

2023

RESOURCE GUIDE

LED DISPLAYS

OUTDOOR | INDOOR | SPORTS | SPECIAL PROJECTS



watchfire®

WE ARE WATCHFIRE



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.

The past year was a big year for Watchfire. We celebrated 90 years in business, we began our partnership with H.I.G. Capital, and we made our first acquisition in over seven years. Our R & D team launched 12 new products, and our software engineering team released 10 software updates. We added staff in sales, customer service and support roles, and we worked tirelessly to be sure we met your expectations in quality, lead times and service.

2022 was a big year for the sign industry too. We all got back together at ISA Sign Expo for the first time in three years. We navigated tight supply and labor markets as a group and overcame a challenging balance of high demand and volatile cost increases. As the industry struggled with shortages and delays, we remained committed to meeting your expectations so that Watchfire could be counted on to help you deliver to your customers. We spent huge sums through the supply chain crisis to keep our lead times down and reward the loyalty of the fantastic partners we have in the sign industry.

Watchfire is what we are because of you and the people who work here to help you. We've been around for a long time, and we work every day to sustain stable growth, develop exciting products that make other businesses thrive and deepen our relationships in the sign industry. Seeing our sign company partners succeed pushes us forward as we begin each day to finish stronger than the day before. We stand at the start of 2023 ready to take on whatever comes our way; learning about new technology, adding new products and seeking out new industries to serve.

We've demonstrated for the last 90 years that we are here for the long haul. I am more excited about the coming year than I have ever been in my 13 years at Watchfire. So many of our investments in products and markets are now driving our growth for the next stage. Most importantly, Watchfire is a great company because our more than 400 employees are deeply passionate about the success of our sign industry partners. I'm looking forward to the success we will have together in 2023!

STEVE HARRIOTT, CEO OF WATCHFIRE SIGNS

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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 for every need—from closing sales to installation, Ignite content management software, and service. 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.

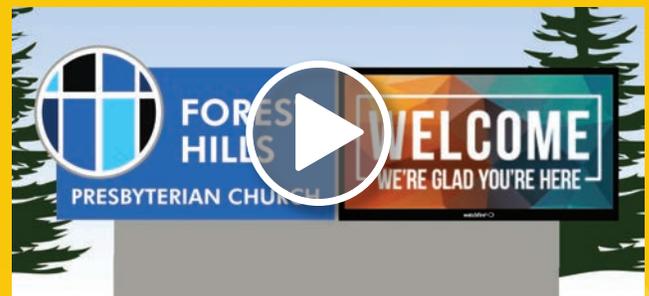
Postema Signs & Graphics | Forest Hills Presbyterian
Grand Rapids, MI | 8mm | 108 x 216 | 3' x 6'

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 KnowledgeBase 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 supports 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.



Ace Sign Co. | Prairie Crossing | Springfield, IL
19mm | 480 x 160 | 30' x 10'

QUICK REFERENCE



EMAIL

Service: service@watchfiresigns.com

Sales: sales@watchfiresigns.com



PHONE

Service: 866-637-2645

Sales: 800-637-2645



ONLINE TOOLS

Sales Tools: [watchfiresigns.com/dealers](https://www.watchfiresigns.com/dealers)

Service Articles: [watchfiresigns.com/kb](https://www.watchfiresigns.com/kb)

Service Live Chat: [watchfiresigns.com/chat](https://www.watchfiresigns.com/chat)



SOFTWARE & EASYART

Training: [watchfiresigns.com/IST](https://www.watchfiresigns.com/IST)

Download: [watchfiresigns.com/ligniteOP](https://www.watchfiresigns.com/ligniteOP)

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.

