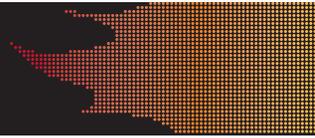




## LED Signs | Watch What Happens



TRI-C  
JAZZ **FEST**  
CLEVELAND®

# LED Signs Bring Your Messages to Life

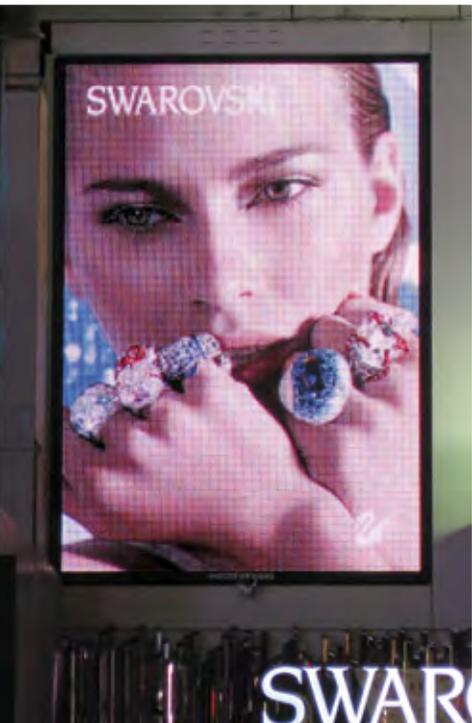
It's simple, really. Do you want a sign that communicates one single message day after day? Or do you want a sign that stands out with eye-catching messages that can be tailored on a moment's notice to draw in the exact customer you want to reach?

That's what we thought. And that's why an LED sign (also known as an electronic message center or LED reader board) is right for you. In fact, we like to say we don't sell signs, we sell advertising.

From fundraisers to Father's Day specials, in a constantly changing business environment, your sign has to be able to keep up. Which is why Watchfire LED signs work as hard for your business as you do. It's like having a 24/7 sales person telling passing traffic about your business.

**Since 1932, Watchfire Signs has manufactured the most reliable, durable and best-looking electronic signs in the industry.**





## Don't Take Our Word For It — Take Theirs

“There is no comparison. When I promote a menu item on the new sign, about 40 or 50 percent of customers start ordering that item shortly afterward.”

—Frank Cerrone, Manager, McDonald’s, Moultrie, GA

“In August we got a great closeout deal on some John Deere chainsaws. I put our deal on the Watchfire sign and we sold 175 saws in two weeks. Normally, we might sell 3 or 4. I was amazed by the reaction to it.”

—Henry Bomberger, Ace Hardware, Lidditz, PA

“A lot of the LED products that are ‘hot’ today end up broken tomorrow. Watchfire doesn’t bring a product to market until it has been thoroughly tested.”

