



**LED SIGN
BUYER'S GUIDE**
**MAKE DIGITAL
ADVERTISING
WORK FOR YOU**

**TOWN &
COUNTRY**



Town & Country
EVANSVILLE, IN
17.2 MILLION
EXPOSURES PER YEAR

19mm
7'5" x 14'3"



WHY WATCHFIRE Watchfire's reputation for unmatched quality and reliability makes our LED signs a top choice for the most reputable sign dealers and designers in the industry. We engineer and design every aspect of our displays to help you grow your business. With more than 55,000 LED displays installed, we have the experience and the expertise to put the most powerful advertising tool in the market to work for you.

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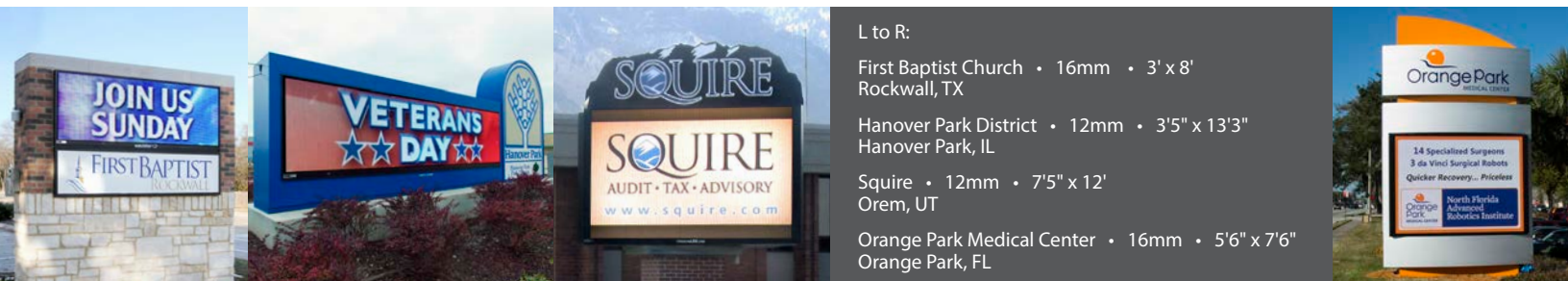


Cox Health
SPRINGFIELD, MO

32.7 MILLION
EXPOSURES PER YEAR

19mm
10' x 20'

COMMUNITY For organizations and businesses, there is no better way to get your message across to the local community than with a Watchfire sign. No other form of advertising offers the same flexibility to quickly and effectively communicate with your audience. LED signs at churches, schools and municipal buildings often become landmarks in their communities. Visibility and public presence are vital to the success and strength of your organization. With a Watchfire sign, you can enhance your brand, broadcast your mission and advertise upcoming events to the thousands of people who pass by your location every day.



L to R:
 First Baptist Church • 16mm • 3' x 8'
 Rockwall, TX
 Hanover Park District • 12mm • 3'5" x 13'3"
 Hanover Park, IL
 Squire • 12mm • 7'5" x 12'
 Orem, UT
 Orange Park Medical Center • 16mm • 5'6" x 7'6"
 Orange Park, FL

"We were able to significantly improve our community outreach with new messages, each week highlighting church and community activities. Many visitors have told us that they were attracted to events displayed on the sign. We have found the Watchfire sign quite easy to use and have preprogrammed events several months in advance. We would like to thank you for helping Village Baptist take the next step, moving from an old style static sign to a new digital sign."
DAVID J. THOMPSON | VILLAGE BAPTIST CHURCH

"The large, digital LED sign is a great way for us to enhance our brand with the public. The full color display and image quality helps us increase visibility and the live RSS feed with real ER wait times lets people know how short our wait times are."
DAVID GOLDBERG | ORANGE PARK MEDICAL CENTER

"We are very pleased with our new LED sign. Within the first three months of operation, it paid for itself through the increased interest of new students who called into our admissions department. Your service and training were exceptional. You broke down the concepts of how to create new and interesting messages in such a way that I could follow the instructions and felt confident that I could create effective displays. Your signage, service and training exceeded our expectations."
LEW BISHOP | NATIONAL COLLEGE

COMMUNITY

The Shops at Park Lane
DALLAS, TX

6.1 MILLION
EXPOSURES PER YEAR

19mm
18'x24'6"



COMMERCIAL For retailers, the competition from both stores online and down the street is greater than ever. At the same time, the advertising landscape has shifted dramatically, away from old standards like newspapers, radio and television toward interactive digital advertising like LED signs. The cost-effectiveness of digital signs allows businesses to reduce advertising budgets, while increasing audience reach. An LED sign is a great tool for advertising your highest profit products and services to customers who might not be aware of them.



