

Daktronics and GoVision Showcase Cowboys Stadium in South Florida with LED Video Displays

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North Texas Super Bowl Booth Features Scaled Version of Iconic LED Board

MIAMI, FLA. – February 4, 2010 – While thousands of media representatives from around the world are soaking up the sights across South Florida this week, they'll also get a heapin' helpin' of Texas glitz along the way. That's because the North Texas Super Bowl Host Committee has set up a giant booth in the Super Bowl Media Center that's impossible to miss.

With a major assist from partners GoVision, Daktronics, CorporateMagic and Todd Events, the committee is generating buzz with its Texas-size booth modeled after the new Cowboys Stadium in Arlington. The exhibition space features scaled-down replicas of the stadium's two massive support arches and its iconic center-hung LED screen.

GoVision, one of the nation's premier suppliers of turnkey mobile LED units and customized modular LED walls, constructed a 5' x 10' central screen using 14 modular Daktronics PST-6i-b LED panels. Additional Daktronics PST-12HD LED panels are mounted on the booth's four corner columns, each column measures 12' x 4'. Video highlights run continuously on all of the panels, adding to the spectacle and making the North Texas booth one of the "must-see" attractions of the media center.

"We love working with the host committee because they always do things in a first-class manner," said Chris Curtis, CEO of GoVision. "In the same way, the folks at CorporateMagic and Todd Events know how to bring great ideas to life. We're proud to partner with each of them to give media reps from around the world a little taste of what's in store at next year's Super Bowl."

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.

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