

# The Kraft Group to Upgrade Gillette Stadium with Integrated High Definition Daktronics LED Video Displays



*Fans of the New England Patriots and Revolution will enjoy significantly larger and more capable large screen video displays this fall. Daktronics will provide new LED technology in both end zone structures at Gillette Stadium. Pictured is an artist's rendering of the updated south end zone scoreboard.*

BROOKINGS, S.D. – May 26, 2010 – Gillette Stadium will be updated with a new integrated light emitting diode (LED) video display system, designed and manufactured by Daktronics Inc. of Brookings, S.D. (Nasdaq-DAKT). The new system will be installed this summer, prior to the start of the 2010 NFL season. It will feature updated technology behind each end zone with improved wide-angle visibility and image clarity for fans of the New England Patriots and New England Revolution.

The south end zone will feature a 41.5-foot high by 164-foot wide high definition video screen. The state-of-the-art system will feature the latest Daktronics LED video technology to present live and recorded video images, real-time stats, colorful animation and vivid graphics. The existing video replay board and advertising signage will be replaced with digital technology for ultimate flexibility in game day presentation. The video configuration behind the south end zone will be a seamless arrangement of three large displays, with the ability to be controlled as multiple zones (windows) or separately as one giant display. The overall south end zone display system will feature approximately 6,800 square feet of digital real estate.

"With the size of these boards, along with the vivid color, image clarity and their graphic capabilities, these high-definition video boards come alive," said Patriots President Jonathan Kraft. "The resolution is incredible. This type of video board simply didn't exist eight years ago when Gillette Stadium was built. It is amazing to see how far the video technology has come in the past decade and it's exciting to anticipate what in-game technological advancements will be made during the next decade."

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The north end zone will feature a video display approximately 45 feet high by 100 feet wide, capable of showing high-definition video feeds. Comprised of three sections, this configuration of LED technology will replace the existing video board and static and rotating advertising displays. The north end zone display system will feature digital LED technology totaling approximately 4,500 square feet.

Together, the new end zone displays will provide more than five times the screen size compared to the two old 27-by-48 foot screens, and much greater resolution.

"We have had a great relationship with The Kraft Group and Gillette Stadium over the past eight years," said Daktronics Regional Manager Ross Yanco. "We look forward to continuing this partnership with the organization, and providing football and soccer fans with an even more exciting experience at this great venue."

Gillette Stadium also features digital LED ribbon board displays. When they were first installed by Daktronics in 2002, they were the longest digital LED boards in an outdoor venue. The scoring, timing, video, and messaging components for all of the digital LED boards will be integrated through Daktronics proven control system. Daktronics LED technology offers a long lifetime with minimal maintenance and low power consumption, providing value and excitement for years to come.

Daktronics has equipment in 29 of 31 NFL venues and 10 of 16 MLS venues, and has provided scoring and display systems for the annual NFL in London game at Wembley Stadium. In addition to the New England Patriots, the Washington Redskins, Baltimore Ravens, and New Meadowlands Stadium will also be turning on new state-of-the-art Daktronics integrated display systems in time for the start of the 2010 NFL season.

### **About Gillette Stadium**

Gillette Stadium, located in Foxborough, Mass., is the premier sports and entertainment venue in New England. The 68,756-seat stadium is the full-time home of the NFL's New England Patriots, which have sold-out the stadium for every home game since it opened in 2002. Gillette Stadium is also the home field of the New England Revolution of Major League Soccer, and hosts a variety of other marquee sports events, including international soccer matches, NCAA championships and high school football super bowls. In December 2009, Billboard magazine ranked Gillette Stadium among the top 10 grossing concert venues in the world over the last decade. The stadium, which is equipped with two 60,000-square-foot club spaces and 87 luxury suites, hosts hundreds of corporate and private events each year, as well as special events, such as a public address by the Dalai Lama in 2009 and the Great American Food and Music Fest in 2010. For more information, please visit [www.gillettestadium.com](http://www.gillettestadium.com).

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**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, over 6,300 large screen LED displays have been sold and installed in sporting and commercial facilities 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 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](mailto: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 5128 Brookings, S.D. 57006-5128.

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