

- > Products
- > Customer Solutions
- > Sales and Service
- > Company Information
- > Investor Information
- > Employment
- > Architects
- > Photo Gallery
- > Latest News
- > Recent Projects

Search by Topic:

Select a Topic

Go

Search by Year:

Select a Year

Go

Impact Video and Daktronics Score a Perfect "10"

New system adds to nation's largest fleet of trailer-mounted, large screen video displays

BROOKINGS, S.D. – May 10, 2007 – Impact Video, the nation's leading large screen video rental company, and Daktronics (NASDAQ-DAKT), announce the addition of a tenth trailer-mounted Daktronics light emitting diode (LED) video display to Impact Video's fleet of mobile systems.

The new screen, using Daktronics proven 23 millimeter ProStar® technology, measures approximately 22 feet high by 30 feet wide, and is identical to the largest Illuminator® system in Impact Video's fleet of ten. The system contains a full on-board control room with preview monitoring and switching capability that supports most video playback formats. Additional capabilities include multi-camera packages, interfacing of real time data and scoring feeds, and graphics production.

"We went back to Daktronics to help us meet the growing demand for large screen video displays," said Jeffrey Isenberg, Vice President of Sales and Marketing for Impact Video. "Events are greatly enhanced with large screen LED technology, and our trailer-mounted systems, equipped with Daktronics ProStar technology, are the newest and very best available. With a fleet of ten trailer systems with Daktronics displays, and our on-site production capabilities, Impact Video is the industry leader in this market."

The new system was delivered in March 2007 and was immediately put to work on several high profile sporting events.

"We are pleased to announce the addition of the tenth system for Impact Video," said Myron Linde, Manager of Daktronics Mobile and Modular group. "Our customers appreciate our experience in the design and manufacture of robust, dependable displays and control rooms. With a two-piece sectional design, a unique hydraulic system that raises and rotates the display, ergonomic control room, and added features to protect the display while in transit, Daktronics meets the needs of this mobile market."

ProStar® technology, HD-ready and available only from Daktronics, uses the latest in full-color LED technology to present live and recorded video images, colorful animation and vivid graphics with incredible brightness and wide-angle visibility. The control system on Impact Video's new trailer-mounted display incorporates Daktronics Venus® and V-Play controllers and V-Link® video processor.

Daktronics is recognized as the world's leading provider of full-color LED video displays. Daktronics began manufacturing large-screen, full-color LED video displays in 1997. Since then, over 3,200 ProStar® and ProAd® displays have been sold and installed in sports, entertainment and commercial facilities around the world. Since 2001, independent market research conducted by iSuppli Corp. lists Daktronics as the world's leading provider of large-screen LED video displays.

About Impact Video

Impact Video, with offices in Burbank, Calif., Las Vegas and Montreal, is North America's premier provider of indoor/outdoor LED and video-wall display technology. Impact has over sixteen 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 the industry.

About Daktronics

Daktronics has strong leadership positions in, and is one of the world's largest suppliers of, electronic scoreboards, computer-programmable displays, digital billboards, large screen video displays and control systems. 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.

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