



DIGITAL STREET FURNITURE

OUTDOOR DIGITAL LED DISPLAYS



HOWARDedu 888.912.3151 | howardedu.com

DAKTRONICS DIGITAL ADVANTAGE

Just as cell phones and tablets are reshaping our lifestyles, out-of-home advertising is adapting to the immediacy of today's digital media. We're spending more time on-the-go outside our homes, and traditional forms of ad media aren't as impactful anymore.

Reach more people every day while they travel in vehicles, walk downtown or shop in city centers using digital street level advertising. Daktronics LED digital street furniture solutions can replace the backlit static or scrolling advertising displays of old, or compliment your existing structures. Our design is sleek, European-inspired and complements surrounding architecture. We want to emphasize your message—not the medium.



MAXIMUM FLEXIBILITY

DIGITAL QUALITY ON DISPLAY

From campuses to cityscapes, arenas and outlet malls, Daktronics LED street furniture advertising actively engages slow-moving public traffic at the eye level. Choose from a selection of sizes and mounting options to accommodate your application and customize a cabinet that matches your branding.

LED street furniture advertising is suitable for a wide range of outdoor applications:

- › Bus Shelters
- › Taxi Stands
- › Malls
- › Public Spaces
- › Stadium & Arena Plazas
- › Train & Subway Stations
- › Airport Terminals
- › Convention Centers
- › City Centers
- › University Campuses

DIGITAL STREET FURNITURE DISPLAYS

Daktronics Digital Street Furniture displays position digital advertising and timely information at eye level, where they are most likely to influence consumers traveling through public spaces.

- › Engineered, designed and certified construction with customizable features to provide a unique design for your viewers.
- › Variety of sizes and resolutions are possible to accommodate any region or application.



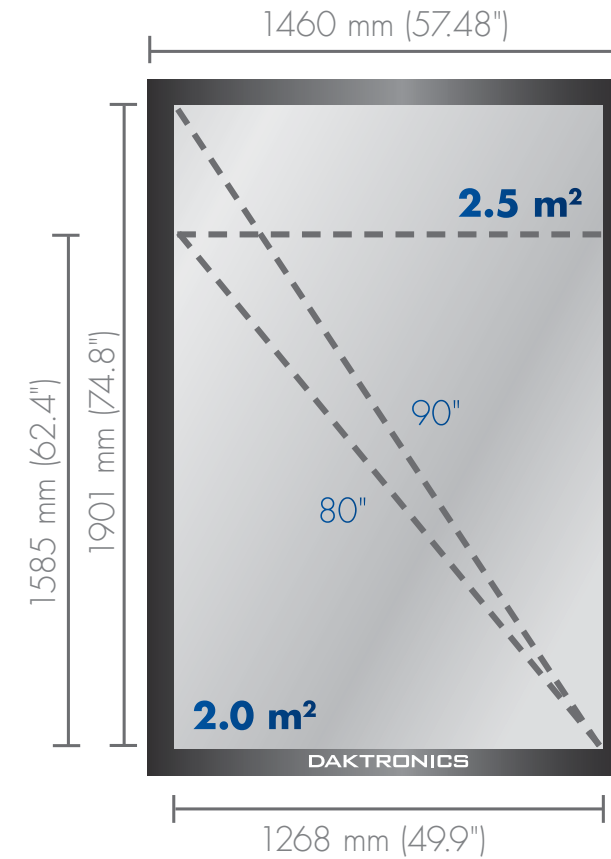
SLEEK, REFINED DESIGN
European inspired design emphasizes your message while complimenting surrounding architecture

SUN-CUTTING BRIGHTNESS
6,000 nits of adjustable brightness create the only true daylight viewable solution.

MOST ROBUST TECHNOLOGY
Built for harsh outdoor environments, featuring weather-sealed components behind UV and vandal-resistant glass

IMAGE IS EVERYTHING
High-contrast module design using advanced LED technology provides vivid picture detail and image quality

KEEP COMMUNITIES SAFE
Accept feeds that provide emergency information, to one or a network of displays, at a moment's notice



