

Photo Release -- SONY Teams With Daktronics for True High-Definition Integrated Super System at Levi's(R) Stadium

BROOKINGS, S.D., June 24, 2013 (GLOBE NEWSWIRE) -- Daktronics (Nasdaq:DAKT) of Brookings, S.D., announced today that, in a joint sales effort with Sony Electronics®, it will manufacture a true high-definition integrated LED video super system for Levi's® Stadium in Santa Clara, Calif., the new home of the San Francisco 49ers opening in 2014.

A photo accompanying this release is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=19486>

The multi-million dollar installation includes video displays in each end zone, a ribbon display around the seating fascia, an audio mesh display over the speaker system, and Daktronics Show Control System to integrate and control all displays.

"The vision for Levi's® Stadium has always been to create the ultimate fan experience through the use of innovative technology," said San Francisco 49ers President Gideon Yu. "The partnership between Sony and Daktronics will outfit Levi's® Stadium with ground-breaking visual elements, setting its in-stadium experience apart from all other outdoor sports and entertainment venues and rivaling the home viewing option."

The north and south end zones will receive LED video displays featuring 13HD pixel layouts. The display located in the north end zone measures approximately 48 feet high by 200 feet wide and the display in the south end zone measures approximately 48 feet high by 142 feet wide.

The resolution and dimensions of each display allow for true high-definition video to be shown in the form of live video and instant replays. Each display can also be sectioned into multiple smaller sized windows to present fans with a variety of up-to-the-minute statistics, scoring information, sponsor advertisements, and other graphics and animations, sure to rival any at-home experience.

Sony Electronics also plans to install a full HD video replay room at Levi's Stadium, including professional cameras and switchers that can drive content to the Daktronics displays.

"Stadiums and arenas are now entertainment destinations, where the action on the field is just one part of the event," said Alec Shapiro, president of Sony Electronics' Professional Solutions of America group. "Fans expect a true HD experience from their seats to the concession stands to the suites, and technology like Daktronics displays, driven by Sony technology, can create that immersive and dynamic fan experience."

Levi's® Stadium will also be receiving the latest technological innovation from Daktronics: digital audio mesh. This product consists of freeform LED elements mounted over the stadium's speaker system, measuring 48 feet high by 58 feet wide, in a manner that allows sound to pass through it uninhibited, rendering it aesthetically pleasing and acoustically transparent. It allows for full video capability that can be used for additional sponsorship and other dynamic spectator experience opportunities in a space that would traditionally be unavailable for such content.

"As the first installation of the new digital audio mesh technology, it will be highly impactful to the overall experience," said Brent Stevens, Daktronics national sales manager for professional sports. "The mesh will be able to connect with the south end zone video display to show a single full video image across both displays. This capability allows this display to tie together very well with the full video production on game day."

Around the seating fascia, Daktronics will install a ribbon display which features a 13HD pixel layout and measures 3.5 feet high by 1,650 feet wide. These displays will provide the opportunity to showcase sponsors throughout events and provide up-to-the-minute statistics and other game information.

Levi's® Stadium will be the first to have every display within the seating bowl feature 13HD pixel layouts, the premier LED solution for outdoor stadiums, to put it at the top of the list for technological enhancements.

Daktronics will also be including its powerful Show Control System with this installation. This industry-leading system provides a

combination of display control software, world-class video processing, data integration and playback hardware that forms a user-friendly production solution. For more information on Show Control, visit www.daktronics.com/show.

Daktronics LED video and messaging display technology incorporates excellent image clarity and contrast with wide angle visibility while providing multiple levels of protection from the elements. It offers a long lifetime with minimal maintenance and low power consumption, providing value and excitement for years to come.

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 the company's World Wide Web site at: <http://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 5135 Brookings, S.D. 57006-5135.

About Sony Electronics

Sony Electronics' Professional Solutions of America group provides video and audio technologies for a range of professional production applications — from 2d to HD to 3D to 4K and more. These include broadcast television and motion picture reproduction, live event production, event videography, ENG/EFP digital cinematography, digital cinema, videoconferencing, medical, visual imaging, digital signage, remote system diagnostics and monitoring, and IP surveillance and security. Sony professional technologies are used in a range of market segments including sports video production, houses of worship, government, healthcare, education, and hospitality, among others.

About Levi's® Stadium

Levi's® Stadium will not only be the new home to the San Francisco 49ers, but it will also serve as one of the world's best outdoor sports and entertainment venues. It was designed by HNTB and is being built by Turner/Devcon for the Santa Clara Stadium Authority. The \$1.2 billion venue will have 1.85 million square feet, seat approximately 68,500 and will feature an expected 165 luxury suites and 8,500 club seats. It was designed to be a multi-purpose facility with the flexibility to host a wide range of events, including domestic and international soccer, college football, motocross, concerts and various civic events, and will be expandable for major events such as the Super Bowl. For more information, go to <http://www.levisstadium.com/>.

About the San Francisco 49ers

The San Francisco 49ers, owned by Denise and John York, currently play in the NFC West division and have won five Super Bowl trophies including Super Bowl XVI, XIX, XXIII, XXIV and XXIX. The franchise also has six conference championships and 19 divisional championships and was the first major league professional sports team to be based in San Francisco over 60 years ago. Please visit www.49ers.com and follow the 49ers on Facebook and Twitter @49ers.

Safe Harbor Statement

Cautionary Notice: In addition to statements of historical fact, this news release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 and is 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 expectations, including, but not limited to, changes in economic and market conditions, management of growth, timing and magnitude of future contracts, fluctuations in margins, the introduction of new products and technology, the impact of adverse weather conditions 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.

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