

Impact Video's Colossal Daktronics Illuminators Score Big in the American Hockey League's Mirabito Outdoor Classic

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BROOKINGS, S.D. - March 10, 2010 - Impact Video, a Daktronics (Nasdaq-DAKT) rental partner, had its 22' H x 30' W Illuminator truck-mounted LED video screens on hand at the New York State Fairgrounds in Syracuse, NY to provide enhanced viewing at the first Annual AHL Winter Classic presented by Mirabito Fuel Systems on February 20, 2010.

The Mirabito Classic was a huge success with a record of 21,508 hockey fans in attendance to see the hometown Syracuse Crunch defeat the Binghamton Senators by a score of 2-1. The ownership and management team of the Crunch took this million-dollar production from conception to event in just under four months to the exuberance of the hometown fans. The event was a remarkable showcase for the AHL and the Crunch organization that will be remembered for months to come.

Impact Video's Illuminators, featuring Daktronics full-color LED technology, are some of the largest truck-mounted LED screens available throughout North America. Impact's fleet of truck-mounted LED displays produce a crystal-clear picture and true-to-life color reproduction using Daktronics 19-bit image processing. The Illuminator screens can be set up in as little as 60 minutes and are ideal for most outdoor applications that require a high-quality screen with limited set up time.

The Crunch was able to use Impact's production team to take advantage of the Illuminators' on-board control rooms with scoring capability to provide not only live game coverage, but the game scoreboard complete with score, shots on goal, game clock and player penalties. Live feeds were provided to the massive screens by Time Warner cable. The game was also broadcast live throughout North America on the NHL network in HD.

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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