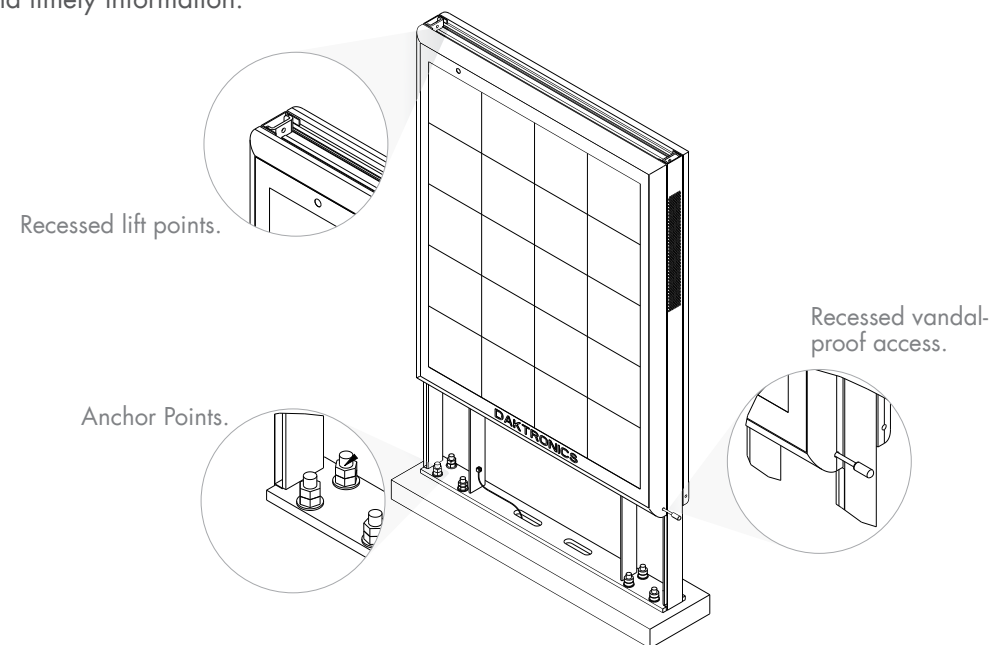
SEAMLESS DISPLAY FACE

Precision-manufactured modules are mounted to the face sheet using a unique attachment system that allows for micro adjustments to remove any visible seams. This results in a seamless display face with exceptional z-axis registration, creating the ideal medium to communicate your message.

DESIGN FEATURES

THE BEAUTY IS IN THE DESIGN

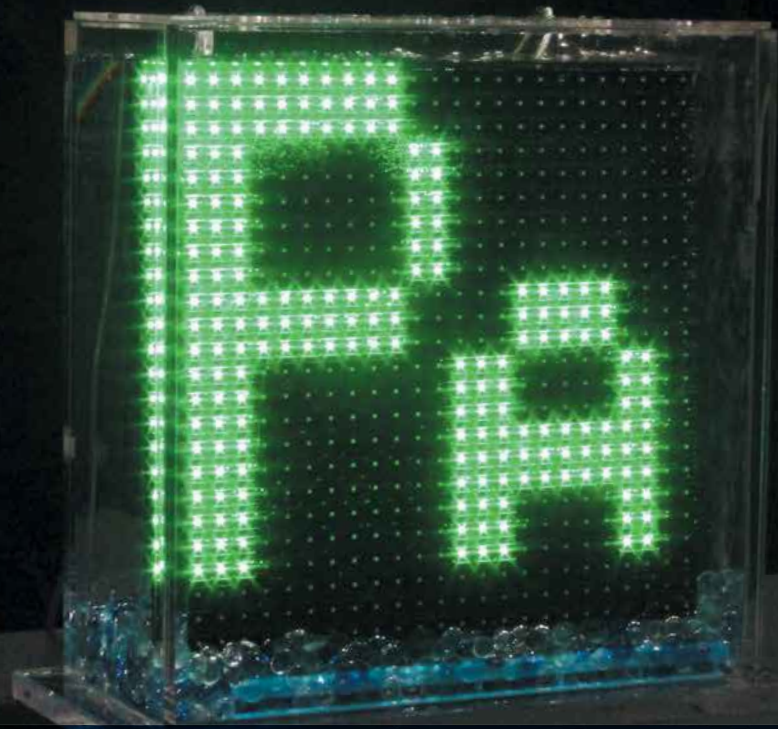
Daktronics LED digital street furniture features adjustable brightness to overcome the most demanding lighting conditions, while allowing you to capture attention and deliver maximum visibility to both scheduled advertising and timely information.



