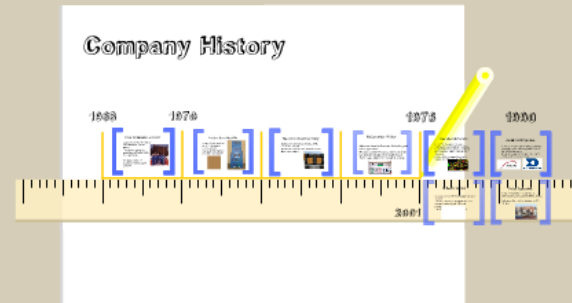
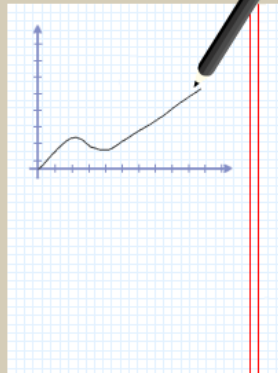
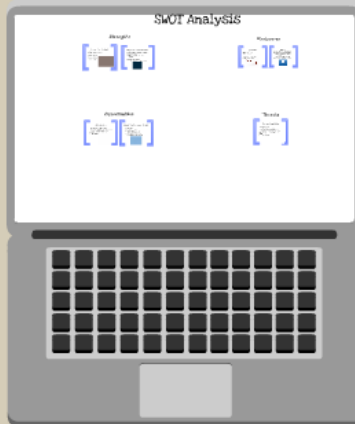
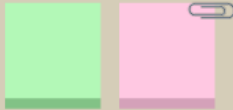


TheCaseSolutions.com



DAKTRONICS





**DAKTRONICS**

# Company History

1968

## How Daktronics Started

Founded in 1968 by Drs. Astrad Kurfess and Duane Baker. Electrical engineering professors at South Dakota State University.

Saw opportunity with electronic voting display systems.



1970

## Daktronics Start Up

Voting display systems in 1970, Daktronics made their first Scoreboard the next day (receiving Scoreboard).



## The Scoreboard Industry

Daktronics noticed opportunity in the scoreboard market. Daktronics software was far better than their competitors.



1976

## Daktronics Value

Value was found in their new technology and not in appearance. The scoreboard was programmed so that all that was needed was a small remote. This allowed Daktronics to sell to anyone.



## Scoreboard Results

In 1976 the Olympics featured a Daktronics scoreboard for vending. In 1977, Daktronics signed a contract for a large scoreboard for the 1980 Olympics. In the 1980s Daktronics decided to expand into the billboard market.



1990

## Continued Expansion

In the 1990s, Daktronics expanded globally by joining a deal with Omega Electronics for distribution power. Within half a year of the deal, Daktronics expanded to 5 more countries.



2001

## Billboard Market

Daktronics made the first digital billboard in 2001. Currently the leader in digital billboards. Software makes digital billboards easier to change.



## Failed Expansion

In the 1990s Daktronics had a \$100,000 cost overrun on a contract with New Jersey. Daktronics then decided to focus on LED displays.





DAKTRONICS