Serrato Signs | Fechner MD Plastic Surgery & Medical Spa | Worcester, MA | 6mm | 192 x 336 | 4' x 7'



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: YESCO Las Vegas | Curealeaf Las Vegas Strip | Las Vegas, NV | 10mm Mitered Cutout | 900 x 900 | 30' x 30'
 Top Right: Victory Sign Inc. | Stanley Theatre | Utica, NY | 6mm | 144 x 624 | 3' x 13'
 Bottom Right: Landmark Sign Group | Blue Chip Casino | Michigan City, IN | 10mm | 150 x 300 | 5' x 10'

When our signboard isn't working, we look like we are shut down. Victory Signs and Watchfire Signs stepped up immediately to help our theatre.

Lisa Wilsey | Executive Director
 The Stanley Theatre

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.

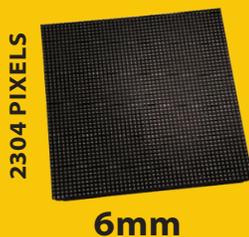


Mid-Florida Signs & Graphics | Sickies Garage Burgers and Brews | Kissimmee, FL | 16mm | 108 x 288 | 6' x 16'

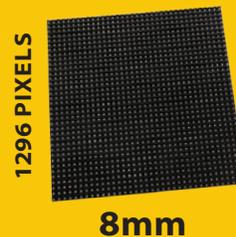
SPECIFICATIONS

MODULES DESIGNED FOR LONGEVITY

SIGN MODELS



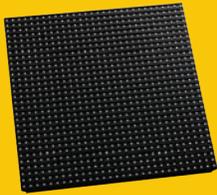
6mm



8mm

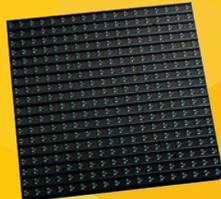
Pixel Configuration	SMD 3-in1	SMD 3-in1
Module Dimensions (HxW)	12" x 12"	12" x 12"
Matrix Configuration	48 x 48 pixels	36 x 36 pixels
Color Capability	XVS: 1.2 quintillion W-Series: 1.2 quintillion	XVS: 1.2 quintillion W-Series: 1.2 quintillion
Viewing Angle	150° horizontal, +30°/-45° vertical	150° 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
Field-Adjustable Brightness	XVS: Up to 8,500 nits W-Series: Up to 7,500 nits	Up to 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



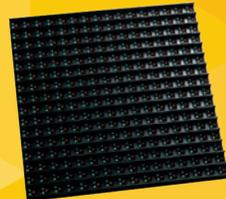
10mm

324 PIXELS



16mm

256 PIXELS



19mm

SMD 3-in-1	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
XVS: 150° horizontal, +29°/-45° vertical W-Series: 150° horiz., +29°/-45° vertical S-Series: 150° horiz., +29°/-45° vertical	XVS: 140° horizontal, +45°/-60° vertical W-Series: 140° horiz., +45°/-60° vertical S-Series: 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: Up to 7,000 nits W-Series: Up to 7,000 nits S-Series: Up to 7,000 nits with high refresh rate	XVS: Up to 10,000 nits W-Series: Up to 10,000 nits S-Series: Up to 10,000 nits with high refresh rate	Color: Up to 10,000 nits Mono: Up to 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



Watchfire's Price Option™ is a single-line variable text display that allows fuel station operators to customize pricing for loyalty programs or different payment methods. Price Option can display up to three text messages. Choose any three of our five pre-programmed text messages that include cash, credit, debit, member, and non-member, or use a factory-configured, custom message to match each store's advertising needs. Price Option displays are best paired with our 24" Price Watcher™ gas price signs.



Atlantic Sign Media, Inc. | Shop N Save Market | Mooresville, NC | 8mm | 108 x 324 | 3' x 9' | PW 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 1/8" 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 a convenient Cash | Credit | Debit display to maximize profits. Cash | Credit | Debit displays are streamlined, front ventilation signs that communicate payment options clearly and increase store traffic. Easy programming and integrated communication with Price Watcher displays make this a valuable addition to any c-store's petroleum pricing options.