DIGITAL QUALITY ON DISPLAY

We offer a variety of flexible mounting options to accommodate each unique application:

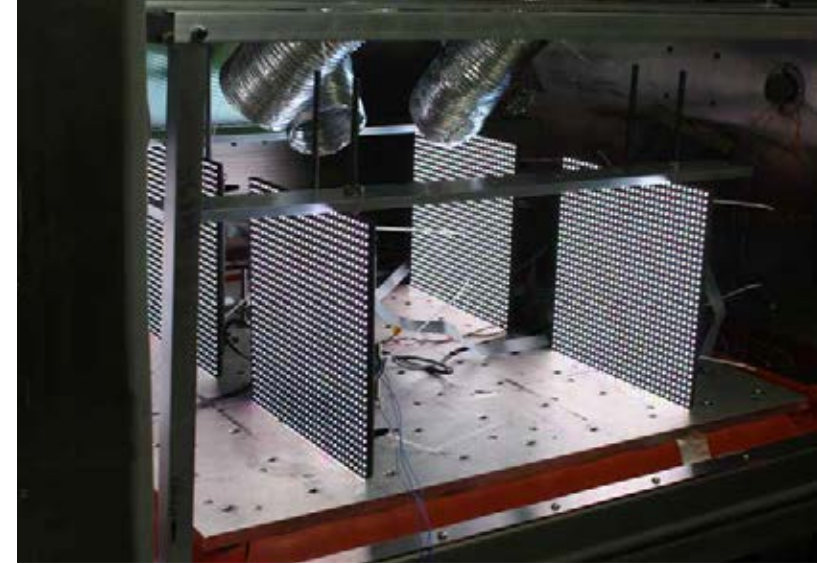
- 1 **WALL MOUNT**
Ideal for applications with heavy traffic and limited ground space.
- 2 **PEDESTAL MOUNT**
Traditional mounting method blends with existing landscaping.
- 3 **FLAG MOUNT**
Ideal for banner-type applications overhanging traffic paths.
- 4 **POLE MOUNT**
Minimizes chance vandalism by raising display above street level.



Module Design
weather sealed module



Power Supply
weather sealed



RELIABILITY TO BOLD NEW HEIGHTS

"The Daktronics Digital Billboard product line is well suited for the Puerto Rican market in terms of reliability and longevity. This particular environment presents its own set of challenges with extreme temperatures, salt fog and summer storms. Daktronics modules are fully sealed, front and back, and have proven to be a dependable product for Lamar."

Bill Ripp - Vice President of Digital Development for Lamar

ENVIRONMENTAL TESTING

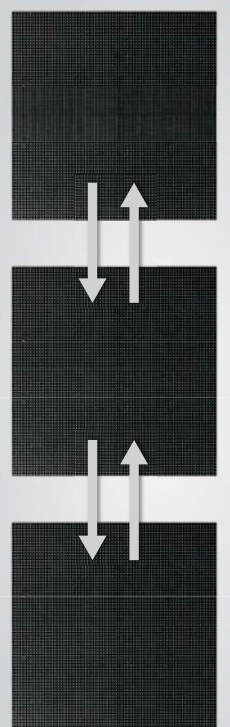
As a global supplier of LED displays, Daktronics takes product testing very seriously. Using a test-to-failure philosophy, our technicians push our products to their limits allowing us to design products that perform even under the harshest conditions.

- › All Daktronics products are compliant with local EMI (Electromagnetic interference) and safety regulations.
- › Highly Accelerated Lifetime Testing (HALT) accelerates stresses to expose component failures before they become field failures.
- › Salt fog testing exposes critical electronics to high-salt-concentration water vapor to encourage rapid corrosion.
- › Vibration testing challenges solder joints, mechanical connections and individual components to survive routine and extreme mechanical stresses.
- › Temperature cycling forces rapid expansion and contraction throughout the product to expose any vulnerable components.
- › Climate simulation tests products against temperature swings and sun loads across a wide range of global environments.
- › Ingress protection (Water/Dust) testing verifies the electronics can withstand and resist moisture and debris intrusion.
- › UV sunlight weathering testing to assess equipment degradation (electrical and cosmetic) over time.

TRUSTED QUALITY

Daktronics digital displays feature only the highest-quality components, all of which are tested and verified in our state-of-the-art reliability laboratory. With tens of thousands of displays installed around the world, Daktronics has vast real-world experience in a broad range of climates and operational environments.

