Digital Display Technology Helps Communities

Display Community Information for All to See

Digital sign technology is a relatively new development, and many cities are in the process of creating codes that govern digital displays. As city officials choose to regulate this valuable technology, understanding how their community can benefit from digital displays is very important.

How do digital displays contribute to the well-being of the community?

- They increase the city's tax base as businesses make more money by using a display.
- Property values increase.
- They act as town bulletin boards by supporting local teams, charities and events.

Other important ways that LED technology affects a community's well-being:

- AMBER™ Alerts
- Information about criminals at large
- Severe weather warnings

Digital signs contribute to communities by helping retailers, especially smaller retailers, make more money, and by displaying important local information. Many cities themselves across the nation are installing digital displays to welcome visitors, promote local businesses and to act as the community message board.

Please contact Daktronics' Signage Legislation Department at **signagelegislation@daktronics.com** if you would like more information about responsible regulation of digital signs.

> "The Daktronics display is the perfect form of communication for our community, especially for our traveling rural members...our display is used as the central source of community information and gets so much attention."
>
> **Vicki Alleman**, Vice President, Union Bank, Hessmer, Louisiana

From Top Left:
City of Conyers, Conyers, Georgia
20 mm RGB Galaxy® 3700 series
City of Lawrenceburg, Lawrenceburg, Indiana
34 mm RGB Galaxy® 3400 series
Lancaster Marketplace, Lancaster, California
34 mm RGB Galaxy® 3700 series

DAKTRONICS