
**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**
Washington, D.C. 20549

FORM 8-K

CURRENT REPORT

PURSUANT TO SECTION 13 OR 15(d) OF THE SECURITIES EXCHANGE ACT OF 1934

Date of Report (Date of earliest event reported): March 24, 2010

Daktronics, Inc.

(Exact name of registrant as specified in its charter)

South Dakota
(State or other jurisdiction
Incorporation or organization)

0-23246
(Commission
File Number)

46-0306862
(I.R.S. Employer
Identification Number)



201 Daktronics Drive
Brookings, SD 57006
(Address of principal executive office) (zip code)

(605) 692-0200
(Registrant's telephone number, including area code)

Not Applicable
(Former name or former address, if changed since last report.)

Item 7.01 Regulation FD Disclosure

Daktronics, Inc. (“Daktronics”) presented at the Sidoti 14th Annual New York Emerging Growth Institutional Investor Forum on Wednesday, March 24, 2010, in New York, New York. The PowerPoint slide presentation used during Daktronics’s presentation is furnished as Exhibit 99.1.

The information furnished in this report, including the exhibits, shall not be incorporated by reference into Daktronics’ filings with the Securities and Exchange Commission (the “SEC”) under the Securities Act of 1933 and shall not be deemed “filed” with the SEC for purposes of Section 18 of the Securities Act of 1934.

Item 9.01 Financial Statements and Exhibits:

(d) Exhibits.

99.1 PowerPoint slide presentation (furnished)

SIGNATURE

Pursuant to the requirements of the Securities Exchange Act of 1934, the registrant has duly caused this report to be signed on its behalf by the undersigned, hereunto duly authorized.

DAKTRONICS, INC.

By: /s/ William R. Retterath

William R. Retterath, Chief Financial Officer

Date: March 24, 2010

EXHIBIT INDEX

<u>Exhibit No.</u>	<u>Description</u>
99.1	PowerPoint slide presentation



Investor Presentation

FY2010

Third Quarter



Safe Harbor Statement

In addition to statements of fact, this presentation contains forward-looking within the meaning of the Private Securities Litigation Reform Act of 1995 and is intended to enjoy the protection of that Act. These forward looking statements reflect the company's expectations or beliefs concerning future events. The company cautions that these and

similar statements involve risk and uncertainties which could cause actual results to differ materially from its expectations, including, but not limited to, including changes in economic and market conditions, management of growth, timing and magnitude of future contracts, and other risks noted in the company's SEC filings including its Annual Report on Form 10-K for its 2009 fiscal year and its Quarterly Reports on Form 10-Q for the each of the first three quarters of fiscal 2010. Forward-looking statements are made in the context of information available as of the date stated. The company undertakes no obligation to update or revise such statements to reflect new circumstances or unanticipated events as they occur.

DAKTRONICS

Why we are No. 1 in our industry - Executing against our mission to be the world leader at informing people through large dynamic audio-visual communications systems

- Over 40 years of proven track record in the industry
- Unparalleled sales and service coverage
- Depth and breadth of product offering
- Complete integrated solution including software
- Engineering capabilities
- Capacity to deliver: 5 plants in the United States
- Financial strength to overcome economic conditions

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FINANCIAL SUMMARY



Financial History

(Dollars in thousands except per share data)	FY2005	FY2006	FY2007	FY2008	FY2009	5-Yr CAGR
Sales	\$230,346	\$309,370	\$433,201	\$499,677	\$581,931	22.6%
Operating Income	\$19,436	\$31,815	\$36,915	\$38,243	\$42,617	9.1%
Earnings Per Share	\$0.39	\$0.52	\$0.59	\$0.63	\$0.64	7.8%
Dividend Per Share	-	0.05	0.06	0.07	0.09	

117% Revenue growth over the past 3 years

(Dollars in thousands except per share data)	FY2005	FY2006	FY2007	FY2008	FY2009	5-Yr CAGR
Cash from Operations	\$22,377	\$31,917	\$14,606	\$59,833	\$48,730	18.3%
Capital Expenditures, net	(12,981)	(18,588)	(58,528)	(33,393)	(18,221)	7.0%
Free Cash Flow	\$9,396	\$13,329	\$(43,922)	\$26,440	\$30,509	20.4%

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FY 2010 Third Quarter YTD Results*

