

# LED SIGN BUYER'S GUIDE

MAKE DIGITAL ADVERTISING WORK FOR YOU





Maxon Fine Jewelry | Springfield, MO | 10mm | 4'5" x 8'3"

# WHY WATCHFIRE

Watchfire's reputation for unmatched quality and reliability makes our signs a top choice for LED sign buyers. We engineer and design every aspect of our displays to help you grow your business. We combine the effectiveness of this advertising medium with a responsiveness and ease of use that puts the control of your messaging in your hands. With more than 60,000 LED displays in operation, 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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# COMMUNITY

For organizations and businesses, a Watchfire sign is the best, most cost-effective way to get messages across to the local community. No other form of advertising offers the same flexibility to quickly and responsively communicate with your audience. Exterior LED signs at churches, schools and municipal buildings often become landmarks in their communities. With a Watchfire sign, you can enhance your brand, broadcast your mission, and advertise upcoming events and schedule changes to thousands of people daily.



Plumbers Local 130 | Chicago, IL | 12mm | 6'5" x 8'3"  
Summerville Medical Center | Summerville, NC | 8mm | 4'5" x 7'3"  
First Baptist Church Woodstock | Woodstock, GA | 16mm | 3' x 17'11"  
California State University Fullerton | Fullerton, CA | 16mm | 20' x 30'

**"The new Watchfire sign has made a positive impact on branding and messaging to our community. We are extremely pleased with the quality of image and the customer service that we have received from Watchfire. I am a very satisfied customer and I am thankful we went with Watchfire."**

Doug Whitney | First Baptist Church | Woodstock, GA

# COMMERCIAL

For retailers, immediate and timely messaging is vital to survival. As the impact of traditional media falls, 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 that responds to changing situations and promotes high profit products and services to customers who might not be aware of them.



First National Bank | Hutchinson, KS | 10mm | 4'5" x 7'3"



Fisherman's Inn | Grasonville, MD | 8mm | 5'4" x 10'3"

**"In June, our new sign was installed, and it played an important role in a really huge reopening for us. We couldn't have picked a better time to have the digital sign. Customers stopped in just because they saw the sign and knew we were open. We liked Watchfire because we knew the sign would be supported and the warranty is really good."**

Andy Schulz | Fisherman's Inn | Grasonville, MD

# ENTERTAINMENT



Greenville Convention Center | Greenville, NC | 10mm | 5'5" x 10'3"  
Cedar Lakes Casino | Cass Lake, MN | 16mm | 8'4" x 21'  
Fritz's Adventure | Branson, MO | 12mm | 8' x 10'  
ImaginOn | Charlotte, NC | 8mm | 6' x 12'

LED signs offer a vibrant, dynamic way to make advertising come alive, with eye-catching graphics that grab the attention of passing traffic and pedestrians. For upcoming events, special giveaways, updating schedules or lodging and dining specials, an LED sign is the most cost-effective and responsive way to advertise to potential customers.

**"People today are very familiar with digital media, and our Watchfire sign lets us use video and animated graphics to grab their attention and communicate with them in the way they are accustomed. Static images simply don't work as well."**

Billy Krotzer | Leech Lake Gaming | Cass Lake, MN



# SPORTS

Whatever the sport, Watchfire displays keep score, boost fan participation and grow sponsorships. Whether your facility needs indoor or outdoor screens, Watchfire has reliable LED video displays and virtual scoreboards to meet your needs. The tight resolutions and sharp contrast of our high-quality indoor displays will dazzle fans, sponsors and the competition. Our outdoor signs are engineered to withstand all kinds of weather and run reliably for years. The Ignite Sports scoring and timing system is designed to integrate seamlessly with a variety of control room configurations.



