



DAKTRONICS

# COLLEGE

CAMPUS SOLUTIONS



Daktronics products are available on a competitively solicited and publicly awarded cooperative contract (#170101) through National IPA. National IPA is dedicated to serving public agencies and educational institutions nationwide. For more information, visit [nationalipa.org](http://nationalipa.org).

USAA AF BOEING

ASSOCIATION OF GRADUATES  
UNITED STATES AIR FORCE ACADEMY  
SERVING THE LONG BLUE LINE  
WWW.USAFA.ORG

Raytheon

pepsi

ERA Shields



noble energy

E-9  
Make It Happen  
E-9.com

PhilLong.com

BROKEN BONES AF 20

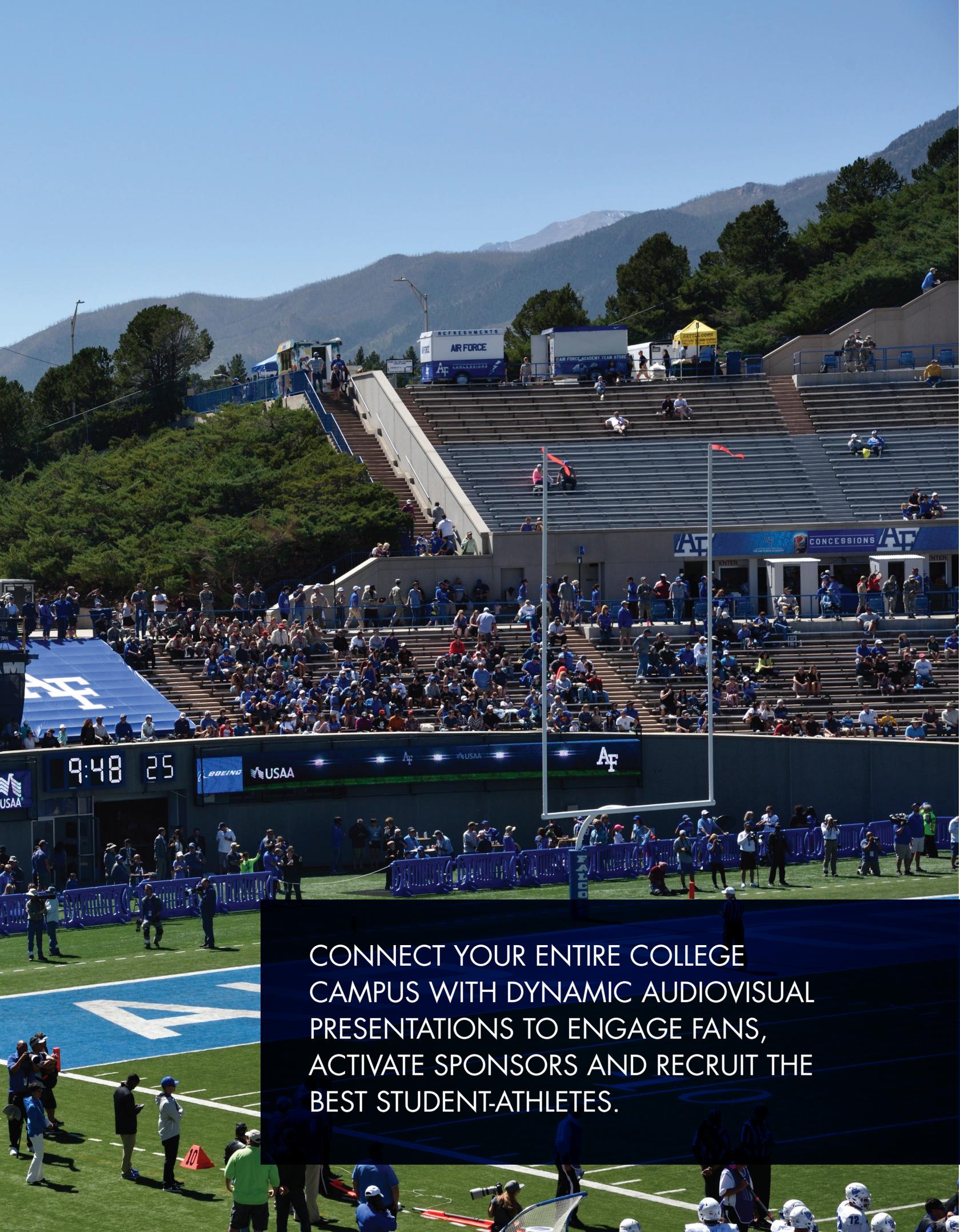
9:48 2ND 7  
BALL ON

HYATT house

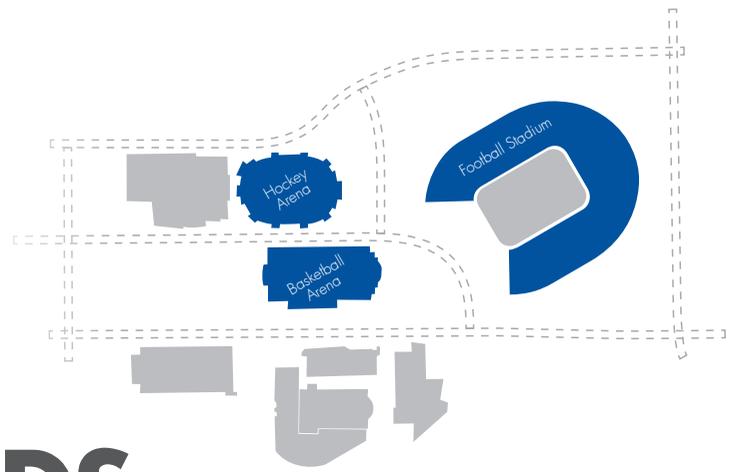
PERKINS MOTOR

OVERDRIVE RACEWAY





CONNECT YOUR ENTIRE COLLEGE  
CAMPUS WITH DYNAMIC AUDIOVISUAL  
PRESENTATIONS TO ENGAGE FANS,  
ACTIVATE SPONSORS AND RECRUIT THE  
BEST STUDENT-ATHLETES.



# COLLEGE TRENDS IN LED DIGITAL SIGNAGE

HERE ARE SOME OF THE LATEST TRENDS  
WE ARE SEEING AT COLLEGES AND  
UNIVERSITIES AROUND THE COUNTRY

## UNDERBELLY DISPLAYS

Appeal to your audiences in higher-profile seating areas closer to the action with underbelly displays located on the bottom of centerhung configurations. This also ensures sponsorship recognition is maximized for the entire facility.

## IPTV

IPTV (Internet-Protocol Television) systems are used to connect with audiences at every stage of their journey to the stadium or arena. They can distribute an endless variety of live digital media to concourses, suites and any other space within a venue using widely available and cost-effective IT components.

## STANCHION DISPLAYS

Maximize your advertising space by introducing LED signage with stanchion displays. NBA teams have started including stanchion displays a year ago. Colleges and universities are beginning to follow suit.

## ULTRA-HIGH DEFINITION (UHD)

Add dynamic content to press conference backdrops and other background applications with high-quality live video and instant replays, detailed sponsor logos, and any other content imaginable.



