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## Daktronics Unleashes Enhanced Dynamic Content for Video Displays

BROOKINGS, S.D., April 11, 2017 (GLOBE NEWSWIRE) -- [Daktronics](#) (NASDAQ:DAKT) of Brookings, South Dakota, is empowering customers to create and display even more dynamic data on video displays for their viewers with Enhanced Dynamic Content (EDC). [Daktronics Creative Services](#) began working with professional and collegiate customers to implement this type of content into game-day productions in 2016, including the Minnesota Vikings, Miami Marlins and South Dakota State University.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/de0414b3-bf85-48fe-8d89-5fdb2743defc>

EDC is a playback technology for data feeds — including statistics and social media — that delivers graphic transitions, real-time data effects and playback layers as well as the flexibility to directly display web pages on a display. It helps create a more dynamic game-day production that flows smoothly from element to element focused on using graphics, data transitions, layering, transparencies and alpha channels associated with real-time data.

"We wanted to take traditional stats feeds within our building and take standard static data fields and give it a new feel," said Jay Nelson, Minnesota Vikings senior manager of motion graphics. "Adding in the animation pieces with Enhanced Dynamic Content helps us see the possibilities moving forward, and it's fun for us to be able to provide fans with experiences they've never had before."

Fans are accustomed to high-quality graphics and transitions from watching events from home on their television. Incorporating EDC onto video displays within a venue helps meet the expectations fans have acquired from the at-home environment when they leave their home to watch an event in person.

"This development in our service offering addresses our customers' need to engage fans in the same manner as broadcast productions present information to viewers at home," said Sarah Rose, Daktronics vice president of services. "It expands our all-encompassing approach to providing our customers with a comprehensive solution."

"Working with Creative Services, they're very attentive," said Nelson. "We've had a long-standing partnership with Daktronics and in making sure everything was set up to meet our needs, they were fantastic. The result was a successful game day for our very first game in U.S. Bank Stadium."

To see examples of Enhanced Dynamic Content, [click here](#).

### About Daktronics

[Daktronics](#) helps its customers to impact their 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](http://www.daktronics.com).

### SAFE HARBOR STATEMENT

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