

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

OMB APPROVAL	
OMB Number:	3235-0287
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1. Name and Address of Reporting Person* MORGAN JAMES B (Last) (First) (Middle) 201 DAKTRONICS DRIVE (Street) BROOKING SD 57006 (City) (State) (Zip)	2. Issuer Name and Ticker or Trading Symbol DAKTRONICS INC /SD/ [DAKT]	5. Relationship of Reporting Person(s) to Issuer (Check all applicable) <input checked="" type="checkbox"/> Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) CEO & President
	3. Date of Earliest Transaction (Month/Day/Year) 08/28/2013	
	4. If Amendment, Date of Original Filed (Month/Day/Year)	6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person <input type="checkbox"/> Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock	08/28/2013		M		5,167	A	\$8.85	1,365,593	D	
Common Stock	08/28/2013		M		7,198	A	\$8.29	1,372,791	D	
Common Stock	08/28/2013		M		14,833	A	\$8.85	1,387,624	D	
Common Stock	08/28/2013		M		2,402	A	\$8.29	1,390,026	D	
Common Stock	08/28/2013		M		4,800	A	\$8.65	1,394,826	D	
Common Stock	08/28/2013		M		2,400	A	\$8.65	1,397,226	D	
Common Stock								53,892	I	by 401k

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)	
				Code	V	(A)	(D)	Date Exercisable	Expiration Date						Title
Incentive Stock Options	\$8.29	08/28/2013		M			2,402	(1)	12/03/2018	Common Stock	2,402	\$0.0	2,400	D	
Incentive Stock Options	\$8.65	08/28/2013		M			2,400	(2)	12/02/2019	Common Stock	2,400	\$0.0	4,800	D	
Incentive Stock Options	\$8.85	08/28/2013		M			14,833	(3)	11/19/2013	Common Stock	14,833	\$0.0	0	D	
Non-Qualified Stock Option	\$8.29	08/28/2013		M			7,198	(1)	12/03/2018	Common Stock	7,198	\$0.0	0	D	
Non-Qualified Stock Option	\$8.65	08/28/2013		M			4,800	(2)	12/02/2019	Common Stock	4,800	\$0.0	0	D	
Non-Qualified Stock Option	\$8.85	08/28/2013		M			5,167	(3)	11/19/2013	Common Stock	5,167	\$0.0	0	D	

Explanation of Responses:

- Incentive Stock Options: 20% vested each year for a total of five years - vesting schedule: 12/04/2009; 12/04/2010; 12/04/2011; 12/04/2012; 12/04/2013
- Incentive Stock Options: 20% vested each year for a total of five years - vesting schedule: 12/03/2010; 12/03/2011; 12/03/2012; 12/03/2013; 12/03/2014
- Incentive Stock Options: 20% vested each year for a total of five years - vesting schedule: 11/20/2004; 11/20/2005; 11/20/2006; 11/20/2007; 11/20/2008

James B. Morgan

08/28/2013

** Signature of Reporting Person

Date

* If the form is filed by more than one reporting person, see Instruction 4 (b)(v).

** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

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