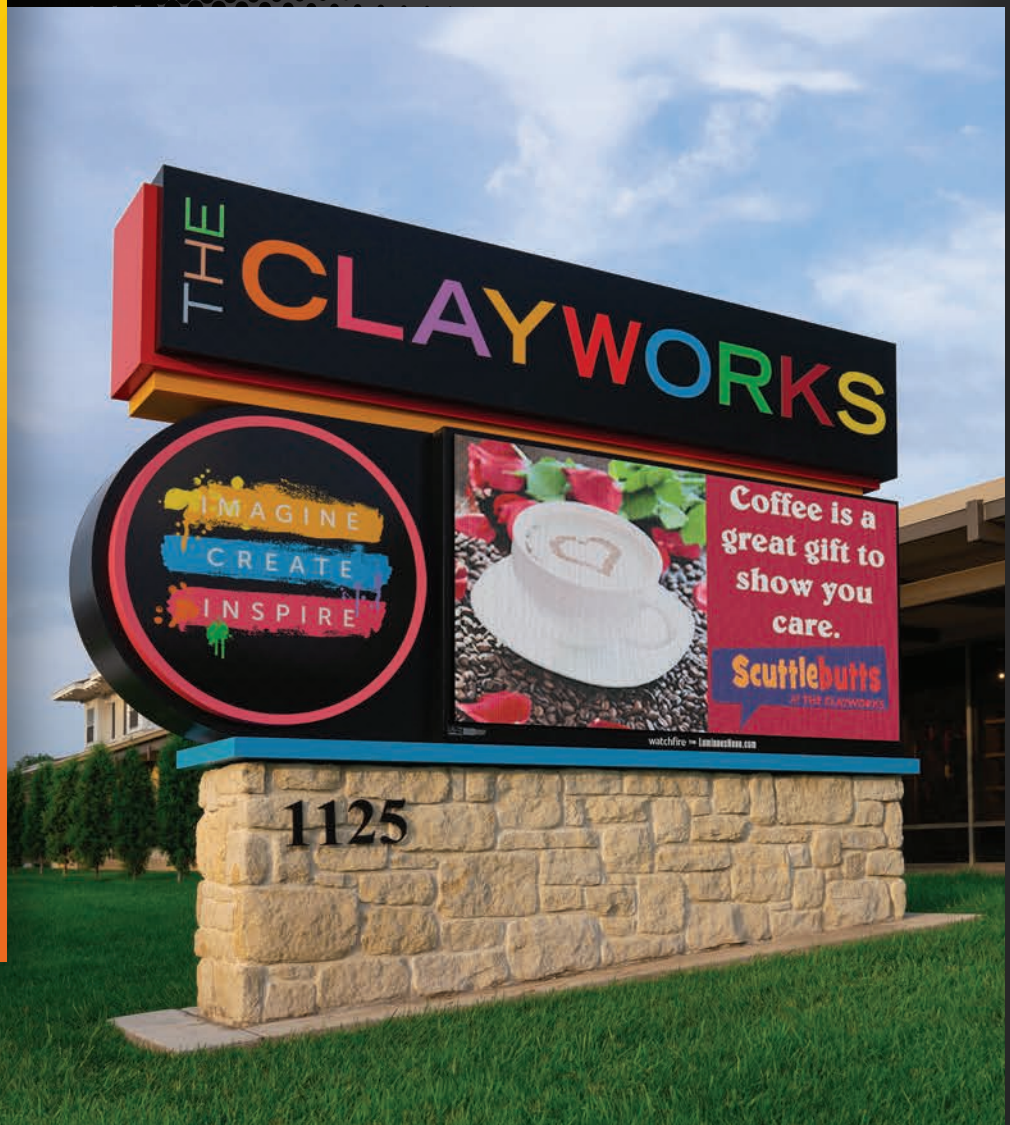


RESOURCE GUIDE

LED DISPLAYS

OUTDOOR | INDOOR | SPORTS | SPECIAL PROJECTS

20
24



WE ARE WATCHFIRE

A man with short grey hair, smiling, wearing a dark blue suit jacket over a light blue checkered shirt and dark trousers with a black belt. He is standing outdoors with his hands in his pockets, in front of a large green tree. The background is slightly blurred, showing a grassy area and a white building in the distance.

Watchfire has been around for over 90 years, and throughout our history we've been a company of innovation. From the first-ever time and temperature signs to module encapsulation and flawless front ventilation, we have built our foundation on ease of use, superior image quality and rugged durability. Every aspect of our products and services is built around giving you the greatest tools available to help your customers grow. Our products are designed for hassle-free reliability that ensures your success.

Watchfire has been a supplier to local sign companies for over 90 years. From our early days providing four-circuit high-speed border chasers, to the past two decades when our focus has been on LED displays, Watchfire products have been recognized for their industry-leading reliability and durability. Our products are the best-looking, most rugged displays in the industry.

Watchfire's team of more than 400 employees takes great pride in our reputation for building great products. If you are curious how we do it, we welcome you to visit our plant in Danville, Illinois, so you can see for yourself. We'll show you our production operations, from the manufacturing of our display modules in our Blazetech department using components sourced from our global supply chain to the fabrication of our aluminum display cabinets and final display assembly in our Signworks department.

If you are involved in LED Display sales, I invite you to enroll in one of our training opportunities. Watchfire University is a one-day sales training event held multiple times per year in Danville that includes an in-depth tour of the Watchfire headquarters and plant. Our online courses will help you to become more familiar with our Ignite software and serve as an introduction to new products. If you are more interested in learning about installing and servicing the Watchfire displays that your company sells, you should plan to attend one of the Watchfire service training events. This service training covers our outdoor LED displays, our interior LED displays, sports scoreboards, and gas pricers. In addition to display hardware, the service training addresses Watchfire's proprietary control systems and software.

Beyond our products, one thing that sets Watchfire apart from other LED display manufacturers and makes us the best partner for your sign company is our large and experienced team of outside sales professionals that we refer to as territory managers. Our territory managers are geographically dispersed so that they can support local sign companies in every big city, small town, and village across the United States and many parts of Canada. Territory managers provide valuable product and sales consultation to sign companies. They will even bring their demonstration truck equipped with programmable LED displays to sales presentations at your customer's location. No other manufacturer is set up to provide that in-person, onsite support at the scale that Watchfire does.

Thank you for being part of the Watchfire success story, whether your company has been a dealer for nine months or for 90 years. Our success is based on your success. That's why our focus has always been and will continue to be on helping you grow your sign company business and take care of your customers. Together, let's make 2024 our best year yet!