	Nine Months Ended		Percent Change
	Jan 30, 2010	Jan 31, 2009	
Net Sales	\$ 301,221	\$ 459,618	-34.5%
Gross Profit	74,404	127,697	
Gross margin	24.7%	27.8%	
Operating Income	(1,494)	41,501	
Operating margin	-0.5%	9.0%	
Net Income	\$ (2,090)	\$ 26,085	-108.0%
% of revenue	-0.7%	5.7%	
Earnings per share (diluted)	\$ (0.05)	\$ 0.63	

*(\$ in thousands, except per share data)

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Historical Perspective FY2005 through FY2008

During this timeframe:

- Revenue more than doubled- 30% CAGR
- Capacity was the primary constraint
- Added two manufacturing plants, Sioux Falls, and Redwood Falls and reorganized existing plants to a product focus
- Initiated major “lean manufacturing” initiative which has transformed our manufacturing processes

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Overview FY09 through Q3 of FY10

Revenues

- First half of FY09 revenues were \$330 million, a \$660 million run rate (10.5% operating margin)
- Second half of FY09 revenues were \$250 million, or a \$500 million run rate (3.2% operating margin)
 - Billboard business declined from a \$100 million to less than \$20 million annual run rate in Q3 of FY09
- Significant revenue decline in Live Events in Q3 of FY10
- Extremely aggressive pricing by competitors in all business units

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Overview FY09 through Q3 of FY10 (cont.)

Costs

- Significant excess capacity in FY10
- Decreased operating expenses by more than 19% from Q1 of FY09
- Decreased manufacturing conversion costs by more than 28% from Q1 of FY09

Cash

- Increased cash from \$6 million in Q1 of FY09 to \$58 million in Q3 of FY10

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Business is Organized in 5 Business Units ("BU")

- Domestic (includes Canada)
 - Commercial
 - Live Events
 - Schools and Theaters
 - Transportation
- International
- BUs provide focus, but key strategy is to leverage resources across the company

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Commercial Business Unit



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Commercial Overview

- Three main areas
 - Digital billboard
 - National accounts
 - Resellers
- Main products
 - Valo™ digital billboards
 - Galaxy message centers™
 - Control systems

- 27% of FY09 net sales
- FY10 net sales down 48% YTD through Q3



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Commercial Overview

- Long-term Growth Drivers
 - Greater acceptance & increasing use
 - Effective advertising medium
- Competitors
 - Resellers, National accounts - Optec, Watchfire, EDS
 - Digital Billboards - Yesco, Optotec, Watchfire



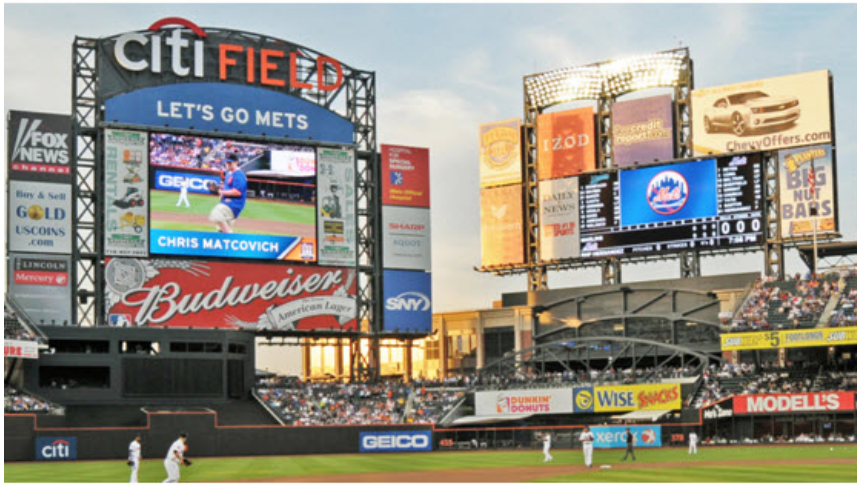
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Current Outlook for Commercial

- Some indications of upward trend in billboard orders for Q1 and Q2 of FY10
 - Increasing interest from outdoor companies
 - Recent public announcements regarding positive performance of digital, intent to buy
- Introducing enhanced billboard product in Q1 of FY11 - reduced cost, increased reliability
- Adversely impacted by
 - Credit availability for smaller potential buyers
 - Increased price pressure and competition

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Live Events Business Unit



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Live Events Overview

- Large sports venues
 - Professional sports facilities
 - College and university facilities
- Mobile and modular:
 - Rental and staging
 - Touring companies
 - Pari-mutuel
- 46% of net sales in FY09
- FY09 net sales up 60% over FY08
- FY10 net sales down 39% YTD through Q3