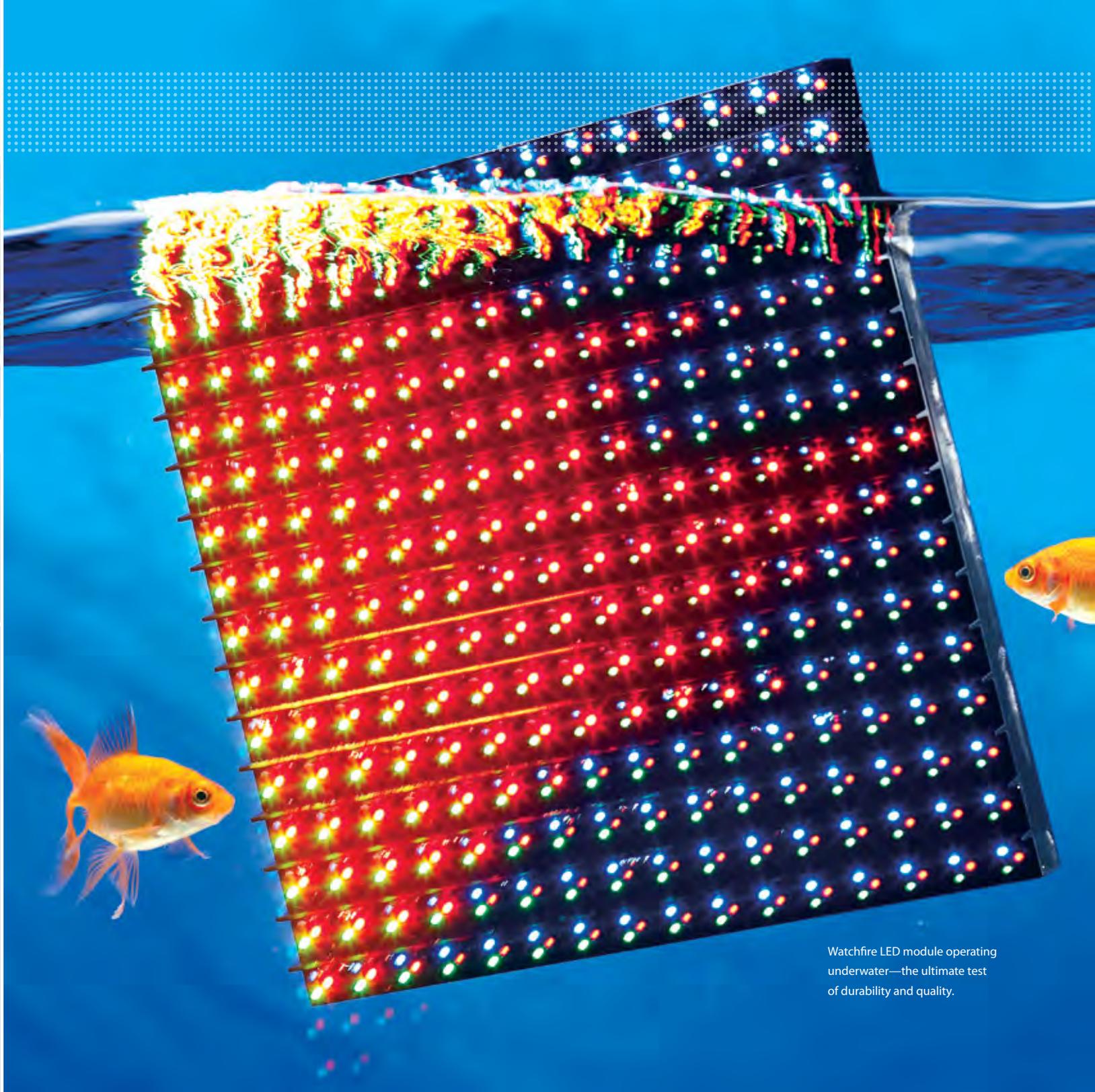
—Todd Hardy, Driftwood Sign & Frame Sign, Lewisburg, WV

“Since we installed the sign, attendance is up 25% and program attendance is up 33%.”

—Susan Macken, Director, Oelwein Library, Oelwein, IA



watchfire®  
Time-O-Matic



Watchfire LED module operating underwater—the ultimate test of durability and quality.

# Why Watchfire Signs?

Some people think a sign is just what you can see, but at Watchfire, we think of the whole package. That's how we can offer the sharpest, most brilliant images, the most durable equipment and an elegantly simple design. We designed our Ignite® Graphics Software so our signs would be easier to program with attention-grabbing advertising. Because the most beautiful thing your Watchfire sign can do for you is make your life easier and your business more profitable.

## We offer the best looking, most reliable LED signs

- **Fully encapsulated LED modules** seal out moisture so well, we run them underwater for months to prove the point. After all, moisture and electronics don't usually mix.
- **Rugged construction** of extruded aluminum cabinetry (vs. sheet metal and pop rivet assemblies) featuring precision-mitered corners, solid welds and 30% gloss black polyurethane finishes.
- **Truest and deepest color palette in the industry.**
- **Ignite Software** is our user-friendly program designed to make your advertising messages pop.
- **Streamlined design** minimizes maintenance and enhances reliability.
- **Made in the USA:** designed, engineered, manufactured and supported in Danville, Illinois — near the crossroads of America.
- **Low energy use:** high brightness with minimal energy consumption.
- **Proven performance:** more than 40,000 Watchfire signs are in operation every day in North America from Barrow, Alaska to Yuma, Arizona.

## The most colorful reasons to choose Watchfire

Why Watchfire? Simple. The truest and deepest color palette in the industry means your images and video will be more lifelike and realistic than you ever thought possible.

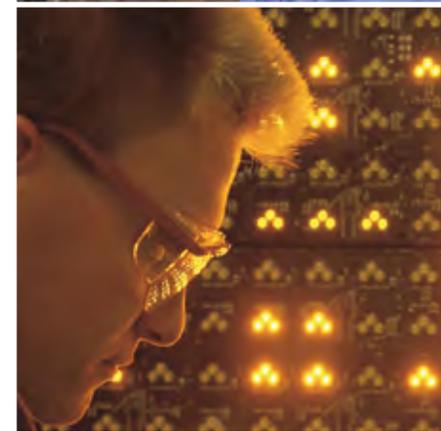
## Take one for a "test drive"

Our demo truck lets you see firsthand, before you buy, just what a Watchfire sign can do for your business. Simply contact your dealer to schedule an on-site demo, and you will begin to realize the value a Watchfire LED sign can bring to your organization.

