

Daktronics Wins \$25.6 Million New Jersey Dynamic Message Sign Contract

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Category: [Tourism, Cars, Traffic](#)

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

BROOKINGS, S.D. – February 23, 2010 – Daktronics, Inc. (NASDAQ: DAKT) announces that it will provide Vanguard® Dynamic Message Signs to the New Jersey Turnpike Authority (the Authority) under a new, \$25.6 million contract. The Authority and Daktronics will work closely to install up to 240 Vanguard® DMS and 160 Vanguard® Variable Speed Limit Signs (VSLS), enhancing motorist information by replacing the aging neon signs currently installed on the New Jersey Turnpike and the Garden State Parkway. The DMS will be installed over an expected three-and-a-half-year period.

The signs are part of an overall trend to provide more detailed information to motorists in an easy-to-read format, according to the Authority's Technology Director Brian Gorman in an Associated Press article. They will supply crucial information regarding congestion, construction, road conditions and more.

The proposed Vanguard® DMS feature a high-resolution 20 mm pixel pitch, full-color capability and complete NTCIP compliance. Full-color, graphics-capable DMS are proven to reduce the time it takes for motorists to comprehend a message by 35 percent on average, according to a University of Rhode Island study. Vanguard® DMS also decrease maintenance time and cost with easy front and rear access, component interoperability between models and optimal conformance to transportation industry standards.

New Jersey Turnpike Authority's method of selecting a reliable DMS vendor included a detailed, two-part bid process – the first phase being a prequalification document package. The second phase was a Technical/Price Proposal. The Authority selected Daktronics for submitting both a price and technical proposal that best satisfied their needs and specifications.

The project also exemplifies a commitment to invest in United States transportation infrastructure using products manufactured and services performed by U.S. corporations.

"The award of this contract greatly improves our business outlook," says DeWayne Anderson, Daktronics Transportation's Market Manager. "Contracts like this stimulate U.S. manufacturers like Daktronics, which in turn benefits suppliers and component vendors."

Daktronics can manufacture DMS for large projects on stringent schedules due to streamlined company processes and world-class manufacturing resources. The manufacturing process is constantly being refined to support customer needs under Daktronics Transportation's ISO 9001:2008-certified Quality Management System.

About the New Jersey Turnpike Authority

The New Jersey Turnpike Authority, dedicated to the safe, efficient movement of goods and information, was created by the New Jersey Turnpike Authority Act of 1948. The Authority is authorized to construct, maintain, repair, and operate projects on the New Jersey Turnpike and the Garden State Parkway, two of the most heavily traveled toll roads in the United States.

About Daktronics

Daktronics has strong leadership positions in, and is one of the world's largest suppliers of, variable message signs, computer-programmable displays, large screen video displays, electronic scoreboards, 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 transportation@daktronics.com, call (605) 697-4067 or toll-free (888) 325-8726 in the United States or write to the company at 331 32nd Ave. PO Box 5120 Brookings, S.D. 57006-5120.

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