

DO-IT-YOURSELF DATA FEEDS

INTERACT WITH AUDIENCES BY DISPLAYING DYNAMIC DATA FEEDS

Dynamic data feeds are an easy way to incorporate text and images from updated news and informational sources. With Daktronics Venus Control Suite, you have the power to engage your audience with a number of different real-time content options - all you need is an RSS feed.



WHAT IS AN RSS FEED?

Rich Site Summary (RSS) is the most commonly used format for delivering regularly changing web content—such as blog entries, news headlines, audio and video. As new information is published to an RSS feed by the company or website that owns it, the new information is automatically delivered to subscribers like you.

This retrieves data from virtually any source accessible from the Internet—even those requiring a username and password—and can then be integrated onto your display.

Use an RSS feed to display information such as:

- Weather forecasts
- Countdowns
- "Now Playing" for radio advertisers
- Jackpots
- Sports scores

ADVANTAGES OF DATA FEEDS

- You're providing a unique service—and people notice
- You're embracing a growing industry trend
- You're maximizing your displays features
- It's faster and more convenient for you



Contact your Daktronics representative and ask for the **Venus Data Feed Mapping Quick Guide**. The guide quickly walks you through setting up a new data feed and data feed component.