FREEFORM TRENDS
LED DIGITAL VIDEO DISPLAYS
BUILD LASTING BRAND IMPRESSIONS WITH FREEFORM LED

GET CREATIVE

INSPIRE CURIOSITY  REDEFINE STRUCTURES  ILLUMINATE SKYLINES
REVIVE YOUR FACILITY WITH A CREATIVE DIGITAL SHOW

LIGHTING ACCENTS
Highlight structures with LED elements for a dramatic effect. Add colorful accents to video displays, marquees, scoring systems and more.

VIDEO SCULPTURES
Build dynamic 3D displays or wrap entire structures with video elements. Create a one-of-a-kind display by exploring an endless variety of shapes and sizes.

TRANSPARENT DISPLAYS
Maintain outdoor viewing from inside a venue while putting on a dazzling video show outside. Cover windows, walkways and other building structures with colorful video effects.

LOGO DISPLAYS
Animate logos with Freeform LED Elements. Create a variety of letters, shapes, icons and scripts.

AUDIO FACADE DISPLAYS
Cover any size audio system with acoustically-transparent and visually-pleasing LED video. Generate more revenue with advertising and sponsor messaging by optimizing additional digital space.
Large-scale video solutions typically require individual power connections for each element, which can detract from the aesthetic quality of the display. We’ve designed our Freeform Elements to hide cables, ensuring your display shows a pristine visual presentation, free from a tangled mess of power cords.

For outdoor displays, component outages due to Mother Nature are sometimes considered as a cost of putting electronics outside. At Daktronics, we hold ourselves to a higher standard. With our watertight connectors and UV-protected components, our displays are designed to withstand even the most punishing weather conditions.

Flexible LED elements are the building blocks for a unique display, but for advanced display concepts, a powerful and precise control method is also key. Our proprietary pixel mapping technology unleashes the full potential of your system. It restructures standard rectangular video feeds and wraps them around an entire display without image distortion.

Our thin element profile provides up to 75% viewing transparency. Offer a stunning visual presentation to audiences in front of your LED video display while preserving clear window viewing from behind.

VISIONING
- Design/Build Engineering

EXECUTING
- Experienced Project Management

MANUFACTURING
- Quality Suppliers
- Efficient Custom Manufacturing

BUILDING
- Skilled Installation Supervision

CONSULTING
- Content Analysis with Creative Services

SERVICING
- Expert Support Team