

Media Visions Rings in 2010 with Daktronics PST Displays at Bash on Broadway, Papajohns.com Bowl

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Press release from: [Daktronics Inc.](#)



BROOKINGS, S.D. – January 28, 2010 – From Legion Field to the Hard Rock Cafe, Media Visions, a Tennessee-based audio-visual company, was on the go this New Year with Daktronics portable LED display arrangements at the “Music City Bash on Broadway” in Nashville, Tenn. as well as the Papajohns.com Bowl Street Festival in Birmingham, Ala., operated by ESPN Regional Television.

The events capped off a grand year for Media Visions, during which the company partnered with Daktronics to bring creative display configurations to a number of high-profile events, including tours with Brooks & Dunn, Jason Aldean and Josh Turner.

“2009 was an amazing year,” said Mike Cruce, Media Visions President. “Amidst one of the biggest recessions in history, it was moving to see people still going out and enjoying the concerts and events that they love—and what better way to usher in 2010 than with the ‘Bash on Broadway’ a festival that celebrates just that!”

Hosted by the Hard Rock Cafe, the “Music City Bash on Broadway” featured a towering 12’ x 16’ Daktronics PST 12-HD display that showed live footage of performances by Gabe Dixon, Jonny Lang and Rodney Atkins and others as fans gathered in downtown Nashville to usher in the New Year with live music and an 80-foot guitar drop.

“It was just awesome to see so many people out and about for the Music City Bash on Broadway,” said Wade “Ten-A-C” Slatton of Media Visions. “The Daktronics display really added a nice touch to the night, and the flexibility of the product allowed us to build two displays just like it for the Papajohns.com Bowl the next day.”

The following day, Media Visions hit the road to bring a set of two 12’ x 16’ Daktronics PST 12-HD displays to Five Points South in Birmingham, Ala. as part of a the Papajohns.com Bowl Street Festival. The displays functioned as a mainstay at the event, providing colorful advertisements and live footage of bowl games played throughout the day.

“The lightweight, portable design of Daktronics PST panels has made them the perfect road partner for 2009,” said Cruce. “We’re truly looking forward to what 2010 has in store.”

Daktronics is recognized as the world’s leading provider for full-color LED video systems. Such Daktronics systems, used in both modular and fixed-installation applications, feature a host of patented manufacturing, image processing and control system techniques and technologies that provide it a significant competitive advantage in the LED video marketplace. Since 2001, independent market research conducted by iSuppli Corp. lists Daktronics as the world’s leading provider of large screen LED video display systems. For more information, visit the company’s Web site at www.daktronics.com.

Safe Harbor Statement

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