L to R:
 Scrivner Oil - Signal Foods • 19mm • 4'5" x 7'3"
 Mount View, MO
 Montgomery Mall • 19mm • 6'5" x 18'3"
 North Wales, PA
 Ashley Furniture • 25mm • 7' x 15'
 St. Cloud, MN
 Snookers • 16mm • 6'5" x 13'3"
 Providence, RI



"We have received a lot of positive feedback from our customers. The sign has been a very effective way to advertise our brands and month-long specials. It has been well worth the investment."

JOAN ROZEMA | NORTHGATE APPLIANCES

"Since the sign was installed, we have closely tracked the utilization of our food and beverage outlets and have seen an increase of over 20% in restaurant and bar business. Moreover, much of that business has been local clientele. The sign far exceeds our expectations."

TRACY ADAMS | PERDIDO BEACH RESORT

"The digital sign for our newest branch announced our entry into the Hanover market in style. Eisenhower Drive is a very busy thoroughfare. The size, design and quality of the image helped to set us apart from the many other signs along this roadway."

MARKETING DEPARTMENT | YORK TRADITIONS BANK



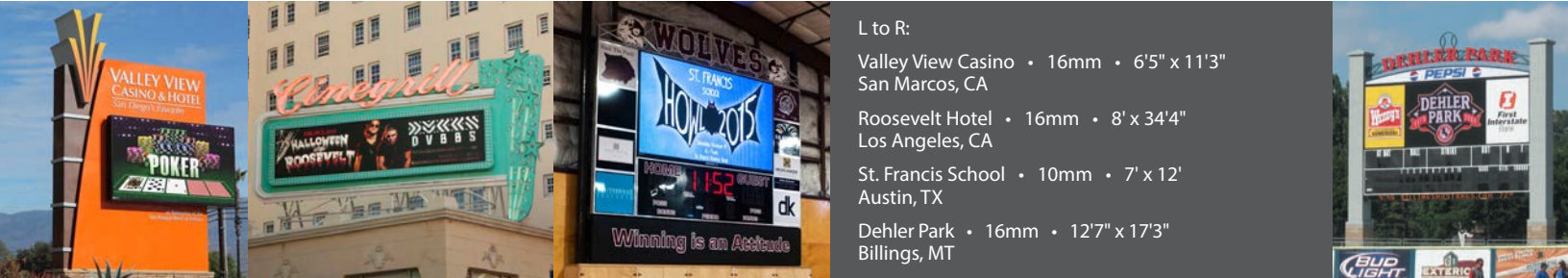
Fremont Hotel & Casino
LAS VEGAS, NV

24.3 MILLION
EXPOSURES PER YEAR

12mm
12' x 24'

ENTERTAINMENT

LED signs offer a fresh, dynamic way to make your advertising come alive with eye-catching graphics that grab the attention of passing traffic and pedestrians. A Watchfire sign gives your facility an updated look that is more than just an infrastructure improvement. Whether you have an upcoming event, a special giveaway, or lodging or dining specials to advertise, an LED sign is the most cost-effective and responsive way to communicate with your potential customers.



L to R:

Valley View Casino • 16mm • 6'5" x 11'3"
San Marcos, CA

Roosevelt Hotel • 16mm • 8' x 34'4"
Los Angeles, CA

St. Francis School • 10mm • 7' x 12'
Austin, TX

Dehler Park • 16mm • 12'7" x 17'3"
Billings, MT

"This sign raises the bar. We can advertise events faster. Being able to preset a schedule for events that are going on later in the year saves us time and effort. We can book events and instantly start messaging them to thousands of motorists. It gives us a competitive edge."

MARLENE PIERSON-JOLLIFFE | STATE FAIR OF WEST VIRGINIA

"Customers do really enjoy the sign, especially how it allows us to advertise various special events and showings, special prices, upcoming features, etc., while the old marquee only allowed for current movie titles."

SHAWN O'BRIEN | MOVIE TOWN

"We use our sign to help create a brand for our business. It allows us to broadcast our personality to the public. We do our best to use it as a marketing tool that entertains as much as informs, so that it's as engaging to people as possible. If we post something funny, people will come in, and they'll tell us that's what brought them in. When we broadcast our drink specials, people will come up. You know they'd have no way of knowing about it otherwise. The sign allows us, in real time to get our message out to people."

