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Daktronics UHD Indoor LED Video Brings Higher Resolution Products to Digital Display Industry

Unibail-Rodamco, Admemori project features 1.2 millimeter UHD indoor LED display installation

BROOKINGS, S.D., March 21, 2017 (GLOBE NEWSWIRE) -- [Daktronics](#) (NASDAQ:DAKT) installed a 1.2-millimeter solution in February at [Unibail-Rodamco's](#) corporate office in Paris in conjunction with design team Admemori. The technology is an expansion to the Daktronics' [Ultra-High Definition \(UHD\)](#), also known as Narrow Pixel Pitch (NPP), 2.5-millimeter and 1.9-millimeter product inventory.

UHD LED video display's tighter resolutions and close viewing capabilities are redefining the digital display industry. This rapidly growing trend in indoor LED video opens a multitude of application opportunities previously limited to LCD screens.

Unibail-Rodamco have started a full refurbishment of its headquarters' lobby and decided to include a more advanced technology resonating with the digital experience offered to the customers in the group's shopping centers. The company commissioned Admemori to bring an innovative digital solution with a unique combination between architectural cutting-edge technology and emotional content strategy, including a digital journey into the Unibail-Rodamco's world that poetically reveals the whole dimension of the innovation and progress of the group, to catch visitors' attention and leave a lasting impression.

The new 1.2-millimeter display will measure approximately 9 feet high by 6 feet wide (2.74 x 1.82 meters) for a total of 54 square feet. It will be mounted in the lobby of Unibail-Rodamco's corporate headquarters to showcase the company's most recent projects including the [video display](#) installation at [CentrO Mall](#) in Oberhausen, Germany, to all visitors entering the building.

"We're always looking for ways to better serve our customers and meet their needs for specific applications, most recently by focusing on our UHD products," said Daktronics CEO Reece Kurtenbach. "By expanding our product offering to the 1.2-millimeter pixel pitch, we're better able to provide a solution for extremely close viewing distances thereby empowering our customers to incorporate LED displays in locations which might not have been previously feasible."

Daktronics UHD LED video provides clear image and video quality to indoor settings where viewing distances may be slightly closer than 3 feet including lobbies and entryways, luxurious public spaces, and press conference backdrops. Customers can realize savings in energy and service with a product which operates at half the power consumption as the industry standard solution and allows for front or rear access for quality, worry-free installation and service.

"In early 2017, Daktronics will install 28 displays worldwide, more than 1,200 panels, nearly 3,000 square feet and well over 40 million UHD LEDs," said Adam Gilliland, Daktronics UHD business development director. "Our precision current control safeguards against heat buildup - the number one cause of premature LED and display failure. By driving each individual LED with the exact current it requires, power is not burned off as heat and the components are never pushed anywhere near their threshold. Our customer's benefit from this technology by experiencing 'out of the box new' industry-leading brightness and uniformity throughout the operational lifetime, which translates to lowest cost of ownership. We are excited for continued growth of this exclusive family of products into our markets."

SMD LEDs spaced close together create highly crisp appearances, making them ideal products perfectly suited for businesses that rely on detailed content or want to enhance their brand with vibrant video and imagery.

Additionally, UHD LED technology has no bezels commonly seen in LCD technology — meaning there are no black-lines that appear in between sections of the video. With the latest UHD technology, and as pixel pitches get tighter, even a relatively small display can have an extremely high resolution. With Daktronics' experience managing the largest LED displays in the world, the world's leading LED display manufacturer offers a solution that produces seamless, smooth processing with no tearing or stuttering at resolutions well beyond 4K.

About Daktronics

[Daktronics](#) helps its customers to impact their audiences throughout the world with large-format LED video displays,

message displays, scoreboards, digital billboards, audio systems 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 audiovisual systems and implementation with offices around the globe. Discover more at www.daktronics.com.

About Admemori

Admemori studio, concept designers of the iconic [Digital Dream](#) and [CentrO](#) installations, support property groups & brands to transform their corporate / retail / residential spaces into unique & memorable destinations. In this sense, they invent iconic digital solutions made of cutting-edge architectural AV technologies and differentiating emotional content strategies. A unique combination assuring their moving designs catch visitors' attention and leave a lasting impression.

About Unibail-Rodamco

Created in 1968, Unibail-Rodamco SE is Europe's largest listed commercial property company, with a presence in 11 EU countries, and a portfolio of assets valued at €39.3 billion as of June 30, 2016. As an integrated operator, investor and developer, the Group aims to cover the whole of the real estate value creation chain. With the support of its 1,985 professionals, Unibail-Rodamco applies those skills to highly specialized market segments such as large shopping centres in major European cities and large offices and convention & exhibition centres in the Paris region.

The Group distinguishes itself through its focus on the highest architectural, city planning and environmental standards. Its long-term approach and sustainable vision focuses on the development or redevelopment of outstanding places to shop, work and relax. Its commitment to environmental, economic and social sustainability has been recognized by inclusion in the FTSE4Good and STOXX Global ESG Leaders indexes.

The Group is a member of the CAC 40, AEX 25 and EuroSTOXX 50 indices. It benefits from an A rating from Standard & Poor's and Fitch Ratings. For more information, please visit our website: www.unibail-rodamco.com

SAFE HARBOR STATEMENT

Cautionary Notice: In addition to statements of historical fact, this news release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 and is intended to enjoy the protection of that Act. These forward-looking statements reflect the Company's expectations or beliefs concerning future events. The Company cautions that these and similar statements involve risk and uncertainties which could cause actual results to differ materially from our expectations, including, but not limited to, changes in economic and market conditions, management of growth, timing and magnitude of future contracts, fluctuations in margins, the introduction of new products and technology, the impact of adverse weather conditions and other risks noted in the Company's SEC filings, including its Annual Report on Form 10-K for its 2016 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.

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