

Photo Release -- The Mall at Millenia Revitalizes Signature Grand Court LED Video With Daktronics Products & Services

Orlando's Premier Luxury Retail Destination Updates Its Iconic Grand Court LED Displays

BROOKINGS, S.D., June 17, 2013 (GLOBE NEWSWIRE) -- In 2002, a new 1.2 million sq. ft. enclosed shopping and entertainment center in Orlando, Fla., chose [Daktronics](#) (Nasdaq:DAKT) to provide them with the industry's most innovative indoor LED video solution. More than a decade later, [The Mall at Millenia](#) has again relied on Daktronics to revamp their 12 curved, high-resolution LED displays that serve as the mall's Grand Court entertainment showpiece.

A photo accompanying this release is available at <http://www.globenewswire.com/newsroom/prs/?pkgid=19311>

Steven Jamieson, general manager of The Mall of Millenia, states, "The LED screens are truly a focal point and source of energy, often thought of as the heartbeat of the Center. The Forbes Company is committed to delivering the best of technology and creativity for our guests. We entered into this revitalization of the screens with excitement and confidence in the technology Daktronics has provided."

The new displays are larger than the original designs, measuring 9-feet high by 4-feet wide each. In addition, they feature 6 mm pixel spacing — four times the resolution when compared to the mall's prior technology.

Designed for premier organizations and locations that can accept only the highest image quality at the closest viewing distances, The Mall at Millenia's new displays feature technology that takes advantage of 3-in-1 SMD (surface-mount device) LED to produce exceptional brightness, unsurpassed viewing angles and incredible picture detail. In addition to updating the 12 curved LED video displays, Daktronics also provided [ProPixel® LED freeform stick elements](#) to vertically illuminate The Mall at Millenia's Cone Fountain display located at the main entrance of the mall.

The LED screens' content varies from high-end fashion pieces to fantasy-like motion graphics to playful creative artwork that leaps outside the boundaries of traditional digital artwork. An eclectic mixture of audio and video content transports guests from the high seas to the depths of outer space while captivating them with beautiful water and smoke forms.

"We are tremendously proud to have been given the opportunity to help realize The Mall at Millenia's vision for their Grand Court once again," said Brad Wiemann, executive vice president of Daktronics. "By upgrading to the higher resolution LED video technology of today is exemplary of The Mall at Millenia's commitment to offering its shoppers an incredibly unique and immersive experience not found anywhere else."

Daktronics LED video has helped revolutionize today's shopping center environment. Throughout the world, retail's largest property owners and developers are using large-format LED video in dynamic ways to connect consumers to brands while cashing in on sustainable revenues. [View Daktronics product in the mall space](#), or for more information, visit www.daktronics.com/shopping.

ABOUT DAKTRONICS

Daktronics has strong leadership positions in, and is the world's largest supplier of, computer-programmable displays, large screen video displays, digital billboards, and electronic scoreboards 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 www.daktronics.com or e-mail the company at commercial@daktronics.com, call (605) 692-0200 ext. 56219 or toll-free (800) 325-8766 in the United States or write to the company at 201 Daktronics Drive PO Box 5128 Brookings, S.D. 57006-5128.

ABOUT THE MALL AT MILLENIA

Conveniently located just minutes from every major attraction in Orlando, The Mall at Millenia's overall shopping experience includes the opportunity to partake in a wide range of experience-enhancing services and amenities, including personal

shoppers, trunk and fashion shows, special signature events, full-service salons, valet parking, a full-service concierge, currency exchange, multi-lingual staff and VIP "meet and greet" program, as well as an onsite U.S. Post Office.

Daily shopping hours are Monday through Saturday from 10 a.m. until 9 p.m. and Sunday, 11 a.m. until 7 p.m. Many restaurants are open through midnight 7-nights per week. For more information, call (407) 363-3555 or visit the Mall's Web site at MallatMillenia.com.

ABOUT THE FORBES COMPANY

Based in Southfield, Mich., The Forbes Company is a developer of award-winning luxury shopping centers, owning and managing more than 4.5 million square feet of retail and dining space in three acclaimed properties in Florida and one in Michigan. The Forbes Company brings the best of the retail world into environments that are architecturally significant in their use of the finest materials and breathtaking aesthetics. Combined with remarkable events and deluxe customer amenities, these shopping and dining experiences are nothing short of superb.

A paradigm of The Forbes Company portfolio — The Mall at Millenia in Orlando, The Gardens Mall in Palm Beach Gardens, Waterside Shops in Naples, and The Somerset Collection in Troy, Michigan — complement their respective communities. For more information, please visit TheForbesCompany.com.

CONTACT: MEDIA RELATIONS:

Joni Schmeichel

Daktronics Strategic Marketing

Tel 605-691-3639

Email joni.schmeichel@daktronics.com

Mall at Millenia