CHRISTOPHER BRUEMMER | SPINNAKER THEATER - MX MOVIES

EFFECTIVENESS Effective advertising is key to increasing foot traffic and boosting sales. Traditional advertising mediums like newspaper, radio and television are decreasing their reach and require costly production time. Watchfire signs are at the forefront of the digital advertising revolution. An LED sign offers an economical and profitable advertising tool for delivering vibrant messages to your customers 24 hours a day, 365 days a year. Watchfire signs are unmatched in responsiveness, ease of use and effectiveness. Compared with other mediums, our signs allow you to produce more responsive advertising and reach a wider audience.

Better results that cost less.

The true value of an advertisement is measured in cost per thousand impressions (CPM). The more people you can reach for less money, the better. LED sign advertising has a far lower CPM than radio, newspaper or television, ensuring your messages bring you the greatest return on investment.

Make the most of your advertising budget.

A Watchfire sign is a boost for your bottom line. You can reach a wider audience, which increases foot traffic and sales. By just changing how you allocate your monthly advertising dollars, an LED sign becomes a very affordable option.

Use the impact of instant messaging.

Newspaper, radio and television ads take valuable time and money to produce. A programmable sign puts the control in your hands. A Watchfire sign enables you to communicate instantly with your audience and tailor your messaging by time of day or other conditions. React to changing inventories and weather conditions with messages that grab the attention of consumers.

Successful advertising is about location, location, location.

No other form of advertising allows you to communicate with customers who are in close proximity to your business. In a national research study, 59% of small business owners reported more sales after installing an on premise sign. Your local Watchfire sign dealer will help you choose the LED sign that's perfect for your location.





“Our sign allows us to broadcast our personality to the public. If we post something funny, people will come in and they’ll tell us that’s what brought them in.”

Christopher Bruemmer | General Manager | Spinnaker Theater - MX Movies

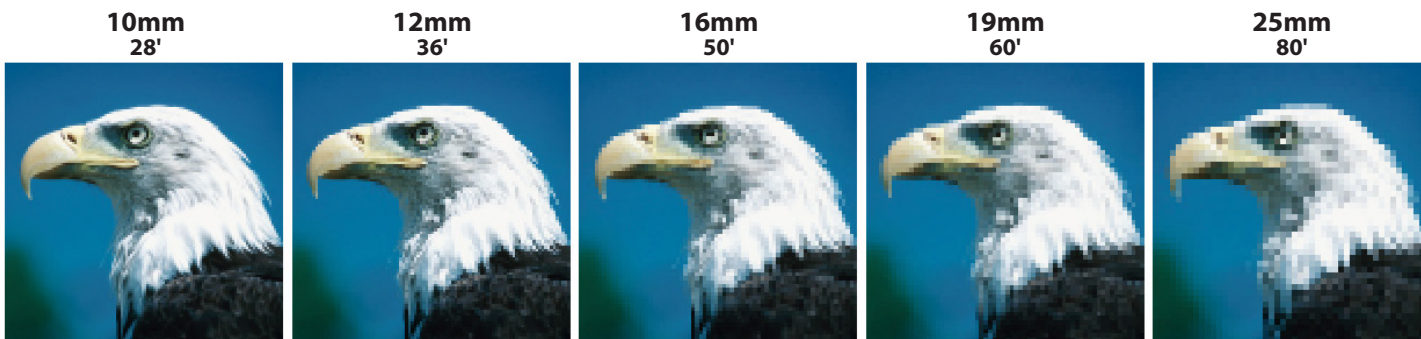
QUALITY Watchfire signs are known for their legendary quality and reliability. We build our displays to withstand the harshest weather conditions and environments, guaranteeing you years of worry-free performance. We want your display to look and perform great, not just on day one, but for its lifetime. By having our engineering and manufacturing teams under one roof, we have the ability to continuously evaluate and streamline our processes, which gives you the very best products and services in the industry. We focus on ensuring that your cost of ownership is minimized and your return on investment is maximized.

Built strong. Our signs are built to withstand the most severe weather conditions. Full-silicone encapsulation protects every Watchfire module from salt, humidity, wind, rain, ice and sand. Our displays are subjected to extensive in-house environmental and electrical testing to meet our high standards.