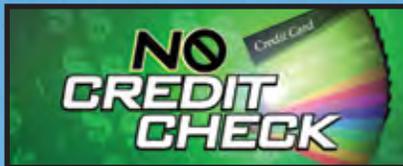
## Buying with confidence: a matter of quality

Ask these key questions before you buy to keep from getting burned.

- Will the manufacturer let you see how the sign will look and work for you before you buy? (You probably wouldn't buy a car without a test drive, would you?) Watchfire offers on-site demos.
- Is the warranty included or do you have to pay extra for it?
- How long has the manufacturer been in business? Can you guarantee the company will be around if your sign has trouble?
- Be careful about buying on price alone. If a sign is significantly lower in price, be sure to find out what's been left out of the product that impacts quality and durability.
- Lastly, who will provide the installation and support? This is a critical but often overlooked consideration during the sale.



EasyArt Samples



Custom Art Samples



# Ignite Your Creativity — Ignite Interest



Your LED sign can't work for you if you can't get it up and running. Odds are you're not a software engineer, so we developed our Ignite software to make programming your sign simple. Watchfire's proprietary design and scheduling software makes it easy for you to let others see your vision — and your advertising. Ignite was designed with input from actual sign owners and has an easy-to-use interface that brings stunning graphics and video within every person's reach — whether you're tech-savvy or programming your first LED message center.

Still feel like you could use a hand? That's why we have Wizards — step-by-step guides that walk you through specific tasks you'd like to perform. Not to mention Ignite software training available with every sign purchase.

## Give us a call

We have support people standing by six days a week to answer your programming questions and even offer software training right over the phone. Because nothing's more user-friendly than a human voice.

## Key Benefits

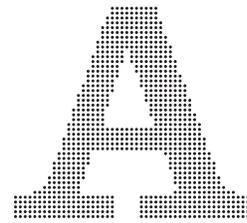
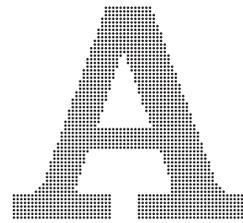
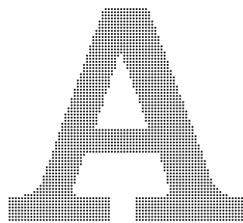
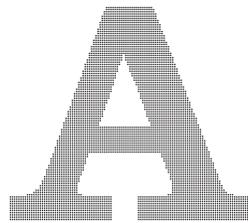
- So intuitive and easy to use, you'll be up to speed in no time.
- Preview messages before they run on your sign.
- EasyArt library with over 1000 still images and animations to help every sign look its best.
- Edit, schedule and update multiple signs from just one program.

## Still need a hand? Creative Services can help.

Our Creative Services team can take the best looking sign in the industry and make it look even better. They offer:

- Impactful, professionally designed artwork to help your sign stand out from the crowd.
- Custom artwork packages (stills and animations) that can be included in any sign quote.
- Remote Sign Management services that make updating your sign effortless.





	12mm	16mm	19mm	25mm	35mm
<b>Letter Size</b>	3.5" Minimum	4.5" Minimum	5" Minimum	7" Minimum	10" Minimum
<b>Best Use</b>	<ul style="list-style-type: none"> <li>• Video</li> <li>• Pictures</li> <li>• Text</li> </ul>	<ul style="list-style-type: none"> <li>• Video</li> <li>• Pictures</li> <li>• Text</li> </ul>	All types of content	All types of content	<ul style="list-style-type: none"> <li>• Text</li> <li>• Logos</li> <li>• Pictures</li> </ul>
<b>Minimum Viewing Distance</b>	36+ feet	50+ feet	60+ feet	80+ feet	110+ feet
<b>Optimal Viewing Distance</b>	85 – 115 feet	120 – 150 feet	150 – 185 feet	200 – 245 feet	290 – 350 feet
<b>Minimal Recommended Size</b>	17" x 39" and larger	2'2" x 6'9" and larger	2'5" x 6'3" and larger	2'5" x 6'11" and larger	3'2¾" x 7'8¾" and larger
<b>Ideal Application</b>	Foot traffic	5+ mph	15+ mph	40+ mph	50+ mph

# Picking the Right Sign

## Our products are designed with your business in mind

Wondering which sign is right for you? From our highest resolution XVS 12mm LED sign to our tried and true 35mm monochrome, Watchfire has a product designed to fit just about every need.