Zeon Signs | Duke City Fueling | Gallup, NM | PW 18"



Matriarch Sign Solutions | Rocktane Gas & Wash
Atlantic City, NJ | PW 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)					Aspect Ratio
Viewable Area	Cabinet Size	6mm	8mm	10mm	16mm	19mm	
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

5" Depth | Front Vent

8" Depth | Front Vent

8" Depth | Rear Vent

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. Calibrated replacement modules blend perfectly with the rest of the sign.

MULTI-CHANNEL DATA

With Watchfire XVS models, 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 five-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: YESCO Denver | PACE Center | Parker, CO | 10mm | 180 x 360 | 6' x 12'
 Middle Left: Ferguson Sign Co. Inc. | Pizza Hut | Alliance, NE | 10mm | 90 x 270 | 3' x 9'
 Bottom Left: Ace Sign Co. | Marx Fireplace & Lighting | Springfield, IL | 16mm Mitred | 216 x 378 | 12' x 21'
 Top & Bottom Right: Cima Network Inc. | Regal E Walk Times Square | New York, NY | 10mm Blade | 1770 x 600 | 59' x 20'
 8mm Mitred | 612 x 792 | 17' x 22'

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'



6mm
 Our highest resolution outdoor product for eye-level, finely-detailed messaging at any size.

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'



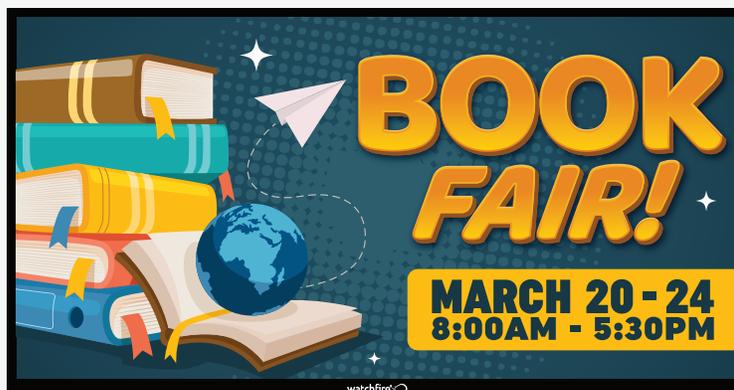
Minimum size for short text messages and other graphic elements.

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.

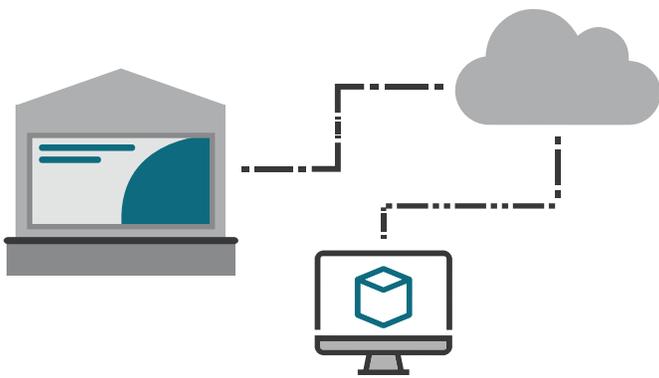
An aspect ratio outside of that range may cause portions of content to be lost or distorted when displayed. A sign aspect ratio of 2.0 is a good choice for large, legible type and to make use of existing content sources with minimal adjustment.

