DAKTRONICS INC /SD/

Form 4 September 21, 2007

Daktronics,

Inc. Zero

eptember 21	, 2007											
ORM	UNITED STATES SECURITIES AND EXCHANGE COMMISSION									OMB APPROVAL OMB 3235-0287		
Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b). Washington, D.C. 20549 Washington, D.C. 20549 STATEMENT OF CHANGES IN BENEFICIAL OWNERSH SECURITIES Filed pursuant to Section 16(a) of the Securities Exchange Act of Section 17(a) of the Public Utility Holding Company Act of 1935 of 30(h) of the Investment Company Act of 1940							e Act of 1934, 1935 or Sectio	burden ho response.	number: January			
Print or Type R	esponses)											
. Name and Ad MORGAN J	ddress of Reporting AMES B	Person *	Symbol	Name and				5. Relationship of Issuer	f Reporting Pe	erson(s) to		
(Last) (First) (Middle)			DAKTRONICS INC /SD/ [DAKT] 3. Date of Earliest Transaction					(Check all applicable)				
				nth/Day/Year)				_X Director 10% Owner Officer (give title below) CEO & President				
BROOKING	(Street) SS, SD 57006			dment, Dat h/Day/Year)	_			6. Individual or Jo Applicable Line) _X_ Form filed by 0 Form filed by M	One Reporting	Person		
(City)		(Zip)	Tabla	I Non D	orivotivo S	Socuri	tios A ca	Person uired, Disposed of	f or Ronofici	ally Owned		
.Title of Security Instr. 3)	2. Transaction Dat (Month/Day/Year)	te 2A. Dee		3. Transactic Code (Instr. 8)	4. Securi on(A) or Di (Instr. 3,	ties A spose 4 and (A) or	cquired d of (D) 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 Indirect Beneficial Ownership (Instr. 4)	of	
Daktronics, nc. Zero Par Value Common Stock	09/17/2007			S	4,000 (1)	D		1,580,540	D			
Daktronics, nc. Zero Par Value Common Stock	09/17/2007			S	1,000 (1)	D	\$ 28	1,579,540	D			

By Child A

2,920

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Par Value Common Stock Daktronics, Inc. Zero Par Value

Common Stock

Daktronics, Inc. Zero Par Value Common

Stock

2,920

37,408.309

I

By Child B

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.

(2)

SEC 1474 (9-02)

> 9. Nu Deriv Secu Bene Own Follo Repo Trans (Insti

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

1. Title of	2.	3. Transaction Date	3A. Deemed	4.	5.	6. Date Exerc	isable and	7. Title	e and	8. Price of
Derivative	Conversion	(Month/Day/Year)	Execution Date, if	Transaction	orNumber	Expiration Da	ate	Amou	nt of	Derivative
Security (Instr. 3)	or Exercise Price of Derivative Security		any (Month/Day/Year)	Code (Instr. 8)	of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)		Year)	Under Securi (Instr.	, ,	Security (Instr. 5)
				Code V	(A) (D)	Date Exercisable	Expiration Date	Title	Amount or Number of Shares	

Reporting Owners

Reporting Owner Name / Address	Relationships						
	Director	10% Owner	Officer	Other			
MORGAN JAMES B							
331 32ND AVENUE	X		CEO & President				
PO BOX 5128	Λ		CEO & Flesidelli				
BROOKINGS, SD 57006							

2 Reporting Owners

Signatures

By: /s/ James B. 09/18/2007 Morgan

**Signature of Reporting Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, see Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- The sales reported in thie Form 4 were effected pursuant to a Rule 10b5-1 trading plan adopted by the reporting person on August 29, 2007.
- (2) The information in this report is based on a plan statement dated as of 3 July 2007.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure. Potential persons who are to respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB number.

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