**GYMNASTICS**  
 Tickets on sale Now!  
 FOR TICKETS VISIT [AUGTIX.COM](http://AUGTIX.COM)  
 888-AUG-2010

4TH Quarter		PASSING LEADERS		Comp	Att	Yds	TD	INT	NCAA SCORES	
MISS 22	5:10	'14 Wallace	24-42	323	2	2			#10 LSU	45
AU 27		'14 Marshall	11-17	93	0	0			Miss State	26
2ND & 10									#24 TCU	17
									#11 Oklahoma	20
										F



**THE SUMMIT LEAGUE**  
 SUMMIT LEAGUE BASKETBALL CHAMPIONSHIPS  
**THE SUMMIT LEAGUE AT THE FALLS**



# COLLEGE TRENDS CONTINUED



*"From exciting replays to time sensitive information, fans appreciate the experience and our customers appreciate an engaged audience that keep coming back. We appreciate delivering a dependable LED product with clean, crisp image quality over and over."* Nick Schmeichel - President of Sideline Productions

## STREET FURNITURE

From campuses to stadiums and arenas, Daktronics LED street furniture advertising actively engages slow-moving public traffic at the eye level. For our free brochure, visit: [www.daktronics.com/streetfurniture](http://www.daktronics.com/streetfurniture).

## BACKSTOP DISPLAYS

The SEC schools are pouncing on new opportunities to give advertisers and sponsors additional recognition during live online streams and television broadcasts of college baseball games. Four schools have added LED displays behind home plate on each side of the batters boxes, a new application engineered by Daktronics.

## DIGITAL AUDIO FACADE

Consisting of freeform LED elements mounted over a speaker system, a digital audio facade allows sound to pass through uninhibited to provide an aesthetically pleasing and acoustically transparent solution. It allows for full video capability that can be used for additional sponsorship and other dynamic spectator experience opportunities in a space that would traditionally be unavailable for such content.

## TRAILER DISPLAYS

Share this portable display between multiple events campus-wide. It can be used at a student pep rally one day and at a sporting event the next.

**CAMPUS  
INSIGHT**  
NEWSLETTER

To stay up-to-date on the latest in college trends, sign up for the monthly campus insight newsletter:

[daktronics.com/campusinsight](http://daktronics.com/campusinsight)

# YOU PLAY IT WE COVER IT

WE PROVIDE EQUIPMENT FOR MORE THAN  
15 SPORTS INCLUDING MAIN VIDEO DISPLAYS  
AND MUCH MORE, SUCH AS:

## SCALABLE SYSTEMS

Combine standard video and scoring no matter what size the venue.

## DIGITAL AUDIO FACADE

Turn your sound system into usable video display space.

## RIBBON DISPLAYS

Highlight sponsors, pump up the crowd and show additional statistics.

## DELAY OF GAME CLOCKS

Keep the pace of the game moving.

## TICKET WINDOWS

Get fans into the game faster with this convenient wayfinding application.

## FIELD LEVEL DISPLAYS

Enhance the fan entertainment with displays located near the action.



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To see a full list of equipment available for all college sports and examples of real-world applications, visit [www.daktronics.com/college](http://www.daktronics.com/college).





"The addition of this new Daktronics system will provide our fans with an outstanding audio experience. We are pleased to be working with Daktronics on this upgrade to the stadium. We believe our fans, alumni and sponsors will be excited and thrilled with what the new system brings to game day."