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Live Events Long-term Growth Drivers

- Fan experience must exceed living room experience
- High definition (HD)
- Competition between venues
- Improving price/performance of LED technology
- Revenue generation



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Live Events Outlook

- Competition
 - Mitsubishi, Lighthouse, ANC, Barco, and others
 - Competition generally must partner with others
 - Increasingly competitive environment – seeing China competition through U.S. integrators
- New Construction
 - FY09 was unusually strong - \$45 million New Meadowlands, \$20 million Yankees, numerous others
 - FY10 fewer opportunities (Orlando Magic in backlog)
 - Got verbal on another large contract in Q4 of FY10
- Renovation and Upgrades
 - No large (> \$5 million) baseball projects this season
 - Uncertainty on commitment rates for fall sports season

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Schools & Theatres Business Unit



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Schools & Theatres Overview

- Customers
 - Elementary and high schools, junior colleges
 - Park and recreation departments
 - Theatres
- Main Products
 - Scoring Systems
 - Galaxy® displays
 - Vortek® hoist systems
 - Sound systems (Sportsound®)
- 11% of net sales in FY09
- Primary funding is through local sponsors and advertising
- FY2010 net sales down 5% YTD through Q3

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International Business Unit



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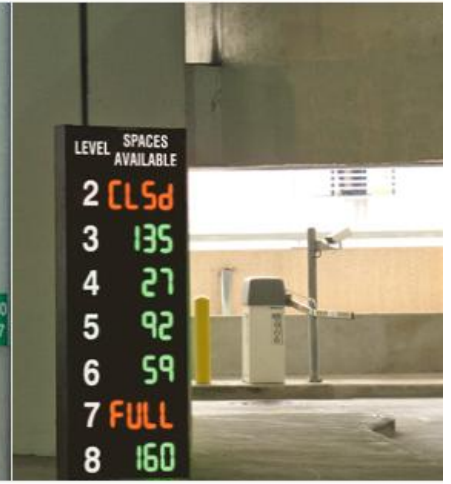
International Overview

- Sales and service offices in Canada, Europe, China, Middle East, and Australia
- Limited manufacturing in China
- 10% of net sales in FY09
- Large project driven - -commercial and sports
- Expecting lower sales in FY10 due to economic and competitive factors
- FY10 net sales down 46% YTD through Q3
- Improving pipeline, increased competition and pricing pressure



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Transportation Business Unit



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Transportation Overview

- Three main areas
 - Intelligent transportation systems (ITS)
 - Aviation, including airports and airlines
 - Mass Transit
- 6% of FY09 net sales
- Strong backlog going into FY2010
- FY10 net sales up 34% YTD through Q3
- Competitors
 - Skyline, Ledstar, others



Transportation Overview

- Long-term Growth Drivers
 - Government spending
 - Capacity constraints on highways, public transit, airports and parking systems
 - Limited ability to build and expand new roads
- Recent developments
 - \$25 million NJ Turnpike order
 - Departure of disruptive competitor
 - New Vanguard product shipping Q4 -reduced costs, improved performance





LOOKING AHEAD



Revenue Outlook

- Lighter (\$100 million) backlog going into Q4
- Competitive price pressure in all markets
- Orders continue to be relatively slow -difficult to project orders in today's environment
- Slower order flow for Q4 of FY10 limiting revenue opportunities for Q4, may impact Q1
- Will know more about fall sports by end of Q4
- Some encouraging signs in Billboard market

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Returning to Long-Term Profitable Growth

- Focus on orders, cost reduction, customer service, quality and reliability.
- Ongoing product development - historically 4% of net sales (higher in FY2010)
 - Enhance existing products while reducing costs
 - New DVX video display product began shipping in Q4- reduced cost and enhanced reliability improving competitive position
 - Used in video displays and billboards
 - Ongoing rollout plan for multiple pixel pitches
 - New Vanguard product in transportation business

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Cost Reduction Is Ongoing Process

- Continued emphasis on reducing costs and improving quality through lean initiatives
 - Improve asset turns (inventory alignment, process improvement)
 - Focus on operating margin and free cash flow
 - Leverage service (process improvement)
- More aggressive cost reduction going forward-payroll, infrastructure (reducing remote offices)
 - Have reduced non-manufacturing staff by almost 5% in Q4 of FY10, 12% in FY10 YTD
- Short term focus to get through downturn, emphasis on preserving cash

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QUESTIONS

