DIGITAL OUT OF HOME OVERVIEW

DAKTRONICS

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.

Left to Right, Top to Bottom: El Corte Inglés - Lisbon, Portugal | Euralille Mall - Euralille, France | Forrest Media - Glasgow, Scotland | Westfield Carousel - Cannington, Australia | Mosaic Shanghai - Shanghai, China

JCDecaux The Kensington - London, United Kingdom

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.

Los Angeles International Airport - Tom Bradley International Terminal - Los Angeles, California, USA

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.

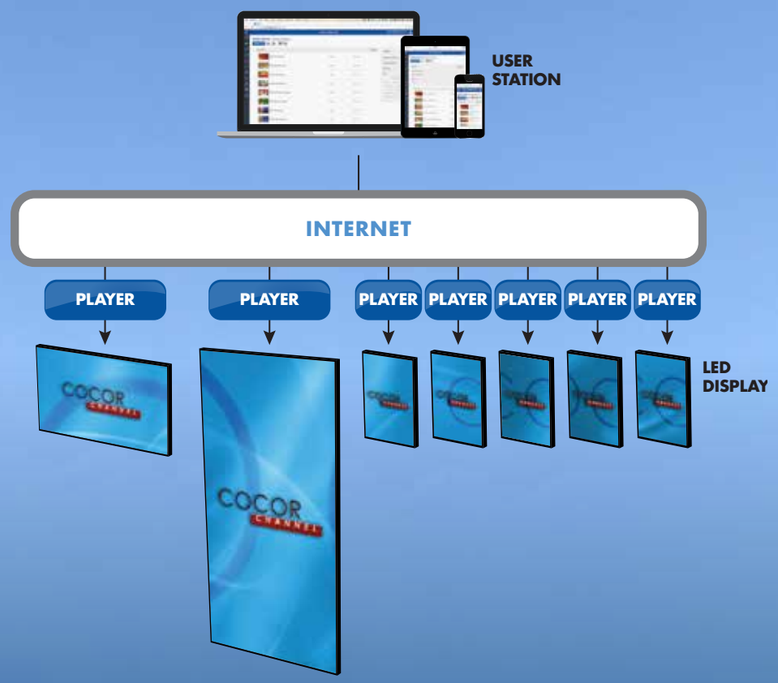
Emaar Malls MUPI - Dubai, United Arab Emirates

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.

Mall of Qatar - Doha, Qatar



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.

Cocor Shopping Center - Bucharest, Romania

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.

Left to Right, Top to Bottom: Terminal 25 - Hollywood, Florida, USA | Trafford Tower - Manchester, United Kingdom | GGP Fashion Show - Las Vegas, Nevada, USA | Schweizerishe Bundesbahnen SBB - Zürich, Switzerland

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

Emaar Sales Center - Dubai, United Arab Emirates

CUSTOMER **SATISFACTION**

YOU CAN COUNT ON US

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

CORPORATE RELIABILITY
We are publicly traded on the NASDAQ: DAKT.

TECHNICAL SUPPORT
Broad coverage from our company offices to our certified partners.

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

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

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

SITE SURVEY
Field technicians make recommendations after viewing your location.

CREATIVE CONSULTING
Design professionals show how to create appealing content for consumers.

Left to Right, Top to Bottom:1500 Broadway Times Square - New York, New York, USA | Ala Moana Center, GGP Shopping Center - Honolulu, Hawaii, USA | Westfield Century City - Los Angeles, California, USA | Primedia Out of Home - Nairobi, Kenya | Ocean Outdoor Media Wall - Liverpool, United Kingdom

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