**"We doubled the size of the message area simply by replacing the fixed digit scoreboards with LED. Our Watchfire displays are real showpieces and are higher resolution than many professional sports facilities. It's quite impressive."**

Trent Ross | The Coliseum at University of West Georgia  
Carrollton, GA

# INDOOR

PROMISE KEEPER  
LIGHT IN DARKNESS



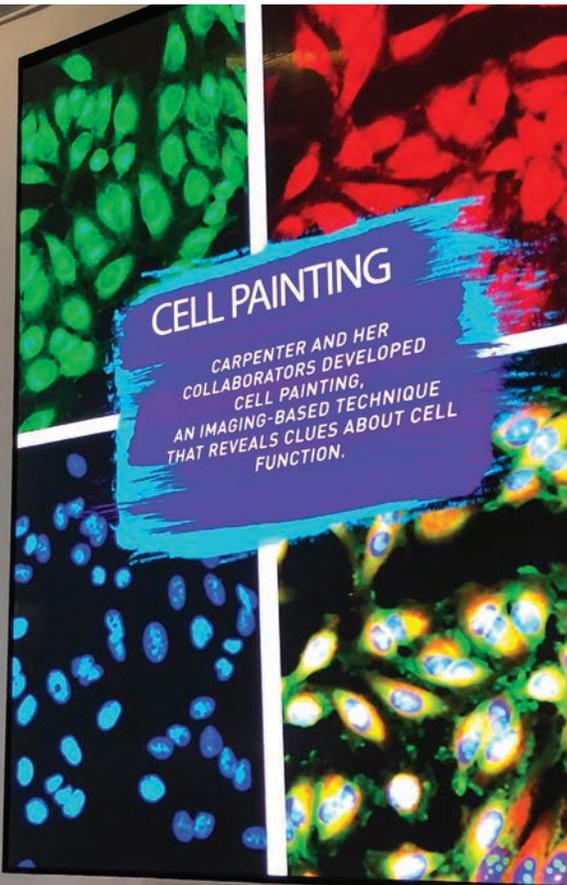
Indoor digital displays are ideal for defining interior spaces in sports complexes, live event venues and any location with pedestrian crowds. We offer display products that deliver optimal brightness for indoor applications, a variety of pitch options, and feature versatile mounting options for seamless installations.

**"The scientists at Broad are doing cutting-edge work that's exciting but can be difficult to explain. We have about forty-five seconds to tell a complex story as pedestrians approach. We felt that a digital display would allow us to share our message and mission with the community in a very artistic way. The Watchfire display is a 'front page' to our organization that gives us the opportunity to share what's important about Broad Institute in a highly visual way."**

Scott Sassone | Broad Institute | Cambridge, MA

## CELL PAINTING

CARPENTER AND HER COLLABORATORS DEVELOPED CELL PAINTING, AN IMAGING-BASED TECHNIQUE THAT REVEALS CLUES ABOUT CELL FUNCTION.



Otter Creek Assembly of God | Little Rock, AR | 4mm | 7'7" x 15'2"  
Broad Institute | Cambridge, MA | 1.5mm | 10'1" x 8'  
Louisville International Airport | Louisville, KY | 3mm | 5'8" x 26'6"

# EFFECTIVENESS

Effective advertising is key to increasing foot traffic and boosting sales. An exterior LED sign offers an economical and profitable advertising tool for delivering messages to your customers 24 hours a day, 365 days a year. Compared with other mediums, our signs reduce production time and cost, and reach a wider audience.

## USE THE IMPACT OF INSTANT MESSAGING

Newspaper, radio and television ads take valuable time and money to produce. With a Watchfire sign, you 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.

## MAKING THE MOST OF YOUR ADVERTISING BUDGET

The true value of an advertisement is measured in cost per thousand impressions (CPM). LED signs have a lower CPM than traditional media and bring a greater return on your investment. With simple changes in the allocation of monthly advertising dollars, an LED sign becomes very affordable.

## SUCCESSFUL ADVERTISING IS ABOUT LOCATION, LOCATION, LOCATION

No other form of advertising communicates with customers in close proximity to your location. In a national research study, 59% of small business owners reported more sales after installing an on premise sign. Your local Watchfire sign dealer can help you choose the right LED sign for your location.

## TRADITIONAL MEDIA FALLS



### -36%

Weekly time spent listening to radio declined 36% from 2007 to 2019.



### -32%

Overall newsprint readership across all demographics has declined by over 32% since 2009.