- › The industry's only weather-sealed power supply featuring built-in surge protection.
- › Weather-sealed module provides maximum protection against moisture and chemical intrusion.
- › Redundant signal transfer between LED modules protects against cable and data-pass failures.
- › Redundant power transfer between LED modules for unequalled protection.
- › UV-resistant vandal glass defends electronics from damaging sunlight and vandalism.



Redundant
Signal Transfer



CONTROL CAPABILITIES

Do you want one system to remotely manage and control your LED street furniture, or single source software for each? We offer several control methods that cater to your customized business needs and goals. Manage multiple displays in one, easy-to-use web-based program, or have a single software player controlling content for one exclusive unit.

- › World-class image processing for broadcast-quality color reproduction and motion reproduction.
- › Pixel-to-pixel image reproduction eliminates concerns about scaling artifacts.
- › Brightness levels capable of overcoming sunlight without decreasing LED lifetime (overdriving).
- › Contrast-enhancing LED module design, featuring mini-louvers to produce deeper black levels.
- › Daktronics 281-trillion color palette, for exceptional detail and color accuracy.
- › Light (photo) sensor adjusts display brightness to compliment ambient lighting conditions.
- › Lifetime uniformity control
 - › Factory Calibration: to eliminate variances between individual LEDs.
 - › Module Calibration: to match a replacement module with other modules within the display.
 - › Field Calibration: optional service to recalibrate an older display on-site to restore factory uniformity settings.

DISPLAY CALIBRATION

Daktronics is the only company in the industry to offer all three types of display calibration. Like our digital billboards shown here, all daktronics displays go through color calibration for optimized viewing.



Uncalibrated

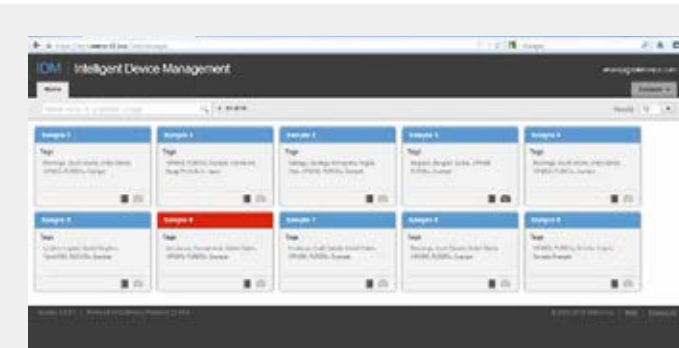


Calibrated

REMOTE CONNECTIVITY

Ideal for both on-premise and worldwide advertising networks, Daktronics street furniture is network-ready and designed to speed deployment and reduce operational costs.

- › Wireless 3G and 4G compatible content and scheduling delivery simplifies on-site installation and reduces costs.
- › E-mail alerts provide notifications should any display be operating outside established parameters.
- › Remote power cycling monitors and automatically restarts communication equipment should it stop responding.
- › Daktronics Visiconn® Display Management Solution is Internet-based and enhances LED street furniture flexibility.



REMOTE DIAGNOSTICS

Daktronics has used remote diagnostics for more than 10 years to help deliver the industry's most reliable digital display and now has more than 2,000 clients connected worldwide. This web-based solution allows our customers to proactively monitor the operational health of their display systems.

- › Graphical views
- › Deep data visibility
- › In-Depth reporting
- › Proactive maintenance to increase uptime



DISPLAY MANAGEMENT SOLUTION

This web-based service enables users to easily upload and schedule content to LED street furniture. Our display management solution has a multitude of features to help operators better manage their business operations.

- › Easily scalable
- › Highly secure solution with rights management
- › Ad sales grid scheduling
- › Sync multiple displays or schedule independent content
- › Proof-of-Play reporting
- › 24/7 access from anywhere

LED ADVANTAGE

While older forms of street furniture had the right idea, today's LED street furniture presents flexibility the out-of-home advertising industry instinctively needs. People look at signs that change. They enjoy variety and a mixture of messages. The additional ad space LED street furniture offers and its advantages over competing technologies cannot be overlooked.



BRIGHTNESS

LED street furniture is the only true daylight-viewable solution. We ship our displays at 6,000 nits – 3 to 5 times LCD street furniture brightness for equal or less power. LCD's are typically rated at 700 to 2,000 nits and appear washed out during peak sunshine hours.