DAVE WARNS, VP, ON PREMISE SALES

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DEALER RESOURCES

TRUSTED PARTNERSHIPS

SUPPORT TO CLOSE THE SALE

Traffic Analysis Reports

Each complimentary, individualized report provides traffic and demographic data to show your customers the potential impact an electronic message center can have at their locations.

Animated Renderings

Give your presentations added visual power with free customized still or animated renderings. Demonstrate exactly how an LED sign will look in front of your customers' businesses, complete with relevant content.

Training

Our staff can provide training, in person or online, for every need. Get help on topics from closing sales to installation, Ignite software, and hardware repair. Our expert team can help you educate municipalities while navigating local zoning and sign regulations to win approval for your customers' sign projects.

Demo Trucks

Watchfire has a fleet of demo trucks that travel the country to bring the impact of LED advertising right in front of your customers' businesses. We will bring a demo truck to any location, nationwide, to help you close the sale.

Poyant Signs Inc | Amica Mutual Pavilion | Providence, RI
6mm Blade Signs | 528 x 96 | 11' x 2' | 6mm | 336 x 720 | 7' x 15'

Leads

Our territory managers provide qualified leads that open new opportunities and grow your business. Our knowledgeable sales team delivers expert quoting advice on the size, pixel pitch, and model that will help you win sales in competitive situations.

Software Demo

Watchfire offers online, one-on-one software demos for potential users. The demo walks customers through the software's capabilities and benefits and is available for Ignite OPx and Ignite Sports. Contact your representative for details.



REQUEST A RENDERING FOR YOUR NEXT PROJECT

Increase your close rate. Contact your Watchfire representative for additional information.



SUPPORT FOR LOYAL PARTNERS

Online Dealer Portal

Hundreds of resources are just a click away with everything you need to sell more signs. Free materials include case studies and industry white papers. Your success drives our growth, so we are passionate about helping you close the sale.

Service Community

Our online service community gives your field team tips on installation, common service issues, and troubleshooting. Available 24/7, the KnowledgeBase includes software training modules for your customers and enhanced access to data and information for Watchfire sign company partners.

Technical Support

The Help Desk at our facility handles everything from basic questions to advanced troubleshooting. Live chat is available weekdays from 7:30 a.m. to 5:30 p.m. CT and the Help Desk is available by phone or email on weekdays from 7 a.m. to 6 p.m. CT, and Saturdays from 7 a.m. to 4 p.m. CT.

Parts Availability and Dispatch

Watchfire stocks replacement parts for 10 years after each sign ships. We cover rapid outbound shipment and ground return for all warranty parts. Priority parts ship the same day when requested by 3 p.m. CT.



Top Right: YESCO Salt Lake City | Thanksgiving Point | Lehi, UT | 19mm | 304 x 624 | 19' x 39'
Bottom Right: Art-Kraft Sign Co Inc | Park Avenue Baptist Church | Titusville, FL
10mm | 120 x 240 | 4' x 8'

QUICK REFERENCE



EMAIL

Service: service@watchfire.com

Sales: sales@watchfire.com



PHONE

Sign Company Service: 866-637-2645

Sports and Indoor Service: 877-201-3939

New Display Sales: 800-637-2645



ONLINE TOOLS

Sales Tools: watchfiresigns.com/dealers

Service Articles: watchfiresigns.com/kb

Service Live Chat: watchfiresigns.com/chat



SOFTWARE & EASYART

Training: watchfiresigns.com/IST

Download: watchfiresigns.com/igniteOP

ENGINEERING

RELIABLE INNOVATION

Vertical Integration

Manufacturing at Watchfire emphasizes collaboration between design, research and development, and service. These departments all reside in our Danville, Illinois, facility, where our products are engineered to meet the needs of every project. This integration drives innovation, so we can continue to build the industry's best displays.

Internal Reliability Testing

Watchfire's engineers use component and assembly testing with salt fog, Highly Accelerated Life Testing, and temperature and humidity cycling to guarantee consistent, high durability in any climate. Our outdoor products are engineered to surpass requirements for wind load, temperature management, corrosion resistance, UV degradation, and water resistance. On your next tour through our factory, visit our reliability lab to see how Watchfire qualifies components and tests our designs.

Design Essentials

Watchfire's R & D team solves problems with elegant design. Simply put: Watchfire products are easier to install, operate, and service. Forward-thinking features tackle issues like energy efficiency, color reproduction, and indoor and outdoor installation. Our purpose-built software is created in-house with ease of use in mind.

Luminous Neon | Quantum Credit Union | Wichita, KS | 6mm | 480 x 288 | 10' x 6'



SignMedia Inc | Downing-Gross Cultural Arts Center | Newport News, VA | 6mm | 192 x 384 | 4' x 8'



Creative Sign Designs LLC | University of South Florida Research Foundation | Tampa, FL | 6mm
Four Faces, Mitered | 192 x 2880 | 4' x 60'



EXPERIENCE WATCHFIRE

MEET OUR TEAM

The best way to see Watchfire's quality is to experience our facility in the heart of the Midwest. Taking a plant tour will show you first-hand that Watchfire is a collection of exceptional people making great products. Our focus continues to be the success of our customers.

You'll see the manufacturing facility in Danville, Illinois, where we take meticulously selected components from a global market and produce the industry's best digital signage. You'll see our process from module production to cabinet assembly. You'll speak with members of our research and development team, where all our innovative ideas originate, and then are tested to ensure your success. Our software experts will give you an overview of the best content management software available, and our marketing department will introduce you to materials designed to increase your company's sales.



Each time I tour the Watchfire facility, I remember why we are part of their team. The entire place feels like family, with similar goals—quality and value with every sign.

Bryce Taylor | Owner
Creative Signs & Graphics



Left: North Shore Sign Co Inc | The Temporary by American Place | Waukegan, IL | 6mm | 816 x 480 | 17' x 10'
 Top Right: Empire Graphics LLC | Patuxent River Naval Air Museum | Lexington Park, MD | 6mm | 240 x 480 | 5' x 10'
 Bottom Right: Reed Sign Co | Broad Theater | Souderton, PA | 8mm | 108 x 324 | 3' x 9'

While some think of digital signage as a capital expense, it really is a prepaid advertising expense for a decade or more. There's no better way to reach people passing by a location.

