



DIGITAL OUT OF HOME OVERVIEW



DIGITAL BENEFITS

YOUR JOURNEY HAS JUST BEGUN

ATTRACT ADVERTISERS

Extend promotional reach and marketing dollars by splitting time slots for content.

RETAIN RELATIONSHIPS

Create loyal and profitable relationships with advertisers by providing analytics and data.

PROMOTE COMPANIES

Generate consumer loyalty with content that delivers actionable brand engagement.

DYNAMIC CONTENT

Engage consumers through mobile games, interactive elements, social media and other avenues.

SPONSORSHIP ADVERTISING

Pursue additional sponsorships and media opportunities such as national brands, banks and more.



**THE ICON OF OOH
ADVERTISING**

ROADSIDE DISPLAYS

As one of the fastest growing mediums in all of advertising, it's no surprise the roadside market keeps growing. From our first "digital billboard" which consisted of a message center integrated into a static display in 2000, to our newest product lines, advertising opportunities are endless.



TAKING DIGITAL TO BOLD NEW HEIGHTS

TRANSPORT

Over the years, the power to connect with passengers has become stronger than ever. With LEDs quickly taking over LCDs, the possibilities are endless. It's not all about the destination, it's the journey that counts.



Departures										Wednesday, November 13th		Gate	9:47
AEROMEXICO	AMX	SEUL/INCHON	ICN	11:00 AM	152	SCHEN							
AMERICAN AIRLINES	AA	HONG KONG	HKG	11:25 AM	154	ONT							
DELTA	DL	PUDONG	PVG	11:30 AM	150	CAI							
ALL NIPPON AIRWAYS	NH	TOKYO NARITA	NRT	11:35 AM	150	C							
SAINT AIRLINES	SA	SEUL/INCHON	ICN	11:50 AM	130								
AMERICAN AIRLINES	AA	TOKYO NARITA	NRT	11:55 AM	154								
LAN AIRLINES	LA	SANTIAGO	SCL	12:45 PM	119								
ASIANA	OZ	SINGAPORE	SIN	2:15 PM	123								
MAHSA AIRLINES	MH	KUALA LUMPUR	KUL	2:40 PM	1								
DANSERO AIRLINES	DN	UNION	UNO	2:55 PM									
AFRICA	AF	FRANKFURT	FRA	3:10 PM									
AFRICA	AF	MCCON	MCC	3:45 PM									

**REACHING CONSUMERS
IN THE CITY CENTRE**

STREET FURNITURE

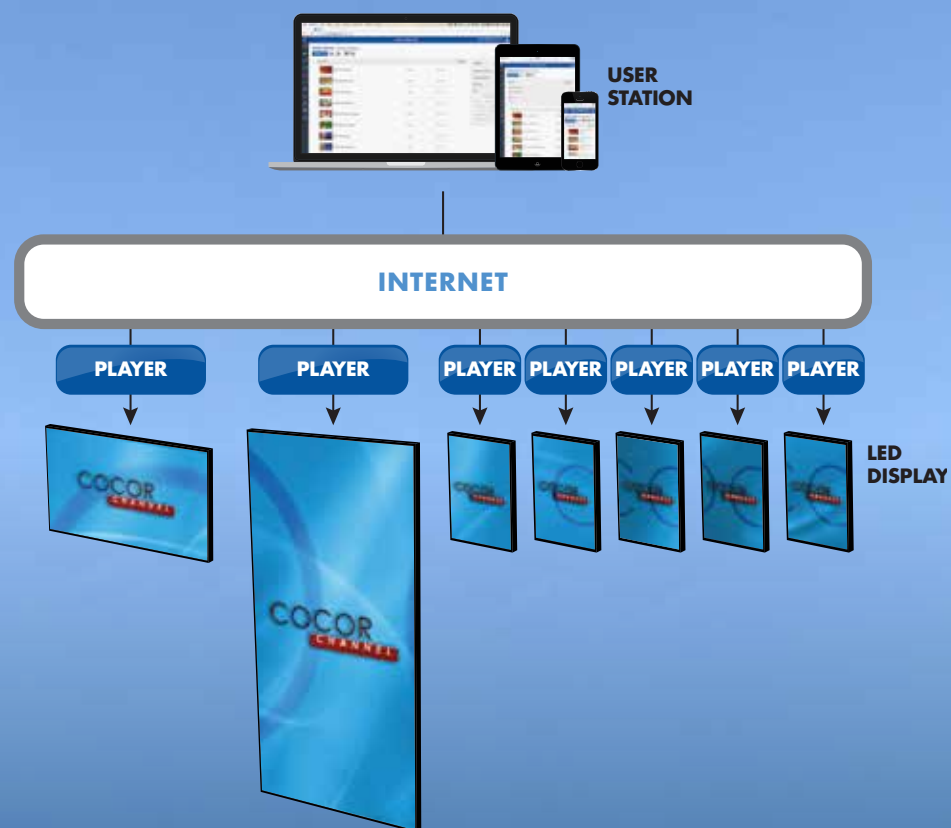
Street furniture is quickly evolving from static and scrolling graphics into a dynamic digital medium designed for both indoor and outdoor applications. From universities, to malls, local municipalities, advertising, way-finding and safety messages. This product can reach audiences far and wide.



**CAPTURE AN AUDIENCE
LOOKING TO SPEND**

RETAIL

Shopping centers, retail storefronts, outlet malls and more are embracing digital LED like never before. To combat the growing popularity of online shopping, retailers constantly need to improve their environment and customers' experiences. Customers can connect to brands in innovative ways with digital displays.



ACCESS ANYWHERE, ANYTIME,
FROM ANY DEVICE

VENUS[®] CONTROL SUITE

We've delivered an all-in-one, easy-to-use business solution for LED display operators. From basic to advanced experience, this system works for everyone.

Daktronics products are also compatible with third party control software.





WHY COMPANIES CHOOSE US

THE DAKTRONICS DIFFERENCE

Decades of experience equips us with the knowledge to be more than just another digital display provider. We partner with our customers, providing displays tailored precisely to fit specific needs.

For almost 50 years, we've built our company on big ideas, continuously striving and improving. With more than a decade of experience and growth with our customers,

we've refined our approach to this constantly evolving industry. The innovative features we've built into our products enable outdoor companies like you to profit and be more successful than ever. So let's get started.



DISPLAY RELIABILITY

EXTENSIVE PRODUCT TESTING

Operating conditions can play havoc with electronics. This is why we don't leave your display's capabilities up to weather conditions. Our state-of-the-art product reliability lab provides our engineers the information needed to design and build tough-rated products made from high quality parts.



↑ HIGH ACCELERATION
LIFE TESTING



↑ CLIMATE CHAMBER



↑ ENVIRONMENTAL
SIMULATION



↑ IP VALIDATION



↑ THERMAL SHOCK
CHAMBER



↑ SALT FOG CHAMBER



CUSTOMER SATISFACTION

YOU CAN COUNT ON US

EXPERIENCE

Nearly 50 years of experience providing product design and business philosophy.

TECHNICAL SUPPORT

Broad coverage from our company offices to our certified partners.

STRUCTURED SUPPORT

We support clients remotely and locally in major cities throughout the world.

SITE SURVEY

Field technicians make recommendations after viewing your location.

CORPORATE RELIABILITY

We are publicly traded on the NASDAQ: DAKT.

PRODUCT CONSULTING

Experienced personnel to help identify the right product for the right location.

ALL-ENCOMPASSING

Our team works directly with clients to content designers and ad agencies.

CREATIVE CONSULTING

Design professionals show how to create appealing content for consumers.



CORPORATE HEADQUARTERS

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