

Chicago's Water Tower Place Installs Daktronics Large-Format Indoor LED Banner

BROOKINGS, S.D., July 22, 2013 (GLOBE NEWSWIRE) -- Chicago's Water Tower Place recently purchased and installed a large-format vertical LED video banner directly inside its Michigan Avenue entrance. Designed and manufactured by Daktronics Inc. (Nasdaq:DAKT) of Brookings, S.D., the iconic Magnificent Mile center's new, double-sided LED display measures 8-feet wide by 12-feet high, features high-resolution 4-mm pixel spacing and is audio capable.

[View a photo and equipment description of Water Tower Place's new LED banner.](#)

The LED banner promotes Water Tower Place special events and promotions, along with retailers and restaurants in the eight-story vertical shopping center, while also keeping spots available for purchase to outside advertisers. Katie Lindsay, marketing manager for Water Tower Place, recently commented on how the new display will heighten the shopping experience:

"This digital sign adds a new dynamic to our marketing and advertising capabilities and showcases our wide range of shopping, dining and entertainment options in an entirely new way," said Lindsay. "Using the latest technologies — like the digital queuing system we offered shoppers visiting Santa during the holidays — has allowed us to enhance shoppers' overall experience at Water Tower Place."

General Growth Properties (GGP), owner and manager of Water Tower Place, operate high-quality retail properties throughout the United States. Four other GGP shopping centers feature similar Daktronics LED screens: Bridgewater Commons in Bridgewater, N.J.; Cumberland Mall in Atlanta, Ga.; Northridge Fashion Center in San Fernando Valley, Calif.; and Stonebriar Centre Mall in Dallas, Texas. In addition, GGP plans to install other large format LED displays at other U.S.-based shopping center locations for this fall 2013.

Daktronics LED video banner solutions are designed specifically for the indoor shopping center environment. Its high-efficiency design allows the screen to overcome harsh interior lighting conditions without pushing electrical components to their limits — saving energy, increasing reliability and extending lifetime.

LED video provides shopping centers a means to carry out unique, interactive marketing opportunities that engage consumers in brands, creates buzz and drives sustainable revenues. With the touch of a button, display operators can switch among advertisements, promotions, social media, video games, or live footage such as a fashion show or other exclusive mall events.

For more information about Water Tower Place retailers, restaurants and venues, visit www.shopwatertower.com.

Discover more information about Daktronics video solutions for shopping centers at: www.daktronics.com/shopping

ABOUT DAKTRONICS

Daktronics has strong leadership positions in, and is the world's largest supplier of, computer-programmable displays, large screen video displays, digital billboards, and electronic scoreboards 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 the company's World Wide Web site at: www.daktronics.com or e-mail the company at commercial@daktronics.com, call (605) 692-0200 ext. 56219 or toll-free (800) 325-8766 in the United States or write to the company at 201 Daktronics Drive PO Box 5128 Brookings, S.D. 57006-5128.

ABOUT WATER TOWER PLACE

Water Tower Place is owned and managed by General Growth Properties, a fully integrated, self-managed and self-administered real estate investment trust focused exclusively on owning, managing, leasing, and redeveloping high quality retail properties throughout the United States. GGP's portfolio is comprised of 123 malls in the United States comprising approximately 124 million square feet. GGP is headquartered in Chicago, Illinois, and publicly traded on the NYSE under the symbol GGP.

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