



Daktronics will share its **Moment of Exclusivity**, managed by Daktronics Show Control System, at ISE 2014.

Moments of Exclusivity are unique viewing experiences for fans in stadiums and sports arenas, created when the **venue’s displays all sync simultaneously to show the same advertising or message**. This wash of exclusivity can be used for brand awareness, or combined with a specific event such as a score, for instant promotion.

Show Control's all-in-one touch screen system, with its intuitive visual presentation interface allows all the screens in a stadium to be fully integrated and managed from a central location. The Moment of Exclusivity can be effortlessly set up as one touch of a button.

Any content, including videos, broadcasting and graphics, can be displayed across the event’s video displays, ribbon screens, auxiliary and other displays. In a live event, screens might need to handle a variety of content sources. These can be organised and delivered seamlessly using Show Control’s playback and image processing hardware. Having an all-in-one show control environment eliminates costs and difficulties associated with communications across multiple, unrelated components.

Daktronics to Feature “Moment of Exclusivity” at ISE 2014

Written by Bob Snyder
06. 01. 2014

Now with more than 75,000 displays installed worldwide, Daktronics also announces the appointment of Reece A. Kurtenbach as CEO and President of Daktronics. Jim Morgan, the outgoing president and CEO of Daktronics, is retiring after 44 years of service in the company.

Peter Egart *[shown in photo]* is newly named as Vice President of Daktronics EMEA.

Based in Wiesbaden, Germany, Egart is in charge of all sales and service operations for international customers EMEA and Latin America. He is responsible for strategic development of new business, management of Daktronics subsidiary offices, and strengthening international relationships.

Egart began his career at Daktronics in the USA in 1993, after more than 15 years of experience in network television as a director, producer and manager. He played a key role in establishing the business communications market niche for Daktronics. He developed sales strategies and led a team that achieved consistent sales and profit growth.

Go [Daktronics](#)