

Photo Release -- Jacksonville Jaguars Partner With Daktronics to Install World's Largest HD LED Video Displays

BROOKINGS, S.D., March 10, 2014 (GLOBE NEWSWIRE) -- The Jacksonville Jaguars have partnered with Daktronics (Nasdaq:DAKT) of Brookings, S.D., to manufacture and install the largest HD LED video displays in the world at each end zone of EverBank Field in Jacksonville, Fla. Each display will be long enough to reach just more than the distance from the goal post in one end zone to the goal post in the other end zone, and each display boasts more than 21,700 square feet of active display area - almost enough to cover the entire field of play when combined.

A photo accompanying this release is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=24007>

"As the construction takes shape, we can all envision what an impact this will have on EverBank Field and the game-day experience," said Jaguars Owner Shahid Khan, "and that was one of the reasons from the beginning for embarking on this ambitious project. We want EverBank Field to be a world-class destination, and we want to bring energy and attention to Downtown Jacksonville. Our goal is to offer best-in-class amenities and the best in-stadium experience for our fans and for everyone who visits Jacksonville and EverBank Field."

"We owe our fans and this community nothing less than the best, and these enhancements will be the best," said Jaguars President Mark Lamping. "These stadium upgrades will drastically change the in-stadium experience and create a truly unique environment that you cannot get at home. This will be an eye-opener and an attention-getter for Jacksonville."

The two massive end zone displays will each measure 60 feet high by 362 feet wide and feature a 13HD pixel layout. A goal of these displays was to have three side-by-side HD video images for multiple replay shots and other video content. A section of 60 feet high by 106 feet wide gives them the needed real estate for such a feat, with an extra 44-foot-wide buffer space for graphics and other content.

They are still capable of showing one large image to highlight live video and instant replays and can also be divided into any combination of separate windows to show a variety of vivid graphics, colorful animations, up-to-the-minute statistics, scoring information and sponsor advertisements.

"The collaboration between Daktronics and the Jacksonville Jaguars to manufacture the two largest LED video displays in the world is a testament to the engineering capabilities of our company," said Reece Kurtenbach, CEO, Daktronics. "We are pleased to be able to produce these high-quality video display systems for the Jaguars and EverBank Field; it will create a memorable experience for fans when football season returns."

Below the north end zone display will be a display measuring nearly 10 feet high by 320 feet wide featuring the same 13HD pixel layout.

On the opposite end of the field, there will be two ribbon displays on both levels of fascia in the seating bowl below the south end zone main display. Each ribbon display will feature a 15HD pixel layout. The top display, measuring more than 3 feet high by 365 feet wide, is curved to appear the same length as the bottom display, which will measure more than 3 feet high by 295 feet wide.

Each side of the field will receive a ribbon display along the seating fascia, each measuring more than 3 feet high by 573 feet wide and featuring a 15HD pixel layout.

Four new displays will replace the existing displays in each corner of the stadium. These new displays will each measure approximately 18 feet high by 32 feet wide and feature a 15HD pixel layout.

Two additional displays will be installed above each tunnel at opposite corners of the stadium. These displays will each measure 6 feet high by 24 feet wide and will also feature a 15HD pixel layout.

All of these additional video and ribbon displays will provide the opportunity to showcase sponsors throughout events and provide up-to-the-minute statistics, fantasy football updates and other game information.

All displays will incorporate excellent image clarity and contrast, and will provide multiple levels of protection from the elements. The wide angle viewing capability will provide fans with a clear view of the displays from any seat in the stadium.

"We are honored to continue our long-standing relationship with the Jacksonville Jaguars and the City of Jacksonville," said Mike Kempny, Daktronics sales representative on the project. "Their new game-day experience will be unrivaled as the Jaguars unveil new LED fascia displays throughout the stadium and two of the world's largest high definition video displays. The Jaguars are proving their commitment to be on the leading edge of video technology and to the fans of Jacksonville. Daktronics is extremely proud of our ability to offer these high end systems which will set a new benchmark in professional sports."

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 offers a long lifetime with minimal maintenance and low power consumption, providing value and excitement for years to come.

About Jacksonville Jaguars

The Jacksonville Jaguars are one of 32 member clubs of the National Football League, aligned in the South Division of the American Football Conference. Founded in 1993, they are entering their 20th season of play in 2014. The team is owned by Shahid Khan, who purchased the franchise in January of 2012.

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.

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