SIGN COMMUNICATIONS

SECURITY & CONVENIENCE

WIRELESS COMMUNICATION

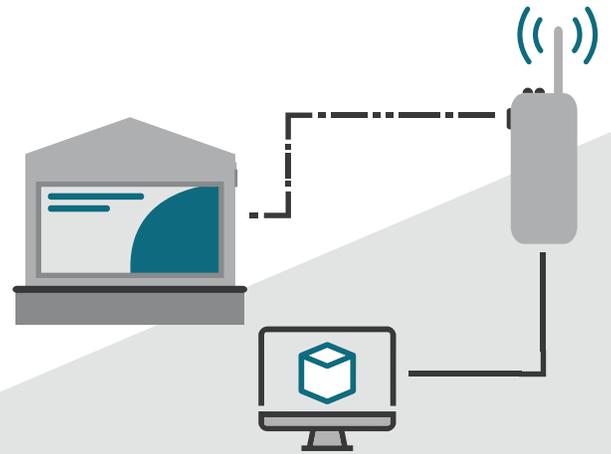
The Watchfire Wireless Plan is an inexpensive, convenient communication option compatible with either our PC-based or cloud-based software.



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.

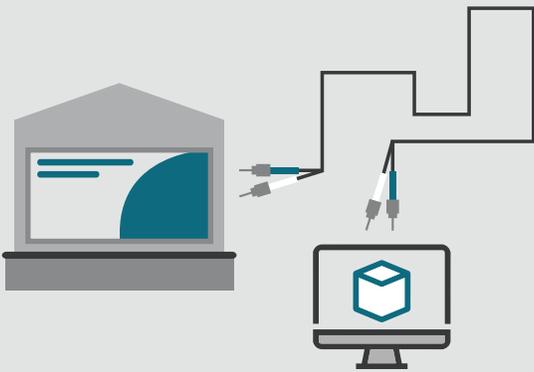


DIAGNOSTICS

On-demand diagnostic reports are available on displays using Watchfire's control system. Your service team can also opt in for notifications to improve response time. 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 .bmp, .gif, .jpg, .png, .tif, .webp, .avi, .mov, .mp4, .mpg, .m4v, .mkv, .wmv, .flv, .vob, .wav, .mp3, .wma, .ogg, .au, .aif files
Integrations	<ul style="list-style-type: none"> • RSS Data Access for Dynamic Content • Integrate Multiple Data Feeds • Custom Widgets for Business-Specific Data 	<ul style="list-style-type: none"> • Scoring/Timing Systems • Native Live Video • Video Switching Systems • Third-Party Control Systems
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 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. 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



Use of indoor video displays in retail spaces, live event venues and houses of worship is on the rise. Watchfire is proud to offer our sign company partners a complete solution for direct-view indoor LED displays. Our high-resolution interior displays feature optimal brightness, versatile mounting and installation options, and our legendary approach to customer service.

