

DAKTRONICS INC /SD/  
Form 4  
July 06, 2007

**FORM 4**

**UNITED STATES SECURITIES AND EXCHANGE COMMISSION  
Washington, D.C. 20549**

OMB APPROVAL

OMB Number: 3235-0287  
Expires: January 31, 2005  
Estimated average burden hours per response... 0.5

Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

**STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES**

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person \*  
**MORGAN JAMES B**

2. Issuer Name and Ticker or Trading Symbol  
**DAKTRONICS INC /SD/ [DAKT]**

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)  
331 32ND AVENUE, PO BOX 5128

3. Date of Earliest Transaction (Month/Day/Year)  
07/05/2007

Director  10% Owner  
 Officer (give title below)  Other (specify below)  
CEO & President

(Street)  
BROOKINGS, SD 57006

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)  
 Form filed by One Reporting Person  
 Form filed by More than One Reporting Person

(City) (State) (Zip)

**Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned**

| 1. Title of Security (Instr. 3)              | 2. Transaction Date (Month/Day/Year) | 2A. Deemed Execution Date, if any (Month/Day/Year) | 3. Transaction Code (Instr. 8) | 4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5) | 5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4) | 6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4) | 7. Nature of Ownership (Instr. 4) |
|--|--------------------------------------|--|--------------------------------|---|---|--|-----------------------------------|
|  |                                      |  | Code                           | V   | Amount or Price   |  |                                   |
| Daktronics, Inc. Zero Par Value Common Stock | 07/05/2007                           |  | M                              |   | 32,000 A \$ 2.5625  | 1,535,540  | D                                 |
| Daktronics, Inc. Zero Par Value Common Stock | 07/05/2007                           |  | M                              |   | 48,000 A \$ 3.8282  | 1,583,540  | D                                 |
| Daktronics, Inc. Zero                        | 07/05/2007                           |  | M                              |   | 20,000 A \$ 3.77  | 1,603,540  | D                                 |

Par Value  
Common  
Stock

Daktronics,  
Inc. Zero  
Par Value  
Common  
Stock

2,920 <sup>(1)</sup> I By Child A

Daktronics,  
Inc. Zero  
Par Value  
Common  
Stock

2,920 <sup>(2)</sup> I By Child B

Daktronics,  
Inc. Zero  
Par Value  
Common  
Stock

37,408.309 <sup>(3)</sup> I By  
Daktronics,  
Inc. 401(K)  
Plan

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

**Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB control number.**

SEC 1474  
(9-02)

**Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned**  
(e.g., puts, calls, warrants, options, convertible securities)

| 1. Title of Derivative Security (Instr. 3) | 2. Conversion or Exercise Price of Derivative Security | 3. Transaction Date (Month/Day/Year) | 3A. Deemed Execution Date, if any (Month/Day/Year) | 4. Transaction Code (Instr. 8) | 5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5) | 6. Date Exercisable and Expiration Date (Month/Day/Year) | 7. Title and Amount of Underlying Security (Instr. 3 and 4) |
|--|--|--------------------------------------|--|--------------------------------|---|--|---|
| Daktronics, Inc. Incentive Stock Option    | \$ 2.5625  | 07/05/2007                           |  | M                              | 32,000  | 11/18/2000 <sup>(4)</sup> 11/17/2009                     | Daktronics, Inc. Zero Par Value Common Stock                |
| Daktronics, Inc. Incentive Stock           | \$ 3.8282  | 07/05/2007                           |  | M                              | 48,000  | 11/16/2001 <sup>(5)</sup> 11/15/2010                     | Daktronics, Inc. Zero Par Value Common                      |