LIFETIME

Our LED street furniture is designed to last 100,000 hours. That's 3 to 4 times longer operational lifetime than LCD street furniture and offers maximum return on investment. In demanding outdoor environments, LCD technology can experience an operational lifetime of 3 years or less.

DEGRADATION

LEDs do not experience degradations via thermal blackening, especially in outdoor environments, the way LCD technology does. Even indoors, white and continuous LCD content undergoes thermal blackening.

VENTILATION

Our LED street furniture's cross-flow ventilation system minimizes power consumption, operates quietly, is condensation resistant and helps extend component life. In contrast, LCDs generally require a high-volume air movement or air conditioning that becomes noticeably distracting to individuals near the display location.

LED

DIGITAL STREET FURNITURE

VS.

LCD

& STATIC SIGNAGE





DIGITAL ADVANTAGE

EXTENSIVE EXPERIENCE:

More than 45 years of experience in the sign industry providing product design and business philosophy to create long-lasting partnerships

MADE IN AMERICA

Engineered and manufactured to the strictest quality standards

CORPORATE STABILITY

Corporate transparency (publicly traded) and commitment to out-of-home advertising

PRODUCT CONSULTING

Experienced personnel to help identify the right product for the right location

CREATIVE CONSULTING

Design professionals to assist with production or best-practice consulting

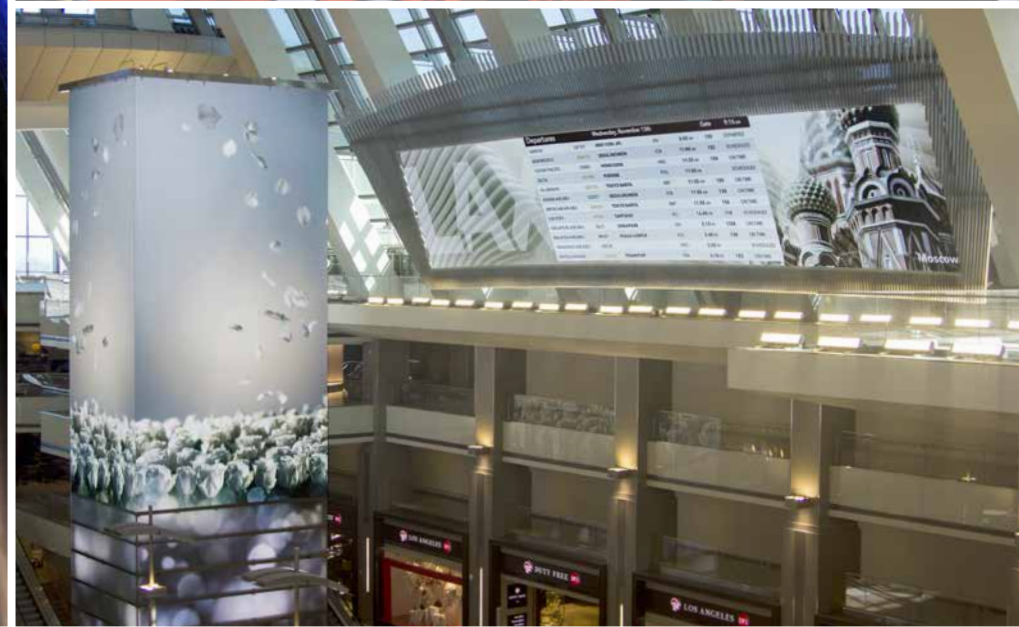
TECHNICAL SUPPORT

Broad coverage from company offices, corporate headquarters and certified partners



We understand that no two advertising companies are identical. Product and control requirements can differ according to geography and business strategy. Our customers expect more than a display. They require a flexible partner willing to adapt products for new markets and varied business environments. We have the resources to bring your out-of-home advertising program to the next level.

- › The industry's largest, most experienced contract engineering team to support your roll-out.
- › Compatible with 3rd-party content management systems.
- › Full project support with dedicated project managers to ensure a successful implementation.
- › A full and complete product line from digital displays, scrollers or static ads to meet your advertising needs.



EXPERIENCE LIKE NO OTHER

From sports stadiums, to spectaculars and beyond, Daktronics has over 45 years experience in meeting customers' unique needs. Backed by a talented team of engineers and designers and a robust product line offering, Daktronics can turn your display dream into a reality.

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