Mitch Barnhart - University of Kentucky,  
Director of Athletics



# COMPLETE SOUND & AUDIO SOLUTION

AMPLIFY YOUR EVENT WITH AN AUDIO SOLUTION INTEGRATED INTO YOUR VIDEO AND SCORING SYSTEMS

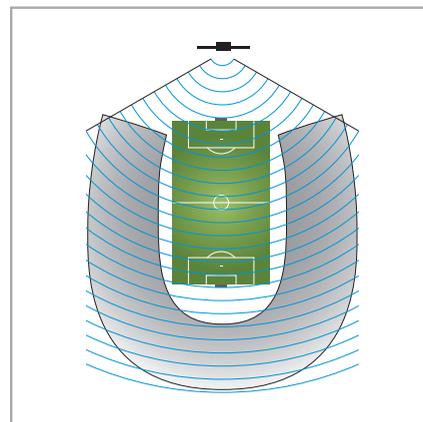
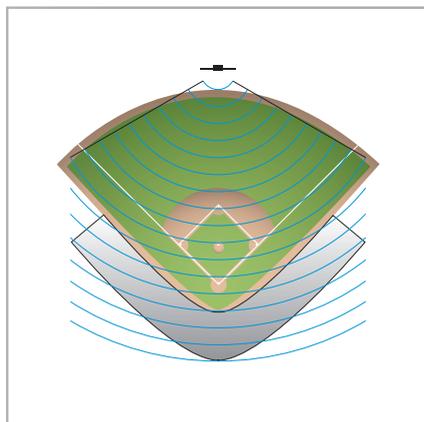
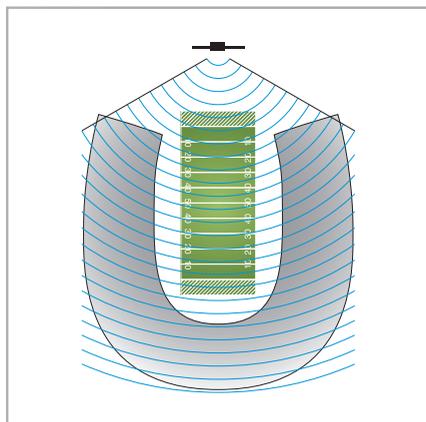
## CUSTOMIZED FOR ANY SYSTEM

Daktronics Audio has the ability to tune any system to fit perfectly with the venue. With extensive stadium analysis, we can produce a recommendation for speakers, speaker placement, aiming, tuning and front-end control systems for your venue. Our engineers can create "scene selection" push-button settings within a system that will allow configuration of the speakers to output the right amount of sound based on overall attendance that fits your needs. If the facility is half full, the output levels are adjusted

accordingly. Accommodating your sound system, Daktronics Freeform elements and architectural lighting are audio-transparent. This means the LED product can be mounted over or in front of speakers without diluting the sound quality. This ability ensures that any venue will maintain acceptable audio levels while providing additional revenue opportunities by increasing LED advertising space.

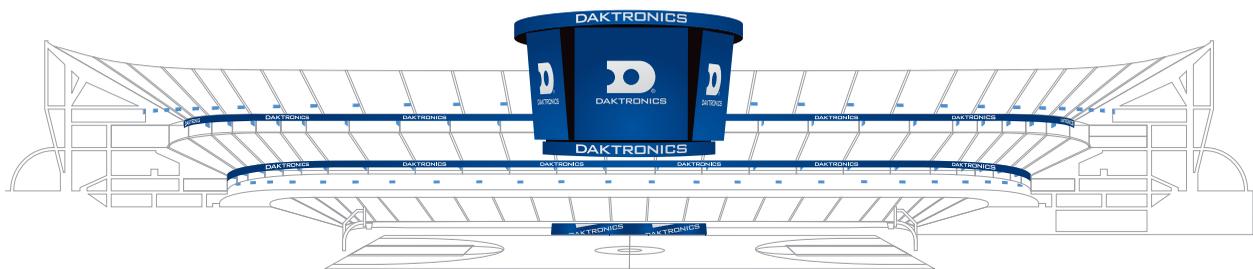
## COVERAGE PATTERNS

Strategically placed speakers immerse your audience in sound, completing the full game-day experience.



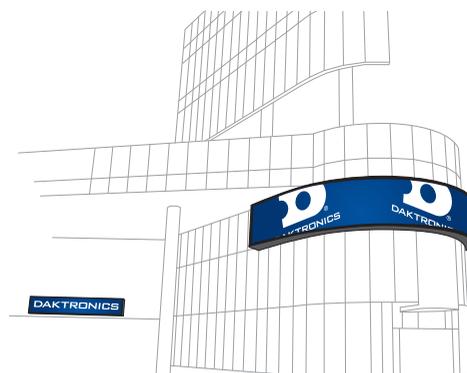
# COMPLETE CONTROL OF THE SHOW

POWERFUL, FLEXIBLE AND PROVEN—LEADING  
THE INDUSTRY IN LIVE EVENT CONTROL



## POWER UP WITH SHOW CONTROL

From one central control station, coordinate all displays together or individually with the touch of a button. Daktronics software and hardware are designed to work together, thereby providing a more fluid, user-friendly control environment eliminating costs and difficulties associated with communications across multiple, unrelated components and companies.