## LED SIGNS ON THE RISE



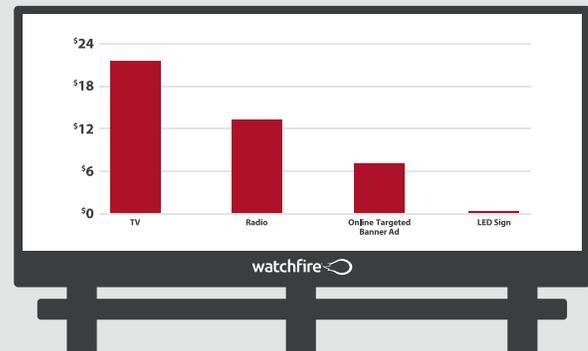
### +20 HOURS

Average time per week American travelers drive the same route every day.



### 59%

Small business owners reported more sales after installing an on premise sign.



### 74¢ CPM

An LED sign's CPM (cost per thousand impressions) compared with \$7 for an online targeted banner ad, \$13 for radio and over \$22 for television.

# QUALITY

## THE WATCHFIRE DIFFERENCE

Watchfire displays are the result of elite product engineering and expert manufacturing. Our designs start with a blank piece of paper. Every component we select and every manufacturing process we choose allows us to maintain the quality our customers expect. When you partner with Watchfire, you're investing in nearly 90 years of experience backed by years of field-tested research and development. We focus on minimizing your cost of ownership and maximizing your return on investment.

### **THE BEST-LOOKING, MOST RELIABLE LED SIGNS**

Watchfire designs our products for effective cooling to extend the life of electronic components and increase energy efficiency. Our displays are UL Energy Efficiency Certified and use an average of 33% of their maximum amperage. We use third party laboratories to verify that we follow FCC requirements and comply with US laws regarding emissions interference.

### **BACKED BY EXPERT SERVICE**

Watchfire supports all its products with an industry-best warranty against defects in materials and workmanship for five full years. Our ten-year replacement parts guarantee is backed by almost nine decades in the sign industry. We offer fast service on repair and replacement parts through our trusted dealer network, and customer service on-site at our factory in Danville, Illinois.

### **BUILT STRONG**

Our outdoor signs are built to withstand the most severe weather conditions. Full 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**

LED signs with blank modules or tiling disrupts your content and negatively affects your brand. Our unique color and brightness calibration ensures that you display the most beautiful and vibrant images, pixel by pixel, for years to come.

## SIGN RESOLUTIONS AND MINIMUM VIEWING DISTANCE



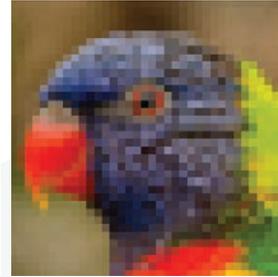
6mm



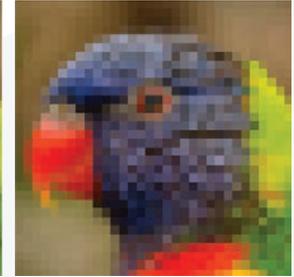
8mm



10mm



16mm



19mm

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 24 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 inch sign characters are readable at a distance of approximately 30 feet.

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

# IGNITE

## PREMIER CONTENT MANAGEMENT

Without a good content management system and a team to stand behind it, a digital display is just a box of wires and lights. Watchfire's suite of content management solutions gives you versatility as you manage your display, whether you need a powerful advertising tool, a means of communication with your community or a way to enhance live events.

### DESIGN FOR IMPACT

We engineer the Ignite content management 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 provide complimentary software training with every purchase.

### DYNAMIC CONTENT & ADVANCED SCHEDULING

The timeliness of content is critical. Ignite allows users to schedule content months in advance or make updates at the last minute. Schedules can be customized according to real-time variables like changes in the weather or integrated RSS and XML data. Dayparting gives sign owners the ability to promote sale items at different times of the day to maximize impact on consumers.

### FAST, SECURE CONNECTION

Uploading content to your sign quickly and securely is critical for connecting with your audience. Watchfire's Wireless Plan requires no additional fiber or cable installation and gives you a turn-key solution for updating your sign from any internet-connected device with multiple layers of security.

Our easy-to-use Ignite content management system simplifies message creation and scheduling. Data feed integration, advanced diagnostics and a cloud-based option make Ignite more than just a content scheduler.