Hugh Baldus | Partner at The Baldus Company

INSTALLATION

DESIGNED TO SAVE TIME & MONEY

Slim Cabinets

Slim design cabinets present a sleek 5-inch profile for a clean, modern look, while still providing the superior quality and reliability you expect from Watchfire. The slimmer cabinet design makes it easier to match the LED component to the face of an ID sign. Slim cabinets feature our patented front ventilation and are available on signs of any width and height up to four feet.

Front Ventilation Cabinets

Watchfire offers a cabinet with full front ventilation unlike any other on the market today. Front ventilation is standard on all 5-inch cabinets, and 8-inch cabinets with viewing areas five to seven feet high. This innovation provides additional sign design options for double-faced or wall-mounted signs, or those in fully enclosed sign structures.

Mounting Track Channel

With adjustable attachment points for mounting Watchfire signs, our efficient track channel and clips give you flexibility during installation. This option is less expensive than methods using fixed bolts and saves your techs time in the field. The mounting track channel makes it easier to adjust your stringer to fit the track and makes it possible to attach the sign to any structure—giving you greater creativity with sign designs.

Committed to Conservation

To reduce waste and increase sustainability, Watchfire only paints the back of cabinets on request. This eliminates a step that is often unnecessary for many installations and reduces the impact to the environment without affecting the durability of our high-quality aluminum cabinets.

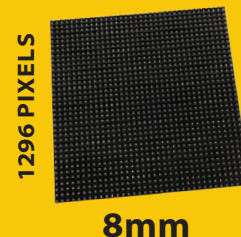
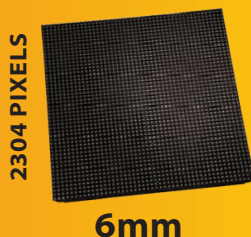


Modern Signs LLC | Tropic Falls at OWA | Foley, AL | 10mm | 810 x 1440 | 27' x 48'

SPECIFICATIONS

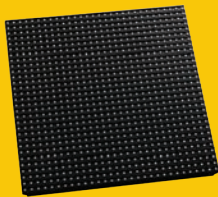
MODULES DESIGNED FOR LONGEVITY

SIGN MODELS



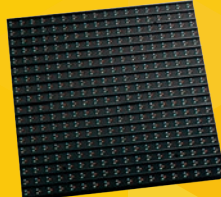
Pixel Configuration	SMD 3-in1	SMD 3-in1
Module Dimensions (HxW)	12" x 12"	12" x 12"
Matrix Configuration	48 x 48 pixels	36 x 36 pixels
Color Capability	XVS: 1.2 quintillion W-Series: 1.2 quintillion	XVS: 1.2 quintillion W-Series: 1.2 quintillion S-Series: 1.2 quintillion
Viewing Angle	150° horizontal, +30°/-45° vertical	150° horizontal, +22°/-45° vertical
Video Frame Rate	XVS: Up to 60 frames/second W-Series: Up to 30 frames/second	XVS: Up to 60 frames/second W-Series: Up to 30 frames/second S-Series: Up to 60 frames/second
Max Brightness	XVS: 8,500 nits W-Series: 7,500 nits	XVS: 8,500 nits W-Series: 7,500 nits S-Series: 7,000 nits
120 or 240 Volt 60Hz	✓	✓
Character Height	1.75" and larger	2.3" and larger
Minimum Viewing Distance	14'	19'
Ignite Content Management	✓	✓
Live Video Capability	Available	Available
On-Demand Diagnostics	✓	✓

900 PIXELS



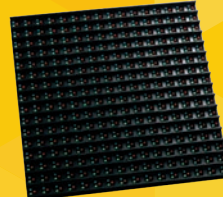
10mm

324 PIXELS



16mm

256 PIXELS



19mm

SMD 3-in1

True Pixel, 1R, 1G, 1B

True Pixel, 1R, 1G, 1B
Red Mono: 1R
Amber Mono: 1A

12" x 12"

12" x 12"

12" x 12"

30 x 30 pixels

18 x 18 pixels

16 x 16 pixels

XVS: 1.2 quintillion
W-Series: 1.2 quintillion
S-Series: 1.2 quintillion

XVS: 73.8 quintillion
W-Series: 18 quadrillion
S-Series: 73.8 quintillion

XVS: 73.8 quintillion
W-Series: 18 quadrillion
Mono: 4,096 shades

150° horiz., +29°/-45° vertical

140° horiz., +45°/-60° vertical

140° horizontal, +25°/-50° vertical

XVS: Up to 60 frames/second
W-Series: Up to 30 frames/second
S-Series: Up to 60 frames/second

XVS: Up to 60 frames/second
W-Series: Up to 30 frames/second
S-Series: Up to 60 frames/second

XVS: Up to 60 frames/second
W-Series: Up to 30 frames/second

XVS: 8,500 nits
W-Series: 7,500 nits
S-Series: 7,000 nits

XVS: 10,000 nits
W-Series: 10,000 nits
S-Series: 10,000 nits

Color: 10,000 nits
Mono: 5,000 nits

✓

✓

✓

2.8" and larger

4" or larger

5" or larger

23'

38'

43'

✓

✓

✓

Available

Available

Available

✓

✓

✓

GAS PRICE SOLUTIONS

INCREASE STORE TRAFFIC



Bills Signs & Service Inc | Four Point Station | Tallahassee, FL
10mm | 150 x 300 | 5' x 10' | Price Watcher 24"
Cash | Credit | Debit 6"

Watchfire's fully assembled Price Watcher™ gas price signs are a plug-and-play solution that makes installations or upgrades quick, easy, and affordable. The windowless design is durable and produces a display that is up to 40% brighter than competitors' models. Our Price Watcher gas price signs feature front ventilation to lengthen LED life and a 5-year warranty covering all manufactured parts and factory labor. Price Watcher is compatible with several POS systems.



