

Daktronics' Valo® Digital Billboards Provide Superior ROI for Outdoor Advertising Companies

BROOKINGS, S.D.–Dec. 05, 2008–Daktronics Inc. (NASDAQ-DAKT) has included several features in its industry leading Valo® [digital billboards](#) to reduce waste and improve an outdoor operator's return on investment (ROI).

A key aspect in improving ROI comes from reducing power consumption. This translates into big savings over the life of the display. Daktronics Valo® digital billboards reduce power costs by using the industry's most energy-efficient LEDs and a highly efficient thermal management system to regulate the board's operating temperature.

In addition, each billboard comes with Valo® Sense, an automatic dimming mechanism that adjusts billboard luminance to match the ambient light environment. This keeps power costs low while ensuring optimal picture quality, day or night.

Furthermore, Daktronics has invested heavily in implementing Lean manufacturing processes. This has helped reduce waste and keep the purchase price of displays low. And Daktronics' slim extruded cabinet design uses less metal without sacrificing durability or strength. As a testament to this, each Valo® digital billboard complies with IBC 2006, the most robust building code standards to date.

"Having manufactured and installed more than 950 digital billboards since 2001," said Chris Bates, Daktronics' billboard product manager, "we have a lot of valuable experience to help guide our product design efforts. This experience has allowed us to design several features to help outdoor advertising companies improve their digital outdoor operations—and their bottom line."

In addition to several other money-saving features, Daktronics' innovative mounting system, Valo® Mount, significantly reduces installation time and eliminates the likelihood of structural enhancements. Furthermore, the board accommodates front and rear access, allowing service to be performed from catwalks which eliminates the cost of a bucket truck for service in many cases.

Daktronics offers four different Valo® products in a wide range of standard sizes:

- 12 mm Valo® OT
- 16 mm Valo® OT
- 20 mm Valo® MT
- 23 mm Valo® MT

About Daktronics

Daktronics is the world's largest supplier of large format LED display systems, including digital billboards, large-screen video displays and control systems for sports and commercial venues. The company's digital LED billboard division installed its first digital billboard in 2001 and quickly became the top digital billboard manufacturer. Daktronics has installed more than 950 digital billboards nationwide in more than 150 cities. For more information about digital billboards, visit:

<http://www.daktronics.com/billboard>, e-mail the company at outdoor@daktronics.com, or call toll-free at (888) 325-7446.

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For more information contact:

MEDIA RELATIONS:

Dawn Waterman
Billboard Marketing Manager
605-692-0200 ext. 56748
dwaterm@daktronics.com

SALES RELATIONS:

1-888-325-7446
outdoor@daktronics.com