



Hampden Park Bringing Two Giant LED Video Displays To Game Day

100+ square meter displays to enhance live event experience

BROOKINGS, S.D. – June 2, 2017 – Hampden Park, Scotland's National Stadium of Glasgow, United Kingdom, and the Scottish FA have partnered with [Daktronics](#) (NASDAQ-DAKT) of Brookings, South Dakota, for the company to design, manufacture and install two new LED video displays that are twice the size of the previous displays. Installation of the displays was completed this spring and they are ready to entertain and inform fans on game days.

"The screens are simply awesome, but also an integral part of making the Hampden match day a more interactive experience for fans," said Scottish FA Chief Executive Stewart Regan. "They also create new advertisement and engagement opportunities for participating clubs, the Scottish FA itself and our sponsors and partners."

The installation of two displays, each featuring 13HD pixel layouts and measuring 5.49 meters high by 19.75 meters wide, was part of a plan to improve the stadium infrastructure and boost the spectator experience for the upcoming UEFA EURO 2020. Each display features more than 100 square meters. One display is installed at each end of the stadium to bring excellent image clarity and contrast with wide angle visibility to fans throughout the venue.

"The displays really enhance spectator experience as they add terrific color and vibrancy to the stadium," said Andrew Niven, the Scottish FA's UEFA EURO 2020 Project Leader. "We spent time reviewing UEFA EURO 2016 to understand how we could achieve full integration of the event and provide full infotainment to the spectators. We believe these new screens will enable Hampden Park to host a first-class UEFA EURO 2020."

"Daktronics handled everything first-class and in a tight timeframe from the decommissioning of the previous displays to the new steel frame and display installation through testing and programming," said Hampden Park Ltd. Managing Director Peter Dallas. "They succeeded through a robust tender process due to their quality, project management and final installation. They worked very well with all the parties involved to ensure every step of the process was approved and installed correctly. The result is an outstanding installation that we are delighted with."



NEWS RELEASE

The displays are capable of variable content zoning allowing each to show one large image or to be divided into multiple zones to show any variety of live video, instant replays, up-to-the-minute statistics, graphics, animations and sponsorship messages.

“With more display space, we’re able to share more digital content than before to bring our brands to life and provide more information for spectators,” added Dallas. “Viewing logos in a more enticing, 3D-like environment makes the visual experience more interesting and draws eyes to the screen. Providing new player introductions and animated graphics help to enhance key moments of the game giving those moments more of an impact for our spectators. It’s a direct result of the bright colors of the new displays.”

“We’re thrilled to have been selected for this project and to provide a truly amazing experience for Hampden Park, their fans and the upcoming UEFA EURO 2020 tournament,” said Ewan Prentice, Daktronics regional manager. “After the successful installation, we look forward to supporting Hampden Park and the Scottish FA in the future as they host many prestigious and exciting events.”

Daktronics LED video and messaging display technology offers a long lifetime with consistent, industry-leading performance and low power consumption, providing value and excitement for years to come.

About Hampden Park

Hampden Park is Scotland’s National Stadium with a capacity of 51,866. Throughout the year, the Stadium hosts International football matches for the Scottish national football team, and the semi-finals/finals of several national football competitions. Hampden has also hosted many other world class events over the years including the UEFA Champions League Final in 2002, UEFA Cup Final in 2007, Olympic Football in 2012 and athletics in 2014 for the Commonwealth Games.

Hampden is also Scotland’s premier Stadium for concerts in the summer months and has welcomed legends including Bruce Springsteen, Coldplay, Rihanna, Beyonce, Tina Turner, Rod Stewart, U2, The Eagles, Neil Diamond, Pink, Oasis, Take That, Eminem, AC/DC, Bon Jovi, Paul McCartney, George Michael and Red Hot Chili Peppers.

About Daktronics

[Daktronics](http://www.daktronics.com) helps its customers to impact their audiences throughout the world with large-format LED video displays, message displays, scoreboards, digital billboards, audio systems and control systems in sport, business and transportation applications. Founded in 1968 as a USA-based manufacturing company, Daktronics has grown into the world leader in audiovisual systems and implementation with offices around the globe. Discover more at www.daktronics.com.

SAFE HARBOR STATEMENT

Cautionary Notice: In addition to statements of historical fact, this news release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 and is intended to enjoy the protection of that Act. These forward-looking statements reflect the Company’s expectations or beliefs concerning future events. The Company cautions that these and similar statements involve risk and uncertainties which could cause actual results to differ materially from our expectations, including, but not limited to, changes in economic and market conditions, management of growth, timing and magnitude of future contracts, fluctuations in margins, the introduction of new products and technology, the impact of adverse weather conditions and other risks noted in the Company’s SEC filings, including its Annual Report on Form 10-K for its 2016 fiscal year. Forward-looking statements are made in the context of information available as of the date stated. The Company undertakes no obligation to update or revise such statements to reflect new circumstances or unanticipated events as they occur.

MEDIA RELATIONS

Justin Ochsner
Public Relations/Marketing
Tel 605-692-0200
Email justin.ochsner@daktronics.com