Atlantic Sign Media, Inc. | Shop N Save Market | Mooresville, NC | 8mm | 108 x 324 | 3' x 9' | Price Watcher 12"

Product	Available Colors	Viewing Angle	Max. Power Requirement	Cabinet Weight	Outside Dim. (HxWxD)	Cutout Opening Size
8" Price Watcher	Red, Green, Amber, White	140° H x 70° V	0.3 A @ 120 V (36 W) UL Listed (UL 879)	15 lbs.	13 1/2" x 27" x 3 1/4"	11 1/2" x 25"
12" Price Watcher	Red, Green, Amber, White	140° H x 70° V	0.5 A @ 120 V (60 W) UL Listed (UL 879)	20 lbs.	17 3/4" x 35 1/4" x 3 1/4"	15 1/2" x 33"
16" Price Watcher	Red, Green, Amber, White	140° H x 70° V	0.65 A @ 120 V (78 W) UL Listed (UL 879)	30 lbs.	21 1/4" x 42 3/4" x 3 1/4"	19 1/4" x 40 3/4"
18" Price Watcher	Red, Green, Amber, White	140° H x 70° V	0.75 A @ 120 V (90 W) UL Listed (UL 879)	40 lbs.	24" x 48" x 3 1/4"	22" x 46"
24" Price Watcher	Red, Green, Amber, White	140° H x 70° V	1.0 A @ 120 V (120 W) UL Listed (UL 879)	56 lbs.	33 1/2" x 64 1/2" x 3 1/4"	31 1/2" x 62 1/2"
Price Option	Red, Green, Amber, White	140° H x 70° V	1.0 A @ 120 V (120 W) UL Listed (UL 879)	48 lbs.	15 1/6" x 64 1/2" x 3 1/2"	13" x 62 1/2"
Cash Credit Debit	Red, Green, Amber, White	140° H x 70° V	0.3A @ 120 V (36 W) UL Listed (UL 879)	12 lbs.	11 3/4" x 23 3/4" x 3 1/4"	9 3/4" x 21 3/4"

Price Watcher gas price signs can be paired with our Cash | Credit | Debit display or our customizable Price Option™. Cash | Credit | Debit displays are streamlined, front ventilation signs that communicate payment options clearly and increase store traffic. Price Option is a single-line variable text display that allows fuel station operators to customize pricing for loyalty programs or different payment methods. Easy programming and integrated communications make either of these products a valuable addition to your petroleum pricing operations.

Zeon Signs | Duke City Fueling | Gallup, NM
Price Watcher 18" | Cash | Credit | Debit 6"



Matriarch Sign Solutions | Rocktane Gas & Wash
Atlantic City, NJ | Price Watcher 12"



SIGN SIZE GUIDE

SIGN SIZING TOOLS

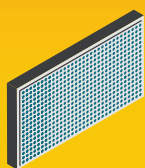
All Watchfire outdoor display products use a 12" x 12" module as the main building block, so the viewable area of our signs can be easily measured in feet. In most cases, the cabinet size can be determined by adding 3" to the width and 5" to the height. This table represents popular sizes. Additional configurations, including custom borders, are available. For exact specifications and dimensions, please request a formal quote.

Display Size (H x W)		Pixel Matrix by Pitch (H x W)					
Viewable Area	Cabinet Size	6mm	8mm	10mm	16mm	19mm	Aspect Ratio
2' x 4'	2'5" x 4'3"	96 x 192	72 x 144	60 x 120	36 x 72	32 x 64	2.0
3' x 5'	3'5" x 5'3"	144 x 240	108 x 180	90 x 150	54 x 90	48 x 80	1.7
3' x 6'	3'5" x 6'3"	144 x 288	108 x 216	90 x 180	54 x 108	48 x 96	2.0
3' x 7'	3'5" x 7'3"	144 x 336	108 x 252	90 x 210	54 x 126	48 x 112	2.3
3' x 8'	3'5" x 8'3"	144 x 384	108 x 288	90 x 240	54 x 144	48 x 128	2.7
3' x 9'	3'5" x 9'3"	144 x 432	108 x 324	90 x 270	54 x 162	48 x 144	3.0
4' x 7'	4'5" x 7'3"	192 x 336	144 x 252	120 x 210	72 x 126	64 x 112	1.8
4' x 8'	4'5" x 8'3"	192 x 384	144 x 288	120 x 240	72 x 144	64 x 128	2.0
4' x 9'	4'5" x 9'3"	192 x 432	144 x 324	120 x 270	72 x 162	64 x 144	2.3
4' x 10'	4'5" x 10'3"	192 x 480	144 x 360	120 x 300	72 x 180	64 x 160	2.5
4' x 12'	4'5" x 12'3"	192 x 576	144 x 432	120 x 360	72 x 216	64 x 192	3.0
5' x 7'	5'5" x 7'3"	240 x 336	180 x 252	150 x 210	90 x 126	80 x 112	1.4
5' x 8'	5'5" x 8'3"	240 x 384	180 x 288	150 x 240	90 x 144	80 x 128	1.6
5' x 9'	5'5" x 9'3"	240 x 432	180 x 324	150 x 270	90 x 162	80 x 144	1.8
5' x 10'	5'5" x 10'3"	240 x 480	180 x 360	150 x 300	90 x 180	80 x 160	2.0
5' x 12'	5'5" x 12'3"	240 x 576	180 x 432	150 x 360	90 x 216	80 x 192	2.4
5' x 13'	5'5" x 13'3"	240 x 624	180 x 468	150 x 390	90 x 234	80 x 208	2.6
5' x 14'	5'5" x 14'3"	240 x 672	180 x 504	150 x 420	90 x 252	80 x 224	2.8
6' x 11'	6'5" x 11'3"	288 x 528	216 x 396	180 x 330	108 x 198	96 x 176	1.8
6' x 12'	6'5" x 12'3"	288 x 576	216 x 432	180 x 360	108 x 216	96 x 192	2.0
7' x 10'	7'5" x 10'3"	336 x 480	252 x 360	210 x 300	126 x 180	112 x 160	1.4
7' x 11'	7'5" x 11'3"	336 x 528	252 x 396	210 x 330	126 x 198	112 x 176	1.6
7' x 12'	7'5" x 12'3"	336 x 576	252 x 432	210 x 360	126 x 216	112 x 192	1.7
8' x 12'	8'4" x 13'	384 x 576	288 x 432	240 x 360	144 x 216	128 x 192	1.5
8' x 14'	8'4" x 15'	384 x 672	288 x 504	240 x 420	144 x 252	128 x 224	1.8
8' x 15'	8'4" x 16'	384 x 720	288 x 540	240 x 450	144 x 270	128 x 240	1.9
8' x 16'	8'4" x 17'	384 x 768	288 x 576	240 x 480	144 x 288	128 x 256	2.0
10' x 15'	11' x 16'	480 x 720	360 x 540	300 x 450	180 x 270	160 x 240	1.5
10' x 17'	11' x 18'	480 x 816	360 x 612	300 x 510	180 x 306	160 x 272	1.7
10' x 20'	11' x 21'	480 x 960	360 x 720	300 x 600	180 x 360	160 x 320	2.0

Cabinets taller than 10'2" will ship in multiple sections.

