Daktronics Puts on a Show

Written by Roger Douglas
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Unlike most ISE 2014 exhibitors, **Daktronics** didn't have to wait until visitors entered ISE to start impressing them.

Pete Egart, Daktronics EMEA VP says "… The show provides us with an excellent opportunity to show our products, not just on the stand but also in real life situations. The double-sided digital street furniture outside RAI is one of the first things visitors will see when coming into the show. The display is a clear example of high-quality technology working at its finest in challenging conditions, exposed to weather and competing with the brightness of direct sunlight."

At ISE 2014, visitors saw the Daktronics **Show Control System** first-hand — attendees could stop by and interface with the software through a touchscreen that controls the content on every Daktronics display. This comprehensive control solution features advanced software, managing video and graphics content across both LCD and LED technologies. Daktronics Show Control solution benefits fans, advertisers and sponsors.

But the focal points of the stand were the **Daktronics 4mm displays**. These high-resolution displays were up as a central video screen and as a long ribbon along the stand space. Their 4mm pixel pitch is ideal for very close viewing distances, and makes it possible to reach true HD resolution with less overall size. The product is lightweight, modular and easy to install making it ideal for rental and staging customers. Its clean and uncluttered back panel is specifically

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designed to aid technicians interacting with the display.

The 6mm "street furniture" on the stand measuring 1.90m high x 1.27m wide would normally be pole mounted for maximum visibility of scheduled advertising, event announcements and other timely information to passers-by. Each screen's content is relayed by its own dedicated Daktronics media player, updated daily with content via **Daktronics Venus 1500 or Visiconn control software**   over a network.

Globally, Daktronics is a major player in supplying LED displays to sports stadiums and in Europe one good example of their displays can be seen at **Wembley Stadium in UK**.

Their integrated LED video display system included two main video displays with a unique curved aspect and a ribbon display that circles the entire interior of the stadium along the seating area.

The ribbon display features 20 millimeter line spacing and measure 0.75 meters high (2.5 feet) by 612 meters (2008 feet) in circumference with a resolution of 36 pixels high by 30,114 pixels wide. It provides the opportunity for stadium communication and to showcase sponsors throughout events.

The two main LED video displays each measure 8.15 meters high (26.5 feet) by 23.88 meters wide (78 feet) and each feature 15HD pixel layouts with a resolution of 528 pixels high by 1560 pixels wide. The displays are capable of showing one large image for live video and replays, or they can be sectioned into smaller windows to highlight a variety of graphics, animations, up-to-the-minute statistics, scoring information and sponsor advertisements.

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