

This document aims to give you a helping hand after purchasing your LED display, giving many items to think about and resolve to maximize your display utilization.

Q: Who will be managing the control room and game-day production?

A: It is important to designate one or two people to take ownership of the control room and game-day production. There is a lot of preparation work that needs to be done before games/events that needs to be managed in order to put on a successful show. This person(s) will need to:

1. Make sure all content is created, delivered, loaded and scripted on the displays.
2. Conduct regular maintenance checks to make sure the displays are running correctly.
3. Create/update game day scripts for all events.
4. Liaison with content provider, such as Daktronics Creative Services, for content development.

Q: What should I be thinking about in terms of front end video?

A: You need to know your format and options for playback. Playback options may include Video tape (Beta, MiniDV, DVCam, etc.), DVD, Clip Server and Digital Replay sources. Formats for overall video could include High Definition, Standard Definition and Analog/Composite; each of which may come in a variety of aspect ratios, the most common of which are 4:3 and 16:9.

Q: What do I need to consider in terms of sponsors?

A: First and foremost, make sure the game-day producer and marketing/sponsorship staff members are on the same page. It is important that the two groups communicate about what kind of show will be produced. These conversations are crucial when putting together the game/event script to ensure sponsors are getting the space, time and recognition they are paying for. A conversation should also be had about whether sponsor time will be based on game-time or real-time. There are pros and cons of each option, but it is important that everyone is on the same page so each sponsor understands and receives what they are expecting.

Q: What should I think about when laying out my display?

A: There are many things to consider when laying out your display:

1. Determine the size and position of your video window, keeping in mind that your aspect ratio will be determined by your front end equipment and will impact the size of your video.
2. Know what you want to display in regards to data and stats information. Determine how and where you want game-in-progress represented. Decide what type of situational and/or individual stats that will be displayed and how are you going to present them. Determine when this information will be displayed (at all times, during breaks, etc.). Keep in mind the data/stats you present will be dictated by the software you are using.

***If you are interested in knowing more about available software, such as DakStats, contact your Daktronics Sales Representative or Daktronics customer service at 1-800-325-8766.**

3. Determine how you are going to exhibit your sponsors and/or advertisers. Some sponsors may require static space during the game/event while others will have animated content that will require a certain number of showings throughout the event. Knowledge of size and location of sold inventory as well as time and exclusivity are key factors to consider. Keep in mind moments

of exclusivity can directly impact how time is sold. Knowing this information will help determine the layout(s) of your display. It is not uncommon to have several different layouts to account for pre-game/event and in-game/mid-event needs. Once you've decided the layout(s) you will need to determine the pixel dimensions for each section. This information will be very important when it comes time to create content.

Q: What kind of staff do I need to run my display?

A: In addition to the person that is overseeing the control room during events, there are several other positions that are necessary to put on a successful show. Keep in mind that this is a general overview. Each control room staff is different based on your displays, front end equipment, individual skill sets and type of show you intend to produce. For each event, make sure you have a script written with consistent language between the button names used on the control software and file names listed on the script. Common staff positions for game-day may include Producer, Director Technical Director, Clip Server Operator, Show Control Operator, Replay Operator, High/Main/Game Camera, Additional Cameras, Grips, Engineer and Audio Engineer. Remember, not all these positions may be necessary as every situation and control room is different.

*Daktronics Professional Services offers solutions for your production and operation needs ranging from consulting to event production. If you are interested in these services contact your Daktronics Sales Representative or Daktronics Live Event Services at 1-866-325-8766.

Q: What do I need to think about when it comes to content?

A: Check with your event producer to determine what playback mode will be used for different pieces of content to ensure it is created accordingly – it may be compressed or uncompressed and in AVI or MOV format. Convey these specifications to your sponsors to ensure they are sending content appropriately. There are many different pieces of content recommended for a successful event production. Commonly used elements include:

- Intro Videos
- Logo Treatments
- Crowd Prompts
- Sponsorship Pieces
- Replay Bumpers
- Transitional Elements
- Headshots
- Templates (customizable by the customer)
- Lower Thirds

*If you have questions about content or are looking for a content provider, contact Daktronics Creative Services at 1-800-692-0200. Creative Services has produced content for professional sports teams, colleges, universities, and numerous national and local sponsors.

Q: What about care and maintenance of my display?

A: If you have questions about the care and maintenance of your display, refer to your detailed Daktronics Product Maintenance Guide. You can also contact the Daktronics Service Sales department at 1-800-325-8766.