**T.O.L.**

21	1	<b>10:06</b>	QUARTER	DOWN	TO GO	BALL ON
31	2		4	1	10	35

#12 **CHRIS TODD** PASSING COMP 11 ATT 23 YARDS 115 TD 1 INT 1



13	FIRST DOWNS	10
2	TURNOVERS	3
10	PENALTIES	15
115	YARDS RUSHING	169

**FedEx** AROUND THE LEAGUE MISS UT 5PM VANDY 0 1ST UKY 0 1ST

AUBURN HEADLINES - VISIT [AUBURNTIGERS.COM](http://AUBURNTIGERS.COM) FOR MORE INFO!  
CURRENT AND FORMER TIGERS COMPETE AT NATIONAL MEETS  
[AUBURNTIGERS.COM](http://AUBURNTIGERS.COM) DEBUTS NEW LOOK

**5 DAY FORECAST**

FRI	SAT	SUN	MON	TUES
95	87	10%	50%	90%
74	72	95	74	91
		75		75

**GET YOUR GEAR NOW!**



**AUBURN 31** **10:29** **21** **GEORGIA**

QUARTER 4  
DOWN 1 TO GO 10 BALL ON 35

13	FIRST DOWNS	10	4	TOUCHDOWNS	3
2	TURNOVERS	3	1	FIELD GOALS	0
10	PENALTIES	15	3	SACKS	3
115	YARDS RUSHING	169	38%	3RD DOWN CONVERSIONS	37%
238	YARDS PASSING	173	50%	4TH DOWN CONVERSIONS	10%
30:05	TIME OF POSSESSION	26:40	40%	RED ZONE CONVERSIONS	35%

**FedEx** AROUND THE LEAGUE MISS UT 5PM VANDY 0 1ST UKY 0 1ST USC 15 F MISS ST 24 4TH BAMA 10 2ND LSU ARK 10 2ND

**AP TOP 25**

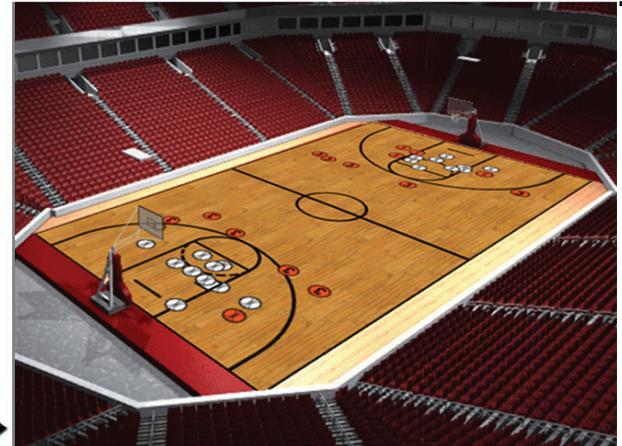
RK	TEAM	RECORD	POINTS	RK	TEAM	RECORD	POINTS
1	FLORIDA	3-0	1488	6	CALIFORNIA	3-0	1169
2	TEXAS	3-0	1428	7	LSU	3-0	1120
3	ALABAMA	3-0	1390	8	BOISE STATE	3-0	1038
4	MISSISSIPPI	2-0	1213	9	MIAMI (FL)	2-0	920
5	PENN STATE	3-0	1212	10	OKLAHOMA	2-1	862