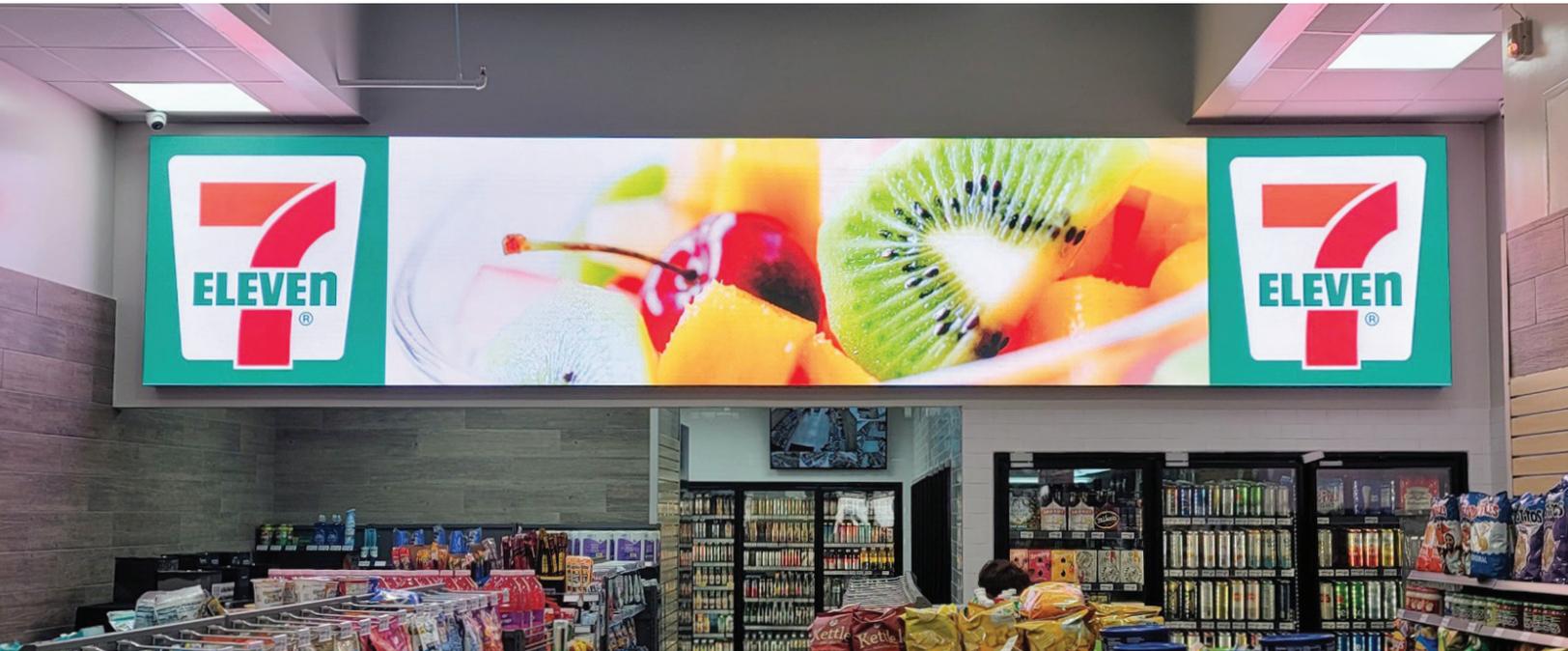
Watchfire uses high-contrast LEDs to deliver an ultra-wide viewing angle and rich color palette. Adjustable brightness lets you use the product in areas with abundant natural light or in darker interior settings.

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: Ace Sign Co. | Route 66 Motorheads Bar & Grill | Springfield, IL
3.9mm | 1024 x 1536 | 13'1" x 19'8"
Below: Elite 675 | 7-Eleven | New York, NY | 2.9mm | 420 x 2184 | 4'1" x 21'4"



S-Series

Our Watchfire S-Series offers fine pitch displays, ideal for houses of worship, retail and convenience stores, corporate lobbies, theaters, transportation hubs, sports arenas, and countless indoor applications. High-contrast LEDs provide maximum visibility by consistently delivering the perfect balance of vivid colors and wide-range viewing angles. A glare-free surface and adjustable brightness will let you use this product in almost any lighting situation.

X-Series

Watchfire X-Series micro pitch displays are ideal for up-close, high-resolution viewing. Tightly packed LEDs provide seamless, true-to-life content that is brilliant and precise. X-Series tiles are encapsulated, providing touchable, splash-proof durability that's ideal for almost any indoor location. Install the vibrant panels in data command centers, broadcast studios, museums, conference rooms, or in high-traffic locations such as restaurants, clubs and esports arenas.

	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)	19.69" x 39.37"	13.46" x 23.94"



Left: YESCO Salt Lake City | Onset Financial Draper, UT | 1.9mm | 1440 x 2560 | 9' x 15'11"
 Top Right: Ridge AV | Parkway Bible Church Pflugerville, TX | 3.9mm | 704 x 1280 | 9' x 16'5"
 Bottom Right: YESCO Phoenix | Gila River Hotels and Casino Chandler, AZ | 1.9mm | 1800 x 4160 | 11'3" x 25'11"

The lobby display has revolutionized our ability to make an instant impact on our customers and employees.

Justin Nielsen | Founder and CEO
 Onset Financial

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.

