

Photo Release -- Cleveland Browns to Electrify Fans with Installation of Daktronics Integrated Super-System at FirstEnergy Stadium

BROOKINGS, S.D., June 16, 2014 (GLOBE NEWSWIRE) -- When Cleveland Browns fans return to FirstEnergy Stadium this fall, they will be impressed by an integrated LED super-system designed, manufactured and installed by [Daktronics Inc.](#) (Nasdaq:DAKT) of Brookings, S.D. Each new main end-zone display will feature a unique angled pattern on its north edge and will feature nearly 6,900 square feet of display space.

A photo accompanying this release is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=25951>

"We have consistently said that our two primary focuses are winning games and creating the best fan experience in the NFL," said Browns President Alec Scheiner. "By installing these two new Daktronics video boards, which are nearly triple the size of the old units, and enhancing technology throughout the stadium, we have improved in both areas by adding features that will help us provide our fans and players the best possible game-day atmosphere."

The two main video displays will measure nearly 40 feet high by 192 feet wide at the top, angling to 178 feet wide in the middle and approximately 132 feet wide along the bottom.

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

At the east end zone, a marquee display will be installed on the outside of the stadium and it will appear to be a continuation of the main video display of that end zone. This outward facing display is shaped like an inverted triangle. It will measure 28 feet high at its tallest point and 100 feet wide along the top for a total of more than 1,400 square feet of display space.

Other displays coming to FirstEnergy Stadium as part of this installation include the following:

- Four sponsor deck displays
 - One in each end zone with the northeast display measuring approximately 10 feet high by 70 feet wide and the northwest display measuring approximately 9 feet high by 50 feet wide.
 - One in each end zone on the south side of the upper seating area, each measuring 20 feet high by 30 feet wide.
- Fourteen LED ribbon displays
 - Three at each end zone along the fascia of the upper seating area, each measuring more than 3.5 feet high by 40 feet wide.
 - Three on each sideline's fascia, each measuring 2.5 feet high by 40 feet wide.
 - One on each sideline's seating fascia measuring 2.5 feet high by 372 feet wide.
- Four lower-corner sponsor displays: one in each corner of the stadium, each measuring 2.5 feet high by 36 feet wide.

Every display of the 25-display super-system installation will feature a high-quality 15HD pixel layout. All displays will incorporate excellent image clarity and contrast with wide-angle visibility, while providing multiple levels of protection from outdoor elements. They will provide the opportunity to showcase sponsors throughout events and provide up-to-the-minute statistics and game information.

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 single user-friendly production solution. For more information on Show Control System, visit www.daktronics.com/show.

"We began our relationship with the Cleveland Browns in 1999 and we're very excited to continue our partnership at FirstEnergy Stadium," said Daktronics CEO Reece Kurtenbach. "The Browns' system combines high-resolution video displays with an angular shape that will be unique in the NFL. These displays are powered with our Show Control System that allows the team to deliver any amount of statistics, data, graphics and HD video to any display at any time during the event; the Browns' fans will receive a remarkable game-day experience that is only available in the stadium. We're eagerly awaiting the start of the season to see the new Cleveland Browns football experience."

In addition to the equipment installation, The Browns will also benefit from digital content to be produced and delivered by Daktronics' award winning Creative Services division. This imagery will consist of any mixture of sponsorship messages, crowd prompts, headshots, game opens and venue announcements at the request of the team.

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](http://www.daktronics.com) 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.

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