PRODUCT FEATURES

CONFIDENCE IN QUALITY



PERFORMANCE

Watchfire understands that your business's reputation depends on the performance of the products you sell. Details like full encapsulation, whole-sign color and brightness calibration, and streamlined connection points minimize the opportunity for failure and guarantee years of worry-free performance.

RELIABILITY

We build our manufacturing processes on high quality methods and world-class components, and we don't take shortcuts. From water resistance to strong, lightweight cabinets, our displays are tested to handle the elements of nature and are built for solid performance in the field.

WHOLE-SIGN COLOR AND BRIGHTNESS CALIBRATION

Watchfire's distinctive calibration process begins with a method of selecting half and quarter binned LEDs, which is up to four times more refined than our competitors. After calibration, a Watchfire display is 70% more uniform in color and 85% more uniform in brightness than displays that rely only on LED binning.

MULTI-CHANNEL DATA

With Watchfire XVS and S-Series displays, customers have peace of mind knowing that if an issue with a sign occurs, it will be isolated, so messages are still readable. Without this patented feature, one connection error could take out all the modules in a row, leaving the message unreadable.

VIDEO CAPABILITY

For interactive content across multiple media platforms, full-motion video is the future of digital content. Watchfire XVS signs offer full-motion video—up to 60 frames per second—for the most realistic images in the industry. High-bandwidth Digital Content Protection (HDCP) is available with all indoor displays and is optional with outdoor displays. This feature allows customers to display HD and 4K content while respecting digital copyright protections.

TRUE PIXEL IMAGE QUALITY

Watchfire's true pixel configuration offers superior brightness, longevity, and color depth. Others use a low cost, virtual pixel to mask the use of inferior components, which can increase operating costs and cause uneven fading over time.

WARRANTY

Our 5-year parts warranty covers all Watchfire displays against defects in material and workmanship. Watchfire digital displays and their electronic components are included, as well as Watchfire factory labor. Our products feature a 10-year parts availability guarantee, and repair parts carry a 12-month warranty. Extended warranties are also available.



Top Left: Spectrum On Broadway | Roku North Face | New York, NY | 8mm | 5652 x 288 | 157' x 8'
 Top Middle: Sign Enterprise | Encounter Church | Fredericksburg, VA | 8mm | 216 x 180 | 6' x 5'
 Top Right: Phillips Sign & Lighting Inc | Doherty Hotel | Clare, MI | 10mm | 150 x 300 | 5' x 10'
 Middle: Ace Sign Co | Sangamon County on the Illinois State Fairgrounds | Springfield, IL | 10mm | 150 x 300 | 5' x 10'
 Middle Right: Summit West Signs | Hamilton High School | Chandler, AZ | 16mm | 90 x 180 | 5' x 10'
 Bottom: Cima Network Inc | Five Below | Manhattan, NY | 6mm | 576 x 6720 | 12' x 140'

PITCH & DISTANCE

OPTIMIZE FOR READABILITY

16mm

An affordable choice, perfect for detailed content seen from a distance.

10mm

Ideal near a busy intersection or close to traffic congestion.

8mm

Superior option for areas with significant pedestrian traffic, requiring highly-detailed content.

PITCH, RESOLUTION AND VIEWING DISTANCE

When choosing an LED sign, viewing distance—the point at which pixels blend to produce a smooth image—is one of the most important factors to consider. Signs located in high traffic areas where vehicles pass by at a distance can use a lower resolution and still display clear, crisp images. Signs viewed from closer distances where traffic moves slower or frequently stops, or small signs under 20 square feet are a good fit for a higher resolution.

Pitch	6mm	8mm	10mm	16mm	19mm
Pixels/Square Foot	2304	1296	900	324	256
Min. Viewing Distance	14'	19'	23'	38'	43'



USSC Best Practices for On Premise Signs									
Character Height	2.5"	3.5"	4.5"	5"	10"	12"	15"	18"	24"
Max. Viewing Range	75'	105'	135'	150'	300'	360'	450'	540'	720'
Max. View Time at 25 MPH	2 sec.	3 sec.	4 sec.	4 sec.	8 sec.	10 sec.	12 sec.	15 sec.	20 sec.
Max. View Time at 55 MPH	1 sec.	1 sec.	2 sec.	2 sec.	4 sec.	4 sec.	6 sec.	7 sec.	9 sec.

USSC Legibility Index states 1" sign characters are legible at a distance of up to 30'.

SIGN CONTENT

CONSIDER THE CUSTOMER

2' x 7'

SIGN CONTENT

As part of the initial conversation with customers, it's important to talk about how the size and resolution of a digital display can affect the type of content they will be able to display. Smaller signs are best suited for text and simple logos, while larger-sized signs have more flexibility for displaying a variety of layouts like logos, text, and product images.



Minimum size for short text messages or simple graphics.

3' x 7'



Minimum size for short text messages, and other graphic elements.

4' x 8'



Minimum size for short text messages, logos, and simple product images.

5' x 10'



Recommended size (or larger) for complex ads that include text, logos, and finely-detailed product photos.

ASPECT RATIO

CONTENT THAT FITS



1.0



2.0



3.0



12.0

Aspect ratio can be written either as a simple ratio (2:1) or as a number that represents the quotient (2 divided by 1, or 2.0 on the scale to the left). Typical source content will fall into the aspect ratio range between 1.0 and 2.0.

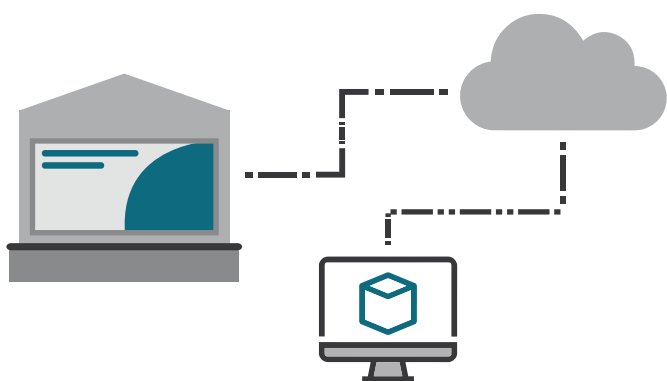
An aspect ratio outside of that range may cause portions of content to be lost or distorted when displayed. A sign aspect ratio of 2.0 is a good choice for large, legible type and to make use of existing content sources with minimal adjustment.

