

Digital Courtside System Adding to Orlando Magic Game Day Presentation

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



BROOKINGS, S.D. – Feb. 8, 2010 – Orlando Magic fans are enjoying a new digital addition at games this season. Daktronics (Nasdaq-DAKT), in partnership with Van Wagner Dorna U.S.A. and the Magic, provided five sections of its popular LED scorer's tables.

The five digital scorer's tables are configured into a single courtside display measuring approximately 48 feet wide, showing crowd prompts, event information and sponsor messages, with the ability to display real time statistics and out of town game scores.

The proven design of the full-color LED tables was modified to meet the National Basketball League's requirements for player safety. Gas-loaded springs incorporated into the updated design allow the entire face of the display to "give" should a player or referee run or bump into the display.

"We feel that LED technology does indeed provide a better in-venue experience for fans with its incredible wide-angle visibility, while also showing very well for the television audience," said Steve Griggs, Executive Vice President of Sales and Marketing for the Magic. "And our corporate partners love the flexibility to change messages quickly and easily, as well as the potential for even greater engagement with fans. We are looking forward to having this kind of display integrated with the rest of the Daktronics LED system in the new building next season."

"The addition of this courtside LED system is an important milestone in the evolution of our relationship with Daktronics and the Magic," said John Haegele, CEO of Van Wagner Dorna U.S.A. "Over the years, Daktronics signage has continued to exceed our expectations with respect to performance and enhanced advertising opportunities for our clients."

Daktronics has strong leadership positions in, and is the world's largest supplier of, large screen video displays, electronic scoreboards, computer-programmable displays, digital billboards, and control systems. The company excels in the control of large display systems, including those that require integration of multiple complex displays showing real-time information, graphics, animation and video. Daktronics designs, manufactures, markets and services display systems for customers around the world, in sport, business and transportation applications. For more information, visit the company's World Wide Web site at: www.daktronics.com, e-mail the company at sales@daktronics.com, call (605) 697-4300 or toll-free (800) 325-8766 in the United States or write to the company at 331 32nd Ave. PO Box 5128 Brookings, S.D. 57006-5128.

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