics vice president of live events. "We're excited to continue our long-standing partnership with the installation of Daktronics first 1.9 millimeter LED video solution. It brings an added level of flexibility to the Patriots' press conferences and looked great during the first use this past weekend."

"It's an incredible new showcase tool for the team and their sponsors," added Dave D'Amico, Daktronics sales representative on the project. "We have a great, successful partnership with the Patriots and look forward to what the future may bring."

The new 1.9 millimeter display joins multiple other installations at Gillette Stadium in 2015, including three large ribbon displays. One ribbon display is located along the eastern seating measuring 3.6 feet high by 289 feet wide, one is along the western seating measuring 3.6 feet high by 287 feet wide, and one is along the end zone measuring 3.6 feet high by 240 feet wide. Other installations include a large video display measuring 7.2 feet high by 30 feet wide, two smaller video displays measuring 7.2 feet high by 14.4 feet wide and another video display measuring 19 feet high by 14 feet wide. All the displays feature a 15HD line spacing and wide-angle visibility, ensuring they look great from any seat in the stadium.

These video displays are capable of variable content zoning, allowing them to show one large image or divide the screen into multiple zones filled with any combination of live video, instant replays, scoring information, statistics, sponsor highlights and animations.

These displays will join more than 10,000 square feet of previously installed Daktronics display equipment at Gillette Stadium including their main end zone displays, existing fascia displays and freeform elements covering the stadium identification at each end of the field.

Daktronics Indoor High Resolution product line features rapid processing technology, making it an ideal solution for extremely close, fast-moving video content. Using the latest innovations in display system design, this series operates at half of the power consumption of an industry standard solution and is designed to effortlessly manage heat, creating a reliability advantage that offers superior performance and long lifetime.

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.

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