SIGN COMMUNICATIONS

SECURITY & CONVENIENCE

WIRELESS COMMUNICATION

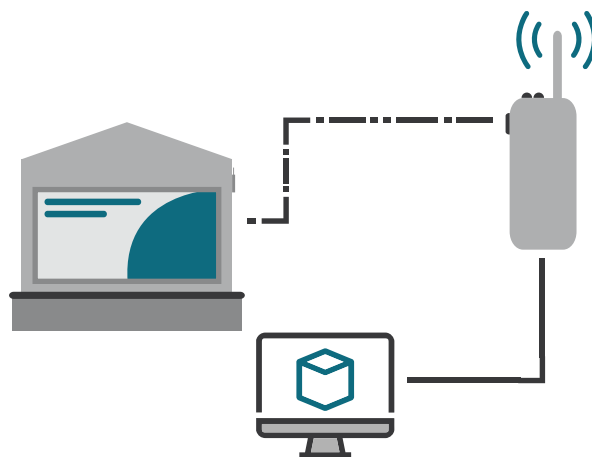
The Watchfire Wireless Plan is an inexpensive, convenient communication option compatible with either our PC-based or cloud-based software.



Watchfire's plan provides dependable service from national carriers across extensive network coverage areas. With no radios to install or cables to run, the Wireless Plan is a turnkey solution that offers the most benefits to your customer. This method is also Mac compatible when used with Ignite OPx software.

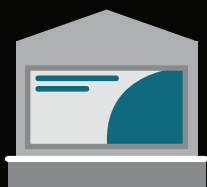
RWF & HIGH SECURITY RADIO

Point-to-point radio provides fast, secure communication. RWF is especially effective when no internet is available.



High Security Radio is preferred for many financial institutions, medical facilities, military installations and industries that require an additional level of data security. It features frequency agility, enabling the radio to detect interference and optimize secure communications.

QUICK FACTS



CONTROLLING SIGN NETWORKS

Wireless communication or fiber-optic cable can be used, depending on the nature of the network. Watchfire's Ignite OPx cloud-based software paired with wireless communication provides a seamless solution for indoor and outdoor networks.

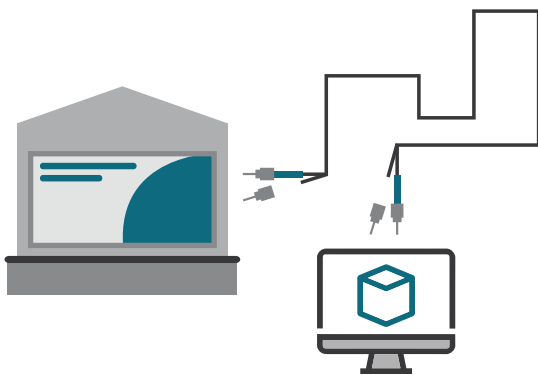


DIAGNOSTICS

On-demand diagnostic reports are available on displays using Watchfire's control system. Remote diagnostic reports are only available on signs using the Watchfire Wireless Plan.

FIBER-OPTIC CONNECTION

Fiber-optic cable is the required communication method for displaying a live video feed on an outdoor display.



Each fiber configuration uses an indoor controller and requires that the cable be run through a 1.5" conduit to the sign. Closed-loop systems can be customized to meet security needs and PC-based software is required. Select interior displays in sports and event venues may use Cat 5/6 cable for communication.



MULTIPLE LAYER SECURITY

In addition to password protection, Ignite's proprietary session system prevents outside software from gaining access to the sign's controller. Ignite follows newer TLS protocols for network security and data integrity.

CUSTOM CONFIGURATION

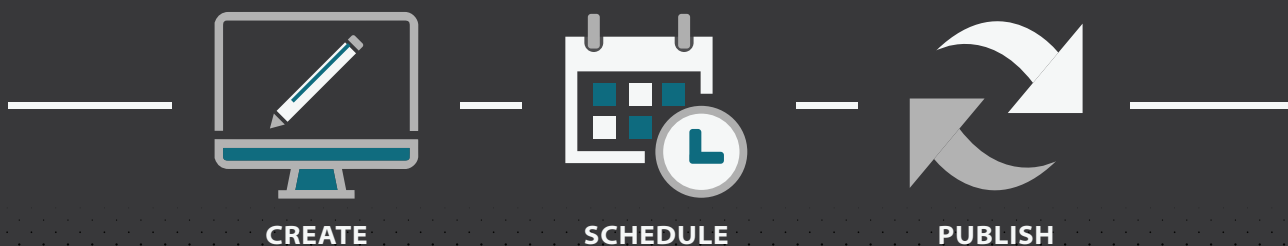
Watchfire can help you develop a fully-integrated solution for managing digital signage networks, live video feeds and different multimedia feeds. For customers using displays for live event production, a video switching system must be used to select and play content from multiple sources. This allows for smooth transitions between sources, creating seamless live event production.



IGNITE SOFTWARE

PREMIUM CONTENT MANAGEMENT

Making the most of your LED signs requires the industry's best content management software. Watchfire's suite of Ignite software provides a wide range of ways to control digital displays. Whether your customers need a powerful advertising tool, or a way to produce live events, Ignite has a solution for the customers you serve. We've made content management easy and responsive, so your customers can focus on promoting their businesses and organizations. Ignite software is included with every Watchfire sign sold.



	Ignite OPx	Ignite Sports
Software Type	<ul style="list-style-type: none">• Windows or Mac• Cloud-based• Optimized for Google Chrome• Automatic Updates	<ul style="list-style-type: none">• Windows• Installation Required
Content Creation	<ul style="list-style-type: none">• Advanced Editor• Free EasyArt Library• Upload gif, jpg, png, mp4, mp3 files	<ul style="list-style-type: none">• Advanced Editor• Free EasyArt Library• Import jpg, png, webp, avi, mov, mp4, m4v, wmv, wav, mp3, aif, and more• Content Media Server• Supports Football, Basketball, Baseball, Softball, Soccer, Volleyball, Wrestling, Hockey, Lacrosse, and Multisport scoring
Integrations	<ul style="list-style-type: none">• RSS / XML Data Access for Dynamic Content• Integrate Multiple Data Feeds• Custom Widgets for Business-Specific Data• Single Sign-On	<ul style="list-style-type: none">• Scoring/Timing Systems• Native Live Video• Video Switching Systems• Third-Party Control Systems• 4K Video Support
Sign Management	<ul style="list-style-type: none">• Upload, Schedule & Preview Content• On-Demand Diagnostics• Dayparting• Manage Multiple Screens at Once• 3 Advanced Scheduling Options• Schedule Start and End Times	<ul style="list-style-type: none">• Import, Preview & Publish Content Live• On-Demand Diagnostics• Wireless Scoring from a Tablet• Manage Multiple Displays and Zones
User Rights Management	<ul style="list-style-type: none">• Customizable Access Levels for Multiple Users	<ul style="list-style-type: none">• Single Access



FRESH GRAPHICS

Watchfire is the only manufacturer that gives customers a free library of over 1,000 EasyArt animations and stills. Helpful step-by-step guides show customers how to customize designs for every purpose, so every message looks polished and professional.



