

Photo Release -- University of California, San Diego the First Campus to Receive Daktronics New Digital Street Furniture LED Displays

BROOKINGS, S.D., Nov. 11, 2013 (GLOBE NEWSWIRE) -- Daktronics (Nasdaq:DAKT) of Brookings, S.D., delivered four Digital Street Furniture LED video displays to the University of California, San Diego (UC San Diego) in La Jolla, Calif. UC San Diego is the first college campus to receive this sleek, European-inspired LED solution that resulted from collaboration with Daktronics advanced LED technology refined with the expertly engineered cabinetry from the acquisition of Daktronics Belgium.

A photo accompanying this release is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=22125>

Digital Street Furniture is a very versatile product with exceptionally tight line spacing which is well suited for heavy foot traffic and slow-moving motorized traffic environments such as shopping centers, out-of-home advertising and other public spaces. Due to the lower, reachable locations associated with this type of product, it is manufactured with a layer of glass covering the actual LED elements as an extra means of protection.

This product emphasizes the message instead of the medium with vibrant images and unsurpassed picture quality backed by 6,000 nits of adjustable brightness to overcome the most demanding of lighting conditions.

Each of the four displays at UC San Diego features 6 millimeter line spacing and measure 5 feet high by 3 feet wide. They will be located at the UC San Diego Theatre District to help with event promotion and other special announcements. The displays are positioned at eye-level to deliver maximum visibility of scheduled advertising, event announcements and other timely information to passers-by.

"We're excited that UC San Diego has elected to be on the front lines of emerging technology and selected our company to provide their campus with this new street level video solution," said Jay Parker, vice president of live events for Daktronics. "This Street Furniture product offers versatility at eye level that can be very useful for college campuses for event promotion, advertising and campus alerts. We look forward to the future of this product."

Daktronics LED video and messaging display technology 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 5128 Brookings, S.D. 57006-5128.

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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: For more information contact:

MEDIA RELATIONS:

Justin Ochsner

Marketing

tel (605) 692-0200

email justin.ochsner@daktronics.com

UC San Diego Digital Street Furniture