

Photo Release -- Los Angeles International Airport (LAX) Installs Over \$20 Million Daktronics Integrated Environmental Media System

Daktronics Video Displays to Help LAX "Transform the Travel Experience"

BROOKINGS, S.D., Sept. 12, 2013 (GLOBE NEWSWIRE) -- Daktronics, Inc. (Nasdaq:DAKT) As part of a \$50 million dollar Integrated Environmental Media System (IEMS) program, Daktronics delivered and installed over \$20 million of cutting-edge architecturally integrated indoor video displays at Los Angeles International Airport (LAX). To support the video display installation, the IEMS program scope included an extensive fiber optic backbone; dedicated power supply; dedicated HVAC systems; dedicated fire protection systems; and a Media Equipment Room/Control Room to house the sophisticated audio visual and content delivery systems designed specifically for this unique and groundbreaking program.

Photos accompanying this release are available at:

<http://www.globenewswire.com/newsroom/prs/?pkgid=20918>

<http://www.globenewswire.com/newsroom/prs/?pkgid=20919>

The customized Daktronics IEMS displays are architecturally integrated with the building and original content was developed for the displays to engage, entertain and inform passengers as they move through the airport's new Tom Bradley International Terminal (TBIT).

Building upon the thematic elements of travel, the content shown on these integrated high-resolution displays will fulfill the airport's goal of "transforming the traveler experience." While promoting the LAX host brand as the creative capitol of the world, the integrated display content will also include the opportunity for sponsor messages as part of the creative content display.

With approximately 9,586 square feet of combined active display area, this system is the largest airport terminal display project — and the third-largest indoor project — ever produced by Daktronics.

The IEMS has been designed to include six remarkable display segments:

- **Story Board:** An array of eight individual 6mm DVN video displays arranged in a 120-foot-wide by 30-foot-tall media wall in the Grand Hall, featuring themed images associated with L.A.'s film, music, comic book and graphic arts industries
- **Time Tower:** A four-sided enclosure of seamless 6mm and 10mm DVN video displays which surrounds a 72-foot central elevator serving as the centerpiece of the new TBIT Grand Hall
- **Welcome Wall:** An 84-foot-tall by 26-foot-wide 6mm DVN video display which shows L.A.-themed greeting messages as passengers transit between floors to continue with international processing.
- **Bon Voyage Wall:** A 23-foot-tall by 13-foot-wide 6mm DVN video display which leaves a lasting L.A.-branded impression with out-bound international travelers
- **Destination Board:** A 75-foot-wide by 15-foot-tall 6mm DVN video display surrounded by a custom crest of metal channels and free-form Daktronics ProPixel® sticks showing flight information along with destination-themed content
- **North and South Portals:** A series of sixty industrial-grade LCD monitors arranged into ten columns to form segmented media walls on both sides of the entrance portals leading from the Grand Hall to the concourses and departure gates.

"From the intelligent front-end control system to the ultra-sharp DVN displays, this project demonstrates our versatility and capabilities for this industry," said Brad Wiemann, Vice-President of Commercial and Transportation. "The IEMS program at the

new Tom Bradley International Terminal will be an impressive showcase of the versatility of Daktronics video products. We're very proud to be a part of this landmark project."

The New Tom Bradley International Terminal was previewed to thousands of members of the general public during a day-long community open house in June 2013. The new terminal will double the size of the existing TBIT and is scheduled to open in mid-September.

LAX is the third-busiest airport in the United States, serving more than 60 million passengers every year, including more than 8 million international travelers.

Daktronics worked with the Integrated Environmental Media Systems (IEMS) Team including: *MRA International, IEMS Project Director; Marcela Sardi of Sardi Design, designer of the media features and Creative Director; Smart Monkeys Inc. Technical Consultant for the systems design; Electrosonic, Systems Integrator; Moment Factory, Executive Content Producer and Digital Kitchen, Supportive Content Producer.*

Photo Credits: Moment Factory (Executive Content Producer for the IEMS)

Learn More

www.daktronics.com

www.lawa.org

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, thousands of large screen video displays have been sold and installed 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 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. 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 www.daktronics.com, e-mail the company at 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.

Cautionary Notice: In addition to statements of historical fact, these news releases contain forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 and are 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 our expectation, including, but not limited to, 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 2013 fiscal year. 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.

CONTACT: MEDIA RELATIONS:

Jody Huntimer

Marketing Manager

Tel (605) 692-0200

Email jody.huntimer@daktronics.com

"Time Tower" and "Destination Board" Media Elements

"Story Board" Media Element