Vibrant, crisp images. The quality of your messaging depends on the quality of your display. LED signs with tiling or blank modules can leave out important information and negatively affect your brand. Our unique color and brightness calibration ensures that your Watchfire sign will display the most beautiful and vibrant images, pixel by pixel for years to come.

Low maintenance. We design our signs with superior components for energy efficiency to keep your operating costs low. Many customers see a significant savings when upgrading an older electronic sign to a Watchfire sign. Our patented front ventilation design cools the sign cabinet without the use of costly air conditioners and filters that need to be replaced regularly.

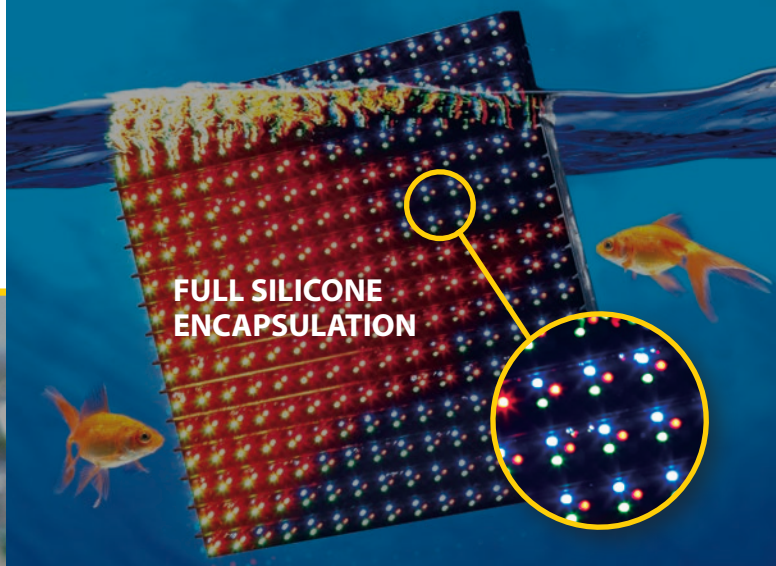
Peace of mind. Watchfire has been in the outdoor sign business since 1932. We are dedicated to making decisions that support our customers for the long haul because we plan to be here for decades to come. We offer a full 5-year parts warranty and 10-year guarantee on exact replacement parts to ensure your display will look great and perform well for many years in the field.



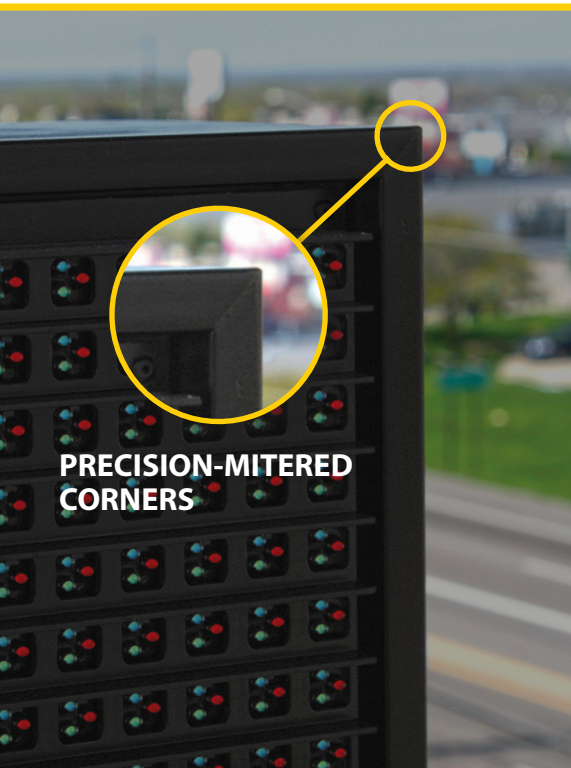
Sign Resolutions and Minimum Viewing Distance

Character Height	5"	10"	12"	15"	18"	24"	30"	36"
Max. Viewing Range	250'	500'	600'	750'	900'	1050'	1500'	1800'
Max. View Time at 30 MPH	5 sec.	11 sec.	14 sec.	17 sec.	21 sec.	24 sec.	34 sec.	41 sec.
Max. View Time at 55 MPH	3 sec.	6 sec.	7 sec.	9 sec.	10 sec.	12 sec.	17 sec.	21 sec.

USSC Legibility Study states 1 inch sign characters are readable at a distance of approximately 30 feet.