**CREATE**



**SCHEDULE**



**UPDATE**

	Ignite OP	Ignite OPx	Ignite Sports
<b>Software Type</b>	<ul style="list-style-type: none"> <li>• Windows</li> <li>• Installation Required</li> </ul>	<ul style="list-style-type: none"> <li>• Windows or Mac</li> <li>• Cloud-based</li> </ul>	<ul style="list-style-type: none"> <li>• Windows</li> <li>• Installation Required</li> <li>• Touch Screen &amp; Hotkey Interface</li> </ul>
<b>Content Creation</b>	<ul style="list-style-type: none"> <li>• Advanced Editor</li> <li>• Free EasyArt Library</li> <li>• Import .bmp, .gif, .jpg, .avi, .wmv, .ico, .emf, .wmf files</li> </ul>	<ul style="list-style-type: none"> <li>• Advanced Editor</li> <li>• Free EasyArt Library</li> <li>• Upload .gif, .jpg, .png, .mp4, .mp3, .wav, .wma files</li> </ul>	<ul style="list-style-type: none"> <li>• Advanced Editor</li> <li>• Free EasyArt Library</li> <li>• Import .bmp, .gif, .jpg, .png, .tga, .avi, .mov, .mp4, .mpg, .m4v, .mkv, .wmv, .flv, .vob, .wav, .mp3, .wma, .ogg, .au, .aif files</li> </ul>
<b>Integrations</b>	<ul style="list-style-type: none"> <li>• RSS Data Access for Dynamic Content</li> <li>• Live Video</li> <li>• Third-Party Control Systems</li> </ul>	<ul style="list-style-type: none"> <li>• RSS Data Access for Dynamic Content</li> <li>• Integrate Multiple Data Feeds</li> <li>• Custom Widgets for Business-Specific Data</li> </ul>	<ul style="list-style-type: none"> <li>• Scoring/Timing Systems</li> <li>• Native Live Video</li> <li>• Video Switching Systems</li> <li>• Third-Party Control Systems</li> </ul>
<b>Sign Management</b>	<ul style="list-style-type: none"> <li>• Import, Schedule &amp; Preview Content</li> <li>• Automated Sign Diagnostics with On Demand Available</li> <li>• Dayparting</li> </ul>	<ul style="list-style-type: none"> <li>• Upload, Schedule &amp; Preview Content</li> <li>• Automated Sign Diagnostics</li> <li>• Dayparting</li> <li>• Manage Multiple Screens at Once</li> </ul>	<ul style="list-style-type: none"> <li>• Import, Schedule &amp; Preview Content</li> <li>• Automated Sign Diagnostics with On Demand Available</li> <li>• Touch-Button Publishing</li> <li>• Manage Multiple Displays and Zones</li> </ul>
<b>User Rights Management</b>	<ul style="list-style-type: none"> <li>• Single Access</li> </ul>	<ul style="list-style-type: none"> <li>• Customizable Access Levels for Multiple Users</li> </ul>	<ul style="list-style-type: none"> <li>• Single Access</li> </ul>

# INVESTING IN SUCCESS

Your sign can begin delivering return on investment immediately, while you make a reasonable monthly payment to finance your new LED display.

As you consider where the funds for your LED sign might come from, the first place to look should be your current marketing and advertising budgets. LED signs are a dynamic and powerful advertising tool that is significantly more effective and affordable than other traditional advertising mediums.

With the considerable decline in newspaper circulation, and radio and TV audiences, an LED sign makes a bigger impact on exposure to consumers and is more cost-effective. By redirecting your advertising budget from traditional media your dollars will go farther.

Your Watchfire dealer partner or local Territory Manager can help you calculate the return on investment (ROI) of a new sign by analyzing your traffic count, sign purchase price, cost of operation and the sign's potential as an advertising vehicle. They can also help with locating leasing and financing options.



Bomberger's | Lititz, PA | 12mm | 4'5" x 8'  
Shop N Save Market | Mooresville, NC | 8mm | 3'5" x 9'3"

## A TRUSTED PARTNER

With nearly 90 years in the business of electronic signage, Watchfire is an expert at providing world class customer service before, during and after the sale. Watchfire's representatives can arrange an on-site demo to help you choose the best sign model for your location and content needs. Our customer Help Desk, fast shipment of replacement parts and network of sign dealer partners are the best in the industry.

Contact a Watchfire representative to learn more about putting the world's most affordable advertising tool to work for your business or organization.





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

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