

TARGET FIELD'S SCOREBOARD - A TRUE GAME CHANGER



Target Field's main scoreboard will be located in left-center field.

Minneapolis, MN (October 23, 2008) – Minnesota's new ballpark, Target Field, will feature one of the largest, most technologically advanced and fan friendly scoreboard display systems in Major League Baseball. The system's centerpiece is the main scoreboard's high definition video display area that will be approximately nine (9) times larger than the existing video board at the Metrodome. It'll be equivalent to a 1400" "consumer" television monitor.

Minnesota Ballpark Authority Chairman Steve Cramer joined executives from the Twins and Mortenson Construction on the ballpark site to announce that Daktronics of Sioux Falls, S.D., will design and build the multi-million dollar, integrated display system. Crews are scheduled to begin installing the first components of the system in April of 2009.

"This announcement represents another important milestone in our commitment to deliver a world-class facility," Cramer said. "Having visited



MBA Chair Steve Cramer (center) speaks at a news conference announcing details of Target Field's new scoreboard system.

other new ballparks around the country, I have seen first-hand how a state-of-the-art scoreboard system enhances the fan experience. The entire system, particularly the main scoreboard, will really add to our ballpark's 'WOW' factor."

The massive main scoreboard display will measure 101 feet wide by 57 feet high and be located in left-center field, easily visible from every seat in the ballpark. The flexibility of the control system will allow it to be operated as a single giant display or be divided into multiple windows so fans can watch a variety of content, including real-time game statistics, video replays, graphics and live and recorded video. It will be the 4th largest scoreboard in Major League Baseball.

"Our great fans will really enjoy this 1080 high definition video display and the other complementary components of the system," Twins President Dave St. Peter said.

In addition to the main scoreboard, Target Field will feature more than 1,230 feet of full-color digital Ribbon Board (30% more than the Metrodome)

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A scaled-down version of Target Field's main scoreboard display.

in eight configurations inside the ballpark. Two of these displays will be dedicated to closed-captioning for the hearing impaired. The new ballpark will also have an Out-of-Town Scoreboard built into the right-center field fence and a Bullpen Board that will track pitch count and pitch speed.

The contract with Daktronics, which is subject to final negotiations and execution, also calls for the manufacture of full color LED displays near the entry to Target Plaza, at ticket windows and in the ballpark's restaurants. Daktronics will begin building the manufacturing components and sub assemblies in Brookings, S.D., and Redwood Falls, Minn., in early 2009.

Daktronics has equipment in 25 of 30 Major League Baseball facilities, including the Metrodome. Recently completed projects include large, high definition displays for the Arizona Diamondbacks and the Kansas City Royals. The company is also providing a large number of displays for new ballparks under construction for the New York Mets and New York Yankees.