**MAIN**



**Rebounds** 4  
**Points** 10  
**Shooting %** 62  
**Fouls** 2  
**Blocks** 1  
**Fast Break Pts** 4  
**Steals** 2

**Terrence WILLIAMS**  
CARDINAL BASKETBALL

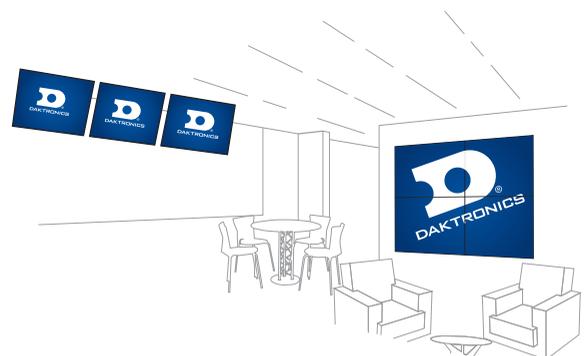


1 20 24 34 35

## ANY SPORT, ANY DATA

Daktronics brings professional-level statistics integration and timing to any collegiate sport. Bring your fans the most immersive data experience by combining Daktronics timing capabilities with complete data integration.

Seamlessly tie in game-in-progress and graphical data to provide fans with the game-day statistics they crave at every event. Keep fans informed of other games taking place with out-of-town scores and statistics while also pulling in non-sports related information such as weather updates, social media, captioning and news headlines to keep fans engaged throughout any event.



# PROFESSIONAL SERVICES



AUDIENCES TODAY HAVE HIGHER EXPECTATIONS THAN EVER BEFORE. MAXIMIZING YOUR DISPLAY INVESTMENT AND THE OPPORTUNITIES IT OFFERS IS VITAL. OUR DEDICATED PROFESSIONAL SERVICES TEAM CAN HELP.



CREATIVE



OPERATIONS



TECHNICAL



BUSINESS

## PROFESSIONAL SERVICES

Our Professional Services are made up of four solutions: Creative, Operations, Technical and Business. While each of these solutions are offered independently, they are most effective when combined and integrated into a solution set to complement your existing knowledge and capabilities.

## OUR OPERATIONS SOLUTION OFFERS EVENT PRODUCTION

It takes more than a great display to put on a memorable game-day production.

That's where a Daktronics event producer comes in and provides more than a typical operator. They are fully dedicated employees immersed in your culture that script and execute choreography for your events. They will also save you time and money by hiring, training, scheduling and overseeing your game-day crew and entire production. With a deep understanding of Daktronics systems, industry trends and a direct link to Creative Services, our producers can ensure a maximized game-day experience for your events, leading to the overall success of your organization.

Feel confident that our trained and experienced personnel will take care of the details, allowing you to focus on other key areas surrounding your campus events.

# PROJECT MANAGEMENT



## EXTENSIVE EXPERIENCE BROUGHT TO YOUR PROJECT

Daktronics project management philosophy has been built on decades of successful video display systems installed around the world with a number of premier installations including the Olympics. Our team knows how to handle every installation from a standard display to never-been-done-before projects, because that's what we do. We know how to focus on the details, especially when watching the clock, to ensure every installation goes off without a hitch.

### COMMITTED PROJECT MANAGERS

Living just a quick drive or flight away, our project managers get to know you personally and will guide you through budgeting, manufacturing, design, installation and commissioning.

### SUCCESSFUL EXPERIENCE

Built on more than 800 years of combined experience, we have what it takes to build successful video display systems around the world.

### ON SCHEDULE PROJECTS

We provide our clients with long-term time lines and detailed views of what's happening every two weeks.

*"If we didn't have the coordination and scheduling of Daktronics project management team with all the other vendors, this project wouldn't have been possible on our timeline."*

*Brad Nachtigal - University of Kansas, Associate Athletic Director of Operations/Capital Projects*

[daktronics.com/college](http://daktronics.com/college)