**FULL SILICONE
ENCAPSULATION**

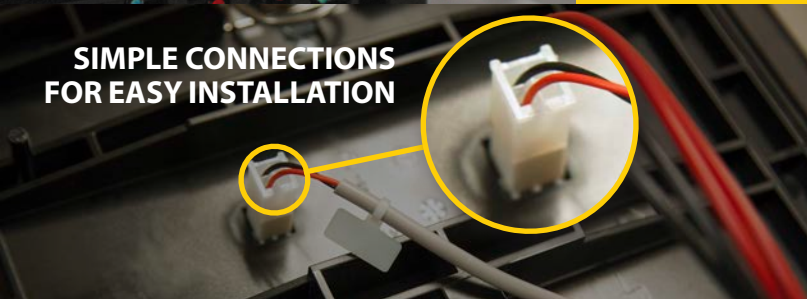


**PRECISION-MITERED
CORNERS**

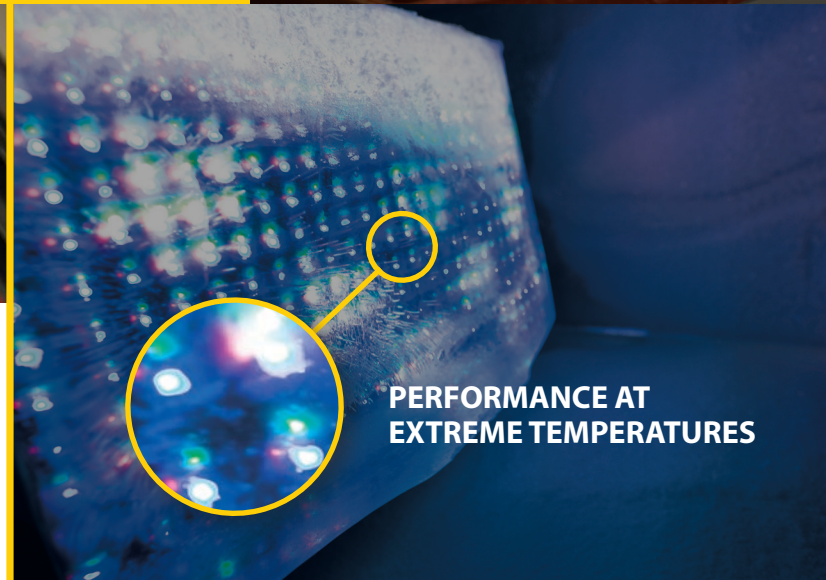
**QUALITY
THAT
MATTERS**



**SALT FOG
TESTING**



**SIMPLE CONNECTIONS
FOR EASY INSTALLATION**



**PERFORMANCE AT
EXTREME TEMPERATURES**



EASE OF USE We build Watchfire signs with the highest quality components as the first step in offering you world class products and support. Our employees are a critical part of our legendary quality and service. We also work with a network of experienced and reputable sign dealer partners who are passionate about providing you with the best advertising tool to grow your business. Our extensive history in this industry shapes every aspect of our engineering, design and manufacturing processes to build a product that delivers. Through our trusted dealer network, we work with companies large and small to provide messaging solutions tailored to every unique situation.

Design for impact. We develop our proprietary Ignite content management system to make creating content for your sign as straightforward and simple as possible. Ignite gives you the tools you need to design the most effective messages, and we offer complimentary software training with every purchase.

Fast, secure connection. Uploading content to your sign quickly and securely is critical for connecting with your audience. Our low-cost broadband wireless requires no additional fiber or cable installation, and is the most efficient turn-key solution for updating your sign.

Choosing the right sign. There are a lot of things to consider when purchasing an LED sign. Our sign dealer partners have the expertise to help you choose the sign that's right for your business, budget and location. Watchfire is here to share best practices and recommendations that will make the most of your sign purchase.

A trusted partner. We're known for building strong, long-term relationships. With more than 80 years in business, we are experts in delivering world-class customer service and support. Watchfire and our network of certified service technicians are here to support you for the life of your signs.



Our easy-to-use Ignite content management system simplifies message creation and scheduling.



When you are researching which sign model is best for your location, arrange an on-site demo with a Watchfire representative so you can compare different signs at your location.



EASE OF USE

“There are a lot of other companies that provide large signage... Do they deal with people with real relationships and want to do a great job? I would tell you the only company I feel that way about is Watchfire, and so that’s who we chose.”

Mike Ross | Senior Vice President of Marketing | Sweetwater Sound, Inc.



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

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