



November 8, 2017

## **New Daktronics Media Kit Offers Customers Unlimited Customizable Messaging Options**

BROOKINGS, S.D., Nov. 08, 2017 (GLOBE NEWSWIRE) -- [Daktronics](#) (NASDAQ:DAKT) of Brookings, South Dakota, announces its new [Media Kit Building Blocks](#), an innovation of the standard media kit offering for LED technology. By combining 400+ media kit backgrounds, 127 new still and animation backgrounds, and more than 225 graphic elements, Daktronics media kit building blocks provides what no other LED manufacturer does for a content offering: unlimited message creation. This combination provides limitless options for creative and powerful messaging.

A photo accompanying this announcement is available at <http://www.globenewswire.com/NewsRoom/AttachmentNg/5ac68802-3fee-4df1-90f3-117275d11098>

"Capturing attention and creating consumer engagement is more challenging today than ever before," said Gina Kuck, Daktronics Commercial Creative Services manager.

Statistics show that graphics catch human attention quicker and increase memory recall better than text on its own. The ability to layer graphic elements with any still or animated background and then pair with text enables businesses to create content that motivates consumers.

"Media kit building blocks help businesses efficiently create unbeatable and personalized content for their LED displays," said Kuck. "At last, we are giving the display owner more time to focus on running their business and meeting their advertising and business goals."

In an active market, businesses are not only competing with other business, but also constant external stimulation.

"Graphics play a significant part in our current culture's communication style and the way consumers expect to be engaged. That's why Daktronics created media kit building blocks," added Kuck.

Daktronics is taking an additional step by providing a best practices guideline to maximize the use of this media kit, helping win the glance with more customized messaging. Daktronics focused heavily on the niches that have embraced LED technology — financial, houses of worship and healthcare as examples. Holiday and seasonal graphic elements are included to ensure messages stay fresh and timely. An area of particular excitement is the ongoing development of graphic elements in the coming quarters.

All of the content is available to customers with a Galaxy GS6 or DVX display at least 40+ pixels high.

### **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](http://www.daktronics.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 2017 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.

### **MEDIA RELATIONS**

Jess Bern  
Marketing Strategist  
Tel 605-692-0200  
Email [jess.bern@daktronics.com](mailto:jess.bern@daktronics.com)