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Impact Video brings Daktronics' ProTour® Displays to Life for 2007 NBA All Star Game

LAS VEGAS, Nev. – Mar. 14, 2007 – Basketball enthusiasts didn't miss a second of the exciting live basketball action with six 13-millimeter Daktronics ProTour® screens present at this year's 2007 NBA All Star Game.

The NBA contracted with Daktronics' rental partner, Impact Video, to provide the displays. Four ProTour® video screens, each approximately 12 feet tall by 16 feet wide, took the place of the existing centerhung equipment at the Thomas & Mack Center in Las Vegas. Impact positioned two other ProTour® video boards approximately 5 feet tall by 16 feet wide at both end zones to ensure every fan a glimpse of the action. The LED displays illuminated the Thomas & Mack Center throughout the weekend activities culminating with the main event on February 18.

"The displays performed flawlessly, but what impressed us the most was the uniformity and depth of color the ProTour® panels offer," said Jeffrey Isenberg, VP of sales and marketing for Impact Video. "Daktronics' ProTour® video boards encompass the finest overall package. The quality of the lightweight display possesses unlimited flexibility, added Isenberg. This marks the first event in which Impact Video has utilized Daktronics' ProTour® modular LED video kit with 13-millimeter line spacing design.

With over 15,000 in attendance, NBA basketball fans observed a dazzling display of ProTour® video brilliance. Daktronics' provided their Venus® 7000 controller and operator to smooth the process of the content for the end zone displays by performing the scripting and RTD sequences. Daktronics also contracted with the NBA to provide transparent shot clocks, backboard and scorers table LED strips. Daktronics and Impact working together is an excellent example for promoting a marketable product for a satisfied customer.

The ProTour® video system features LED technology for brilliant image reproduction, a remote power system for ultra-light, low noise panels, and redundant data. The ProTour® system's flexibility allows 4.4 trillion-color video displays of any aspect ratio to be quickly assembled.

About Impact Video

Impact Video, with offices in Burbank, Calif., Las Vegas, and Montreal, is North America's premier provider of indoor/outdoor LED, video-wall and plasma display technology. Impact has over fourteen years of experience within the broadcast, corporate, entertainment, sports and special event markets. Their reputation for consistently delivering superior quality equipment and service has become well known throughout these industries.

About NBA Entertainment

The NBA, founded in 1946, is a global sports and entertainment brand that features 30 teams in the United States and Canada. NBA Entertainment, the league's award-winning production and programming division, produces NBA TV, a 24-hour television network, and exclusive content for each of the NBA's team web sites, and the league's official sites, NBA.com, WNBA.com and NBADLEAGUE.com. The NBA is also an established leader in sports marketing, currently maintaining its longest list of fully integrated domestic and global marketing partnerships with the most recognizable brands in the world, including the leading Internet content and technology providers that bring the game even closer to fans around the world.

About Daktronics

Daktronics has strong leadership positions in, and is one of the world's largest suppliers of, computer-programmable displays, digital billboards large screen video displays and control systems and electronic scoreboards. The company excels in the control of large display systems, including those that require integration of multiple complex displays showing real-time information, graphics, animation and video. Daktronics designs, manufactures, markets and services display systems for customers around the world, in sport, business and transportation applications. For more information, visit the company's World Wide Web site at: <http://www.daktronics.com>, e-mail the company at sales@daktronics.com, call (605) 697-4300 or toll-free (800) 325-8766 in the United States or write to the company at 331 32nd Ave. PO Box 5128 Brookings, S.D. 57006-5128.

For more information contact:

MEDIA RELATIONS:

Julia Angerhofer
Marketing & Sales Support
tel (605) 697-4699
e-mail jangerh@daktronics.com

ADDITIONAL CONTACT:

Jeffrey Isenberg
VP Sales & Marketing
Impact Audio Visual
tel (877)-877-9255
e-mail j.isenberg@impactav.com
news release: 03110



331 32nd Avenue PO Box 5128 Brookings, SD USA 57006-5128
tel 800-843-5843 605-697-4000 fax 605-697-4700

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webmaster@daktronics.com
sales@daktronics.com