

Photo Release -- Clear Channel Spectacolor Chooses Daktronics LED Video for 1500 Broadway Times Square Billboard

New Interactive Display Features Exclusive Advertising From Cosmetics Company Revlon

BROOKINGS, S.D., Dec. 17, 2014 (GLOBE NEWSWIRE) -- Love is buzzing around 1500 Broadway on the corner of West 43rd Street in Times Square just in time for the holidays. Clear Channel Spectacolor, a brand division of [Clear Channel Outdoor](#) (NYSE:CCO), installed a new 2-sided LED video billboard at the location, recently unveiled during the kickoff of Revlon's brand re-launch campaign Revlon LOVE IS ON.

A photo accompanying this release is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=29698>.

Revlon contracted with Spectacolor to be the billboard's exclusive advertiser, quickly naming the billboard the "Global Love Beacon," which interacts with Times Square audiences via a jumbo "kiss cam." Interactive content prompts viewers to share their "love moment" photos for a chance to have them appear on the big screen. Fans from around the world can play along too by sharing their photos and messages 24/7 at #LOVEISON or at www.revlon.com/loveison.

Located on the Good Morning America Building, Daktronics Inc. (Nasdaq:DAKT) manufactured the 36-foot high by 85-foot wide LED spectacular which features high resolution 10 millimeter line spacing. The billboard plays HD content and extends the appeal of large-scale LED video to customers who place a high value on sharper contrast and superior brightness, even in direct sunlight. A darker display face provides deeper, more pronounced blacks, while custom LED louvers significantly improve color integrity and viewing angles.

Clear Channel Spectacolor offers innovative out-of-home advertising solutions in major pedestrian centers such as Times Square, Atlantic City and the Las Vegas Strip.

Daktronics' first Times Square project was the Dow Jones Zipper display in 1986 and the company's experience level within the world-renowned area is unmatched. Discover more information about Daktronics dynamic video solutions at: www.daktronics.com/timesquare.

ABOUT DAKTRONICS

[Daktronics](#) helps its customers impact audiences throughout the world with large-format LED video displays, message displays, scoreboards, digital billboards and control systems in sport, business and transportation applications. Founded in 1968 as a USA-based manufacturing company, Daktronics has grown into the world leader in audio-visual systems and implementation with offices around the globe. Discover more at www.daktronics.com.

ABOUT CLEAR CHANNEL OUTDOOR HOLDINGS, INC.

Clear Channel Outdoor Holdings, Inc. (NYSE:CCO) is one of the world's largest outdoor advertising companies, with more than 675,000 displays in over 40 countries across five continents, including 47 of the 50 largest markets in the United States. Clear Channel Outdoor Holdings offers many types of displays across its global platform to meet the advertising needs of its customers. This includes a growing digital platform that now offers over 1,100 digital billboards across 38 U.S. markets. Clear Channel Outdoor Holdings' International segment operates in countries across Asia, Australia, Europe and Latin America in a wide variety of formats.

Like us on Facebook at [facebook.com/CCOutdoor](https://www.facebook.com/CCOutdoor)

Follow us on Twitter at twitter.com/CCOutdoorNA

CONTACT: MEDIA RELATIONS

Tyler Campbell

Daktronics Spectaculars Marketing

Tel 605-270-1640

Email tyler.campbell@daktronics.com

Daktronics-manufactured LED video billboard installed at 1500 Broadway in Times Square.