



NEWS RELEASE

Daktronics Leads Re-Imagination of Fashion Show's Plaza With Cutting-Edge LED Technology

LAS VEGAS, Jan. 18, 2016 (GLOBE NEWSWIRE) -- The outdoor plaza of [Fashion Show Las Vegas](#) — the front door of the Strip's largest retail destination at two million square feet, recently got a lot brighter and more entertaining with the completion of new and dynamic LED video displays created and developed by [Daktronics](#), the industry leader in LED technology based on number of installations, employees and manufacturing space. The LED video capable displays include LED video columns, billboard and marquee pylon displays - all part of a recently completed redevelopment and expansion of Fashion Show's Plaza that fronts the property along Las Vegas Boulevard.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/fcf170cb-1da3-428f-8505-367ac6a32dd6>

Massive in size, covering a combined 10,000 square feet and reaching 112 feet at its tallest point, the signage features Daktronics' proprietary LED video display technology — a specially blended formula designed for the Las Vegas environment with increased brightness and sun-cutting contrast to mitigate wash-out experienced by other technologies. In total, the signage encompasses 12-plus million LEDs, 4-plus million pixels, approximately 7,000 LED modules, a color capacity of 281 trillion colors and 69 speakers on 68 amplifier channels capable of 48,000 watts at maximum output. They cover the entire plaza organized into 20 zones to provide customizable coverage for everything from localized background music to small concert level performances. Fifteen truckloads were used to transport the displays 1,450 miles from Daktronics' South Dakota corporate facility to Las Vegas.

"While the numbers speak to the significance of these installations that now rank among the largest and brightest on the Las Vegas Strip, they don't begin to speak to the significance of our proprietary technology which ensures a brighter and more impactful experience," said Ed Wasserman, Daktronics special projects director. "At Daktronics, we consider Times Square and the Las Vegas Strip as two major global locations that completely embrace LED technology. We installed more than 30,000 square feet of LED signage in Times Square this year, and we believe Las Vegas is on the cusp of similar growth. On the heels of our installations at SLS Las Vegas in 2014 and Fashion Show in 2015, we are proud to lead this LED evolution in the city of neon."

Daktronics served as the lead project designer and LED sign provider, acting as general contractor on the project that took more than 18 months to complete and involved various sub-contractors. This includes all the large format displays on the plaza in addition to renovated LED displays inside the mall, including the iconic three-screen LED video display over the runway in Fashion Show's Great Hall. [General Growth Properties \(GGP\)](#), Fashion Show's owner, was responsible for the primary structural improvements. Las Vegas-based [Vision Sign Company](#) installed the displays; and Las Vegas-based [Best Agency](#) oversees network operations - running, scheduling and providing proof of performance reports for Fashion Show and its advertisers.

According to Wasserman, content is always king, so considerable focus was directed to retaining the best in the business to ensure the delivery of premium video and imagery. The content was provided by a variety of content creation teams. New York City-based [Show+Tell](#), in partnership with Las Vegas-based [Brian Henry Design](#), created a full menu of programming for the platform. This includes 3-D animated Fashion Show brand spots, three animated mood spots featuring iconic Las Vegas imagery, a curated Artist in Residence program from up-and-coming artists, and Instagram Selfie Spotlight, a custom application that gives Las Vegas visitors the opportunity to take an Instagram selfie and then see their face larger-than-life on the Las Vegas Strip.

"Fashion Show's new LED displays are an immense and unique digital canvas," said Phil Lenger, president/chief creative officer, Show+Tell. "Multiple screens, curved surfaces, and colossal scale require a whole new visual language. Storytellers and marketers relish the challenge and the opportunity to craft compelling content through the use of imagery, color, scale, motion, and interactivity in the animations and videos that are now part of the Fashion Show on-screen show. Fashion Show's new plaza has transformed the experience for all visitors to the Las Vegas strip."

[Houses in Motion](#) from Brooklyn, New York, created a special four-minute holiday spectacular that launched on Nov. 12, 2015 and ran through Jan. 1, 2016. According to Dan DeGloria, partner/creative director at Houses in Motion, the unique shape and configuration of these one-of-a-kind screens opened up a whole new world of creative possibilities. "We conceptualized ways to tell a story utilizing design, animation, live-action, and visual effects in ways we never had before. Imagery travels across the plaza from screen to screen, wraps around the towering columns, and syncs in dynamic ways, giving the audience a show from any vantage point. Having audio capabilities in addition to the marvelous screens made the holiday spectacular all the more special. Partnering with [Antfood](#) for music and sound design, made this piece really come together, creating a memorable show for all audiences to enjoy."

Yet another collaborator on the project is [House of Current](#), an Atlanta, Georgia-based advertising agency that created the Fashion Show branded images on the pylons.

"A project of this size and scope obviously requires the collaboration of many companies working in concert to bring to fruition our vision to deliver the most technologically advanced LED video in existence today," said Wasserman. "We are proud, excited and honored to have led such an amazingly talented group of contractors and consultants who each contributed to the overall experience."

According to Jim Heilmann, senior general manager at Fashion Show and ICSC Certified Shopping Center Manager (CSM), the evolution of brick and mortar shopping centers in the age of e-commerce requires the delivery of an experience shoppers are unable to get online. "Today, retail destinations are about so much more than shopping," he said. "They offer experiential entertainment in a variety of forms, from retail therapy and dining to pure performance. The newly enhanced video imagery on Fashion Show's plaza offers yet another form of quality entertainment before our guests even step inside. We are proud and excited of this visually stunning and captivating feast that is reflective of the brands and distinctive experience Fashion Show delivers every day."

To see the new Daktronics LED video displays at Fashion Show, [watch this video](#).

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.

About Fashion Show Las Vegas

At 2 million square feet, Fashion Show is the largest shopping destination on the Las Vegas Strip and one of the largest shopping centers in the USA. Anchored by Neiman Marcus, Saks Fifth Avenue, Macy's, Macy's Men's, Dillard's, Nordstrom, DICK'S Sporting Goods and Forever 21, Fashion Show houses an eclectic mix of more than 250 stores and one-of-a-kind boutiques. Fashion Show is owned and managed by General Growth Properties, Inc., an S&P 500 company focused exclusively on owning, managing, leasing, and redeveloping high quality retail properties throughout the United States. GGP is headquartered in Chicago, Illinois, and publicly traded on the NYSE under the symbol GGP.

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