No Risk Start Up

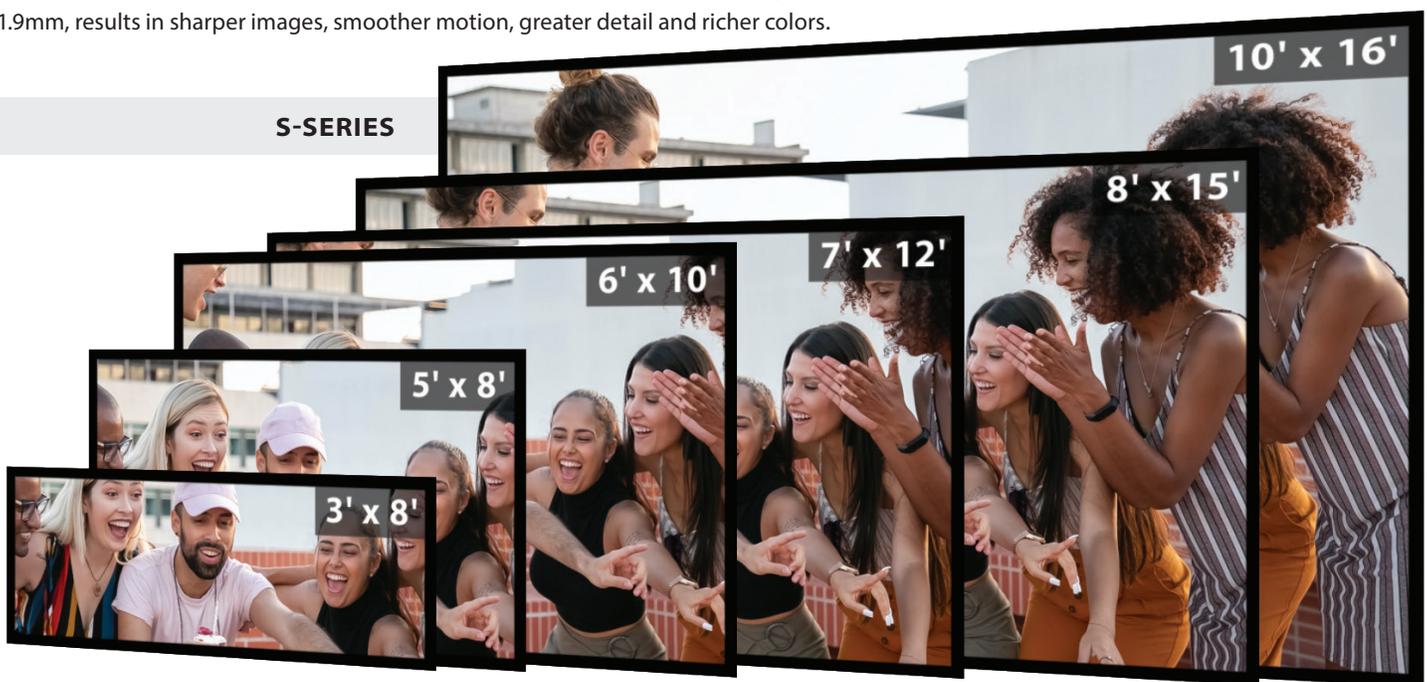
The same premium technology offered in our S-Series and X-Series products is available in ReadyDisplay, including the same five-year warranty. Watchfire also offers on-site technician service.

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.





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



Above: SignWorks Pro, Inc. | Bowdon High School | Bowdon, GA | 16mm | 288 x 522 | 16' x 29'
 Bottom Left: Power Ad Co. | Milton High School | Milton, GA | 16mm | 324 x 576 | 18' x 32'
 Bottom Right: SignWorks Pro, Inc. | University of West Georgia Coliseum | Carrollton, GA | 4mm | 720 x 1296 | 9'5" x 17'

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

DIGITAL DISPLAYS

Scoreboards	Videoboards
ReadyDisplays	Centerhungs
Scorer's Tables	Ribbon Boards
Digital Entrance Signs	Shot/Play/Locker Room Clocks



