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Daktronics Releases Latest Digital Billboard Technology

Unmatched lifetime image quality meets the most reliable digital billboard to date, backed by 10-year guarantee

BROOKINGS, S.D., March 13, 2017 (GLOBE NEWSWIRE) -- [Daktronics](#) (NASDAQ:DAKT) of Brookings, South Dakota, releases the DB-6400, the latest addition to their DB-6000 digital billboard series. This new series pairs the most reliable billboard to date with a host of features that enhance lifetime image quality including Snap auto-blending calibration and a 10-year brightness guarantee.

"We understand that outdoor companies have a number of business drivers, but when it comes to digital billboard technology there are two that highly impact revenue - product reliability and lifetime image quality," said Collin Huber, Daktronics OOH sales manager. "Our new DB-6400 makes it easy for display owners to maximize revenue on day one and for the life of their display."

Because display uptime is a critical component to retaining advertisers and generating revenue, Daktronics digital billboard owners can expect unmatched display reliability.

"Since the release of our previous digital billboard series in 2015, we have seen a greater than 99.9% reliability rate," said Lori Sieler, Daktronics product manager. "Continuously building on those developments, customer feedback and stated industry needs, we are confident the DB-6400 digital billboard will be a game changer."

While product reliability and uptime are key to the success of an outdoor company's business, image is what is sold.

"Image is everything, at least to advertisers," said Joni Schmeichel, Daktronics OOH marketing strategist. "This is why we don't take short cuts when it comes to image quality. We work diligently to continually increase display contrast and ship at a higher brightness level, it is also why we source the highest-quality, targeted LEDs. It's the combination of these features that set Daktronics digital billboards apart."

Alongside an already extensive list of features that enhance image quality — a high-quality, targeted LED, a high-contrast proprietary louver design and matte module coating, and a ship brightness of 8,500 nits — Daktronics is introducing the revolutionary Snap auto-blending calibration method to help maintain lifetime image quality.

Daktronics Snap calibration, a first in the Out of Home industry, is a feature that allows display modules to auto-blend to their surrounding modules with the press of a button, thereby reducing service times and eliminating the 'patchwork' variation currently seen on aging displays in the industry.

With state-of-the-art testing facilities, more than 10 years of advanced diagnostic data and an ever-evolving digital billboard product line, Daktronics has set new standards in the Out of Home industry.

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.

SAFE HARBOR STATEMENT

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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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