

Photo Release -- National Harbor Adds Daktronics LED Video Technology to Its Entertainment and Retail District

New, High-Definition Display Enhances National Harbor's Live Events and Promotions

BROOKINGS, S.D., June 25, 2014 (GLOBE NEWSWIRE) -- [National Harbor](#), a 350-acre mixed-use, waterfront community in the Washington, D.C., area, recently added a new outdoor LED video display, manufactured by [Daktronics Inc.](#) (Nasdaq:DAKT) of Brookings, S.D., within its entertainment and retail district.

A photo accompanying this release is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=26155>

The audio-enabled, 10 mm LED display measures approximately 18-feet high by 32-feet wide and will offer National Harbor multiple promotional opportunities. The display provides a digital canvas for on-premise branding, live sporting events, Movies on the Potomac and more. It will also serve as an advertising platform for National Harbor retailers and restaurants, Gaylord National, Tanger Outlets, MGM National Harbor and other partners.

Located on the waterfront, the display features rugged LED video technology, designed and engineered for high performance in coastal, outdoor environments. Daktronics LED video technology offers a long lifetime with minimal maintenance and low power consumption. The new display will provide National Harbor great marketing value and entertainment for years to come.

Set along the Potomac River and developed by the [Peterson Companies](#), National Harbor is a diverse mixture of world-class shopping, dining and entertainment with hotels, premium office space and residences. Perhaps one of National Harbor's more iconic features, The Capital Wheel, soars 180 feet above the Potomac River waterfront and offers riders a spectacular view of the nation's capital.

In addition, MGM National Harbor will open in 2016 as a world-class resort and casino featuring a luxury hotel and spa, upscale retailers, global entertainment and fine dining from local celebrity chefs. The new destination resort will create thousands of new, local jobs, providing enormous economic benefits to the region.

Daktronics LED spectacular displays help entertainment districts like National Harbor amplify their outdoor spaces into public destination hotspots. Today's mixed-use developments are embracing the power and flexibility of large-format LED video more than ever, and those that reach for the cutting-edge in LED video are producing higher revenues and more foot traffic. For more information on Daktronics LED video technology, visit www.daktronics.com/spectaculars

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 NATIONAL HARBOR

National Harbor is a community unlike any other in the D.C. region, designed to take full advantage of the most historic river in the nation. Rising from the banks of the Potomac River just south of the Woodrow Wilson Bridge in Prince George's County, MD, National Harbor is a 350-acre, resort destination that includes the Gaylord National Resort and Convention Center, Tanger Outlets, National Children's Museum, thousands of hotel rooms, hundreds of residential and office units, tree-lined promenades with scores of popular shops and restaurants, and a marina. Additionally, the \$925 million MGM National Harbor resort will include a 300 room luxury hotel, a casino featuring 3,600 slots and 140 table games, a 1,200 - seat theater, high end branded retail, 35,000 square feet of meeting space and restaurants from renowned local and national chefs. For more information visit www.nationalharbor.com.

ABOUT PETERSON COMPANIES

Peterson Companies is one of the largest privately owned real estate development companies in the Washington, D.C., region and offers fully integrated development services for commercial, office, residential and retail real estate. The company is responsible for some of the most prominent and successful mixed-use retail, residential and office developments in Northern Virginia and Maryland, including National Harbor, Downtown Silver Spring, Washingtonian Center, Fairfax Corner, Virginia Gateway, Fair Lakes, Burke Centre and Tysons McLean Office Park. Founded by Milt Peterson more than 30 years ago, the company has an extensive, two-million square foot development pipeline throughout the Washington, D.C., region. For more information about the company, please visit www.petersoncos.com.

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Daktronics-manufactured outdoor LED video display up and running inside National Harbor, MD