If you want to 'wow' viewers with brilliant colors and live video, you should consider a 12mm, 16mm or 19mm color XVS sign. You won't believe the lifelike images, razor-sharp clarity and amazingly accurate color reproduction.

If your sign will be placed where traffic is typically at a distance and moving at higher speeds, a 25mm or 35mm color LED sign might be for you. Both products are designed for viewing larger text and images at medium to long range.

And if you're seeking an LED sign that is both striking and budget-friendly, have a look at our 19mm and 35mm monochrome models. They are great ways to communicate with your customers and put your business on the path to landmark status.

Ultimately, though, the best way to decide which Watchfire LED sign is right for you is to talk to your Watchfire dealer. He is your local expert and will be happy to answer questions on the complete line of Watchfire products.

## Key Considerations

- **What size sign do you have room for or need?** Remember that the size you choose will determine what type of ads you can feature on your electronic message center.
- **What is the typical viewing distance from your sign?** How close people will be can help you decide what resolution (pixel pitch) you need.
- **Do you want to display graphics and video?** Watchfire XVS signs offer full-motion video capability, our deepest color palette, whole-sign calibration and automated diagnostics.
- **What's your budget?** Every business has one, and an LED sign is an investment. The good news is that the increased sales and profits that result can give you great returns and help your business grow.
- **What are your zoning requirements?** Local sign codes vary. Talk with your local Watchfire dealer; they are ready to help.

## Pixel pitch equals resolution

A pixel is a single grouping of LEDs. And pixel pitch is the measurement, in millimeters, from the center of one pixel to the center of the next. The smaller the measurement, the tighter the pitch and the higher resolution the sign will have. Higher resolution means sharper images.

A good way to decide what pixel pitch you need is to consider that the images on your sign will blend together when you stand the same number of meters away. So a 16mm sign will be viewed best from at least 16 meters away.





# Your Decision Has Never Been So Clear

## XVS and W-series Color LED Signs

**XVS** helps you sharpen your advertising skills. Our 12mm, 16mm, 19mm and 25mm XVS signs can deliver vibrant images and video with the most accurate color reproduction in the industry. Every XVS product features whole-sign calibration and automated diagnostics for a sign that's both beautiful and worry-free.

**W-series** signs are a dependable solution that can display brilliant colors and eye-catching text, EasyArt graphics and animations. W-series features are available on 16mm, 19mm, 25mm and 35mm color LED signs.



## XVS 12mm begs you to take a closer look.

- Our highest resolution sign provides superior image quality
- Achieves the perfect balance of brightness and energy-efficiency
- Every 12mm sign comes with the XVS advantage
- Same module size as our 19mm provides an easy path to upgrade

## A moment of clarity with our 16mm: how sweet it is.

- With brilliant colors and high resolution, 16mm demands attention
- Amazing animations and incredible color depth
- Perfect for any level of viewing — even up close

## With 19mm, your choice is clear.

- Exceptional display for all viewing distances
- Crisp, lifelike images and vibrant colors offer tremendous versatility
- Our most popular model to date

**“We have been able to promote not just memberships, but loans, credit cards and more. We know for a fact the sign brings in people.”**

— Allen Riley, Vice President of Operations  
Sussex County Federal Credit Union  
Sussex County, DE



watchfire®  
Time-O-Matic

**GENES**  
AUTO SALES

**0%**  
FINANCING



**BURGER KING**

COLLISION & GLASS  
**LEAFLETER**  
Est. 1952  
REPAIR CENTER

COLLISION  
REPAIR

watchfire'signs



# Speed Up Sales in High-Speed Traffic Zones

## Our 25mm and 35mm color LED signs

Are you ready for the big time? These color LED signs are perfect for big images, big messages, and a big impact on high-speed traffic. All on a brilliant display that produces eye-catching animation and video.

## Our 25mm makes your business Main Street's main attraction

- Vivid color display for mid- and long-range viewing by traffic passing at all speeds
- XVS offers a deep color palette and whole-sign calibration for lifelike images that command attention
- High-efficiency components lower the cost of operating the sign
- Eye-catching LED sign that will suit your needs and your budget

*"Not only has the experience been great, but the new sign has brought more people to our school's events."*

— Alicia Fields, Principal  
Petersburg High School  
Petersburg, VA

## Our 35mm color LED sign is a bright choice