DYNAMIC CONTENT

The timeliness of displayed messages is critical. With dynamic content, schedules on Ignite OPx can be customized according to real-time variables. Weather-related functions permit messages to be scheduled and updated based on changes in temperature, and integrating RSS and XML data allows for real-time updates.



CUSTOMIZABLE SCHEDULING

Dayparting allows sign owners to promote sale items at different times of the day to maximize impact on consumers: advertising coffee in the morning, lunch specials at noon, or happy hour after work. Using Ignite OPx, schedule content to automatically play months in advance or expire on a pre-set date.



SOFTWARE SECURITY

In addition to stringent encryption and data integrity controls, Ignite OPx offers your customers multiple layers of security, including managing roles and permissions within the application. This allows customers to restrict certain operations based on the user's role, like publishing to the network or deleting content.



ZONING-FRIENDLY SETTINGS

Watchfire's Ignite OPx application features content controls that zoning restrictions may require. Daytime brightness and content hold times can be set by default at the factory to ensure installed signs will always comply with rules restricting brightness, hold times, or the use of animation.



TRAINING

With every software training purchase, we are available to answer your customers' questions. If they need a software refresher or an introduction to new features at any time, we're here to help. Training can be requested at watchfiresigns.com/IST.

INDOOR DISPLAYS

BRILLIANT VISUALS



Watchfire Pro AV redefines indoor LED digital displays and systems solutions. We are proud to offer our sign company partners a full catalog of dvLED displays ideal for numerous locations and installations. Our high-resolution video walls feature optimal brightness, versatile mounting and installation options, and our legendary approach to customer service.

Designing with LED in mind opens up endless possibilities. Create immersive gaming experiences, engage viewers with dynamic content, or simply showcase a beautiful display of digital art. Easily make customers' dreams a reality by offering products that bring vibrant, enticing content to life.

Beyond the hardware, Watchfire's Ignite suite of content management software offers versatile options that operate one sign, or a network of different screens. From cloud-based options and event management software with third-party integrations, no other display software has as many satisfied users as Ignite.

When you partner with Watchfire on indoor projects, you get the same peace of mind that comes with all our products. We offer displays that outperform the competition, and back them up with the same commitment to support and service we've offered to customers since 1932.

Learn more at watchfiresigns.com/indoor.

Top Left: North Shore Neon Sign Co. Inc. | Popeyes Louisiana Kitchen | New York, NY | 2.9mm | 1512 x 1008 | 14'9" x 9'10"
Below: Humble Sign Co. | Minute Maid Park Houston Astros Team Store | Houston, TX | 2.4mm Double Halo
624 x 9984 | 4'11" x 78'9" | 624 x 9152 | 4'11" x 72'2"



S-Series

Watchfire's S-Series fine-pitch high-resolution dvLED displays are ideal for countless indoor applications such as advertising, messaging, wayfinding, and entertaining. Up-close viewing angles, glare-free surfaces, and a rich color palette provide the perfect balance to guarantee displays that will look better, last longer, and give everyone an unforgettable experience.

X-Series

To truly experience something out-of-this-world, look no further than Watchfire's micro-pitch X-Series LED displays. Achieve arm-length viewing with high-resolution video walls that provide seamless, true-to-life, brilliant, and precise content. Chip-on-board technology delivers greater lumen output per square inch than traditional designs, features a wider viewing angle, and requires fewer components, making it an ideal choice for data command centers, broadcast studios, museums, and conference rooms.

	S-Series	X-Series
Model	2.4mm, 2.9mm, 3.9mm, 5.9mm	1.2mm, 1.5mm, 1.9mm
Pixel Configuration	SMD 3-in-1	Chip-on-Board 3-in1
Brightness	2.4mm: 800 nits 2.9mm: 800 or 3500 nits 3.9mm: 800 or 3500 nits 5.9mm: 800 or 3500 nits	600 nits, adjustable
Module Dimensions (HxW)	2.4mm - 19.69" x 29.53" 2.9mm - 5.9mm - 19.69" x 39.37"	13.46" x 23.94"



Left: Triangle Sign & Service | Palm Angels Encore at Wynn | Las Vegas, NV
2.4mm | 416 x 624 | 3'3" x 4'11" | 416 x 1976 | 3'3" x 15'7"
Top Right: Humble Sign Co. | The Gallagher Club at Minute Maid Park | Houston, TX
1.5mm | 864 x 2496 | 4'6" x 13'
Bottom Right: Anderson LED Signs LLC | Otter Creek Assembly of God
Little Rock, AR | 4mm | 576 x 1152 | 7'7" x 15'2"

We take great pride in the signs we create and are trusted by our customers to do great work. We work with Watchfire because we know their displays are reliable and are built to last.

Scott Bringuet | Owner/Sales Director
Ace Sign Company

READYDISPLAY

PRE-ASSEMBLED SOLUTION TO MORE SALES

Entering the interior market has never been easier. ReadyDisplay™ from Watchfire is a line of pre-assembled indoor displays that include the hardware, software, and mounting instructions needed for hassle-free installation. Available in many sizes and resolutions, ReadyDisplay can be wall mounted, recessed, hung or free standing.

Everything Included

All ReadyDisplay sizes ship in one or two pieces, depending on the finished size. Each section is small enough to fit through most interior doors. Every display includes a premeasured mounting system, parts, controller, and Ignite software.

Fast Installation

ReadyDisplay models can be mounted to most substrates, including drywall, concrete, or uneven brick. After preparing mounting brackets and connecting pieces, the entire display can be raised into place. Premeasured border pieces give the display a finished look. Many models can be installed in one day. Larger-sized models may require a mechanical lift for installation.

No Risk Start Up

The same premium technology offered in our S-Series and X-Series products is available in ReadyDisplay, including the same five-year warranty. Watchfire also offers on-site technician service.