SCORING & ENTERTAINMENT

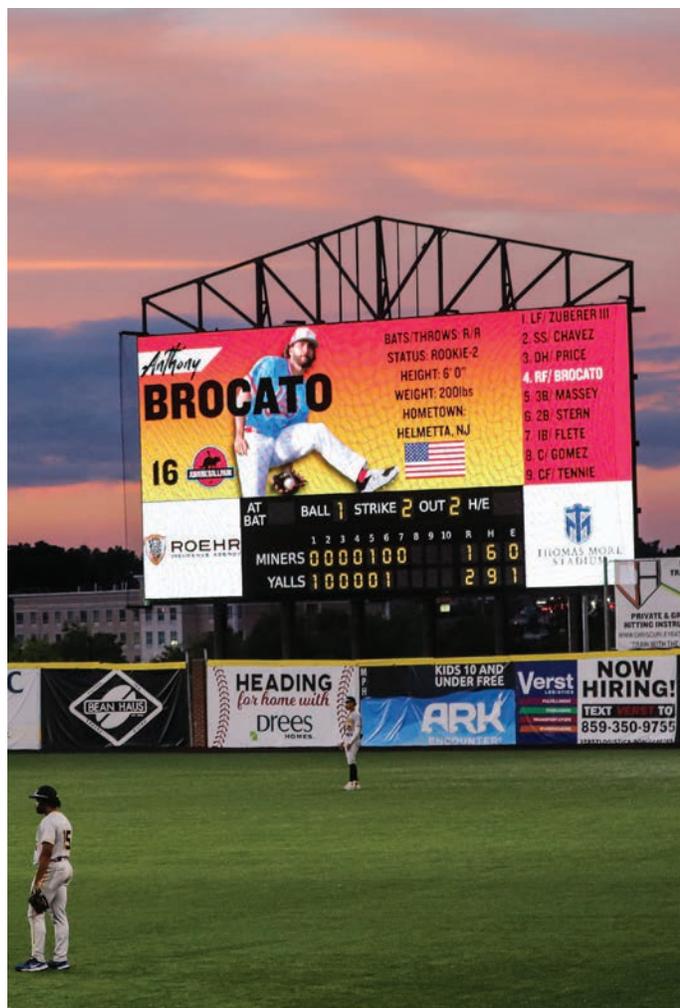
Ignite Sports is a game-time software that allows teams to score multiple sports, build advertising zones and display crowd prompts like "Make Some Noise!"

Watchfire Sound™ is a preassembled, all-in-one sound system for outdoor venues. Our smart cabinet is engineered for faster drafting, fabrication, and installation. The toolless, rear service panel means easier repairs.

Watchfire Action Package brings live video production to the big screen. Input up to eight camera feeds, capture instant replays, and live stream the game. The package includes cameras, software, and hardware.

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

University of Wisconsin Parkside | Kenosha, WI | 3.9mm | 768 x 1408 | 9'10" x 18'11"
3.9mm Scorer's Table | Three 10' Sections | 30'



Top Right: Metro Sign Corp. | Tuttle Public Schools
Tuttle, OK | 3.9mm | 640 x 1152 | 8'2" x 14'9"
Bottom Right: Atlantic Sign Co. | Florence Yalls
Florence, KY | 16mm | 450 x 954 | 25' x 53'

TIME TO UPGRADE

WATCHFIRE'S LEGENDARY QUALITY CONTINUES

We began manufacturing LED signs 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 - Atlantic Sign Media, Inc. | Windsor Jewelers | Winston - Salem, NC | 6mm | 240 x 384 | 5' x 8'

WATCHFIRE AWARDS

RECOGNIZING THE BEST



2022 GRAND PRIZE WINNER

8mm | AJ SIGN COMPANY | CHAS. G. BURCH SUPPLY CO, SCHENECTADY, NY

Visit watchfiresigns.com/signawards to learn more.



watchfire 

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

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