



Daktronics lights up the new Barclays Center with customized LED displays

October 16, 2012 - Design / Build

Barclays Center revealed a centerhung integrated super system from Daktronics. The high definition video scoreboard and surrounding LED displays create one of the largest and most technologically advanced video displays of any arena. Daktronics, a leading provider of full-color LED video displays, provided Barclays Center with 7,895 s/f of LED as part of an alliance with the venue, which will be the new home of the Brooklyn Nets.

In addition to the grand display in the center of the bowl, the exterior of Barclays Center features the signature "oculus," a 3,000 s/f, 360-degree LED marquee, which hangs above the main entrance.

Upon entering Barclays Center, guests will see 6-foot high, 73-foot long ribbon displays in the GEICO Atrium, programmed with wayfinding information, event times and dates, and sponsor messages. Installed inside the bowl are a 360 degree ribbon display and two other ribbon displays that measure nearly 190 feet in length. Two additional large displays hang on the end walls of the bowl. The Daktronics technology continues on shot clocks, ticket windows, entrance points into the bowl, and other areas throughout the venue.

"Daktronics has delivered incredible LED technology that will set Barclays Center apart from other sports and entertainment venues," said Chip Foley, Director of Building Technology for Forest City Ratner Companies, developer of Barclays Center. "The fans will be captivated by the imagery; and sponsors will be impressed by the branding capabilities that our LEDs offer. Barclays Center's sophisticated technology is fitting for the borough of Brooklyn."

The 70,000 pound centerhung features four high definition main video displays, each measuring 16 feet high by 27 feet wide with 6 millimeter line spacing. Installed above the four main displays are four smaller scoring displays, each measuring more than 7 feet high by 27 feet wide. Both sets of four LED displays are able to show live and recorded video, scoring information, sponsor messages, and custom information and graphics to excite the crowd. The centerhung also features two ring displays, one above and one below the main group of video displays, to help enhance the information shown. A cut-out of the words Barclays Center with the logo tops off the three-story-tall centerhung, which contains a total of 3,550 square feet of LEDs.

"Daktronics is extremely honored and proud to be a part of the new Barclays Center," said Jim Morgan, CEO of Daktronics. "Patrons of the venue will be amazed by the new facility, and we're looking forward to seeing it completed."

All of the interior displays will be supported and run by a state-of-the-art HD control room, built in conjunction with Sony Electronics.

About Daktronics

Daktronics is recognized as the world's leading provider of full-color LED video displays. Daktronics

began manufacturing large screen, full-color, LED video displays in 1997. Since then, thousands of large screen video displays have been sold and installed around the world. Since 2001, independent market research conducted by iSuppli Corp. lists Daktronics as the world's leading provider of large screen LED video displays.

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: <http://www.daktronics.com>, e-mail the company at sales@daktronics.com, call (605) 692-0200 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.

Cautionary Notice: In addition to statements of historical fact, this news release contains forward-looking statements within the meaning of the Private Securities Litigation Reform Act of 1995 and are intended to enjoy the protection of that Act. These forward-looking statements reflect the Company's expectations or beliefs concerning future events. The Company cautions that these and similar statements involve risk and uncertainties which could cause actual results to differ materially from our expectation, including, but not limited to, changes in economic and market conditions, management of growth, timing and magnitude of future contracts, and other risks noted in the company's SEC filings, including its Annual Report on Form 10-K for its 2011 fiscal year. Forward-looking statements are made in the context of information available as of the date stated. The Company undertakes no obligation to update or revise such statements to reflect new circumstances or unanticipated events as they occur.

About Barclays Center

Scheduled to open on September 28, 2012, Barclays Center will be a major sports and entertainment venue in the heart of Brooklyn, New York. Developed by Brooklyn-based real estate developer Forest City Ratner Companies, and designed by the award-winning architectural firms AECOM (www.aecom.com/architecture) and SHoP Architects (www.shoparc.com), Barclays Center will have one of the most intimate seating configurations ever designed into a modern multi-purpose arena, with unparalleled sightlines and first-class amenities. Barclays Center will offer approximately 18,200 seats for basketball and up to 19,000 seats for concerts, and will also have 101 luxury suites, four bars/lounges, four clubs, and 40/40 CLUB & Restaurant by American Express.

Barclays Center will host an extensive variety of events, including premier concerts, monthly major professional boxing cards, top college basketball, family shows, professional hockey, and the Brooklyn Nets. Some of the special programming that is already scheduled includes JAY Z, who will open the building on September 28 with the first of his eight concerts, Barbra Streisand, Andrea Bocelli, Lady Gaga, Rihanna, Justin Bieber, Journey, Leonard Cohen, The Who, Bob Dylan and His Band with Special Guest Mark Knopfler, Rush, John Legend, THE SMASHING PUMPKINS, Green Day, UB40, Shaggy, Beres Hammond, Maxi Priest, Hezekiah Walker, Neil Young & Crazy Horse, The King's Men gospel concert with Kirk Franklin, Marvin Sapp, Donnie McClurkin, and Israel Houghton, 2012 Verizon's How Sweet the Sound, Russell Peters, the Barclays Center Classic men's college basketball tournament, Atlantic 10 Men's Basketball Championship, Coaches vs. Cancer Classic, Ringling Bros. and Barnum & Bailey Circus and Disney on Ice, Kellogg's® Tour of

Gymnastics Champions, and the New York Masters equestrian show jumping. Current programming alliances with Barclays Center include Golden Boy Promotions, IMG, Feld Entertainment, Lagardère Unlimited, and the Brooklyn Academy of Music.

In addition to Barclays, the naming rights partner, Founding Partners for Barclays Center include American Honda Motor Co., Inc., American Express, Calvin Klein, Cushman & Wakefield, EmblemHealth, Foxwoods Resort Casino, GEICO, MetroPCS, Stolichnaya, and Ticketmaster. Other sponsors include: adidas, Anheuser-Busch, The Coca-Cola Company, Haier America, HighPoint Solutions, LIU Brooklyn, New York Marriott at the Brooklyn Bridge, SONY, and Willis.

Located atop one of the largest transportation hubs in New York City, Barclays Center will be accessible by 11 subway lines, the Long Island Rail Road, and 11 bus lines.

New York Real Estate Journal - 17 Accord Park Drive #207, Norwell MA 02061 - (781) 878-4540