S-Series ReadyDisplay

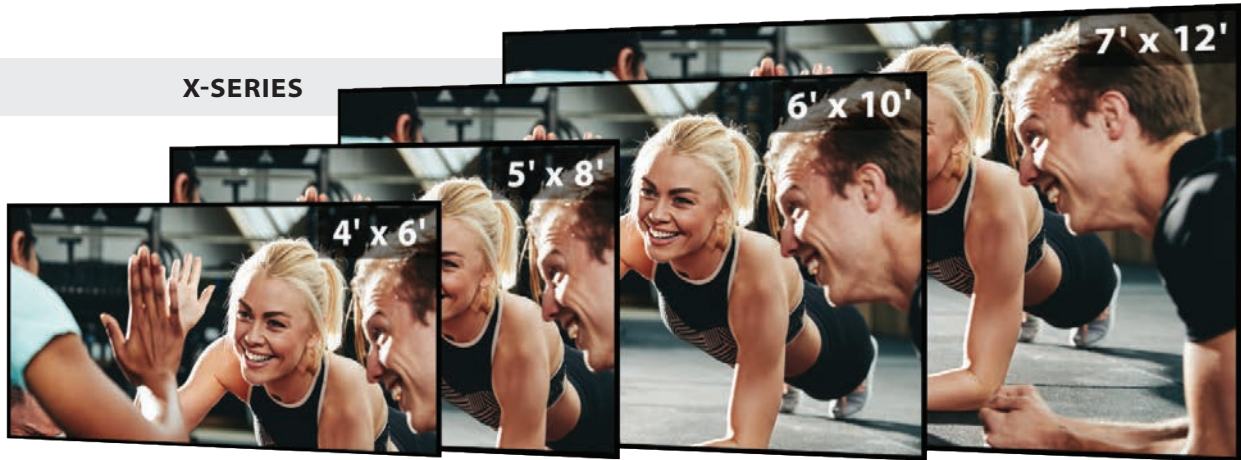
The S-Series is a fine pitch display featuring a glare-free surface and adjustable brightness, making it perfect for sports and entertainment venues that experience a variety of lighting conditions. Excellent viewing angles make this ideal for center hung displays that project clear, crisp content to every seat in the house. It is available in six sizes and in pitches of 2.4mm, 2.9mm, 3.9mm, and 5.9mm.

X-Series ReadyDisplay

The X-Series ReadyDisplay is a micro-pitch display ideal for up-close viewing and is available in four sizes. This model also offers Full High Definition (FHD) 1080p capability and can display HD videos without scaling. This pixel to pixel delivery, available in 1.2mm, 1.5mm, or 1.9mm, results in sharper images, smoother motion, greater detail, and richer colors.



X-SERIES



READY TO INSTALL READY TO IMPRESS



Condon Sign Maintenance | Evergreen Lanes | Caribou, ME | 2.9mm | 840 x 1512 | 8'2" x 14'9"

This is the first ReadyDisplay we've installed. ReadyDisplays come preassembled for easy and quick installation, so there was little disruption to the school.

Phil Garland | President
Nesper Sign Advertising



Top Left: Ace Sign Co. | Springfield Lucky Horseshoes | Springfield, IL | 16mm | 252 x 558 | 14' x 31'
 Top Right: Sign City | Eastlink Centre | Charlottetown, Prince Edward Island, Canada | 3.9mm | 576 x 1024 | 7'5" x 13'1" | Centerhung
 Bottom Left: Broken Arrow High School | Broken Arrow High School Scoreboard | Broken Arrow, OK | 3.9mm | 640 x 1088 | 8'2" x 13'11" | Spectrum Scoreboard | Custom Fixed Digit
 Bottom Middle: Fairfield High School | Spectrum Scoreboard | Baseball | Fairfield, TX | 9920-C2 | 7' x 20'
 Bottom Right: WJ Strickler Signs Inc | Cumberland Valley High School Scoreboard | Mechanicsburg, PA | 10mm | 540 x 960 | 18' x 32'

We have received a lot of positive feedback from our schools and our community regarding the video scoreboards, and the wonderful atmosphere that is created for our athletic events.

Scott Cowart | Superintendent
 Carroll County School System


SPORTS DISPLAYS

GET IN THE GAME

Adding a sports product line can be a game changer. It provides sign companies with market diversification and a platform to showcase projects that grab media attention. Becoming a provider of sports displays can also expand repeat business opportunities within schools and event facilities.

With our 2023 acquisition of nationally recognized brand, Spectrum Scoreboards, Watchfire offers a one-stop shop for all your sports installations.

Scoreboards	Videoboards
Centerhangs	Scorer's Tables
Ribbon Boards	Clocks & Timers
Scoring Software	Audio System
Video Production	Marquee Signs



PARTNER

**OFFICIAL VIDEO
SCOREBOARD
MANUFACTURER
OF THE NFHS**

Explore the complete product line at watchfiresigns.com/score.

University of Wisconsin Parkside | Kenosha, WI | 3.9mm | 768 x 1408 | 9'10" x 18'1"
3.9mm Scorer's Table | Three 10' Sections | 30'



Top Right: Scenic Sign Corp. | Herb Brooks National Hockey Center
St. Cloud State University | St. Cloud, MN | 5.9mm | 756 x 2268 | 14'9" x 44'3"
Bottom Right: Signdealz Denver | Pinnacle Charter School | Federal Heights, CO
16mm | 234 x 414 | 13' x 23'

TIME TO UPGRADE

WATCHFIRE'S LEGENDARY QUALITY CONTINUES

We began manufacturing LED signs over 25 years ago, but Watchfire has never been a company to rest on its laurels. Every day when our employees come to work, they push to make our products the most reliable in the market. We've made tremendous innovations during our history, and we're not done yet.

Whether you're new to selling digital message centers, or have been with us from the beginning, now is the perfect time to upgrade your customers to the industry's most reliable and responsive advertising tool.

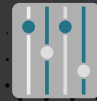
Today's digital displays have:



Greater energy efficiency
for increased ROI



New time-saving features
that make programming easy



Higher resolutions for
more content options



After - i2 Visual Inc | Florida State Fairgrounds | Tampa, FL | 10mm | 450 x 1050 | 15' x 35'

WATCHFIRE AWARDS

RECOGNIZING THE BEST



2023 GRAND PRIZE WINNER

6mm | LUMINOUS NEON | THE CLAYWORKS AT DISABILITY SUPPORTS | HUTCHINSON, KS

Visit watchfiresigns.com/signawards to learn more.



Ready to put Watchfire to work for you? Call 800-637-2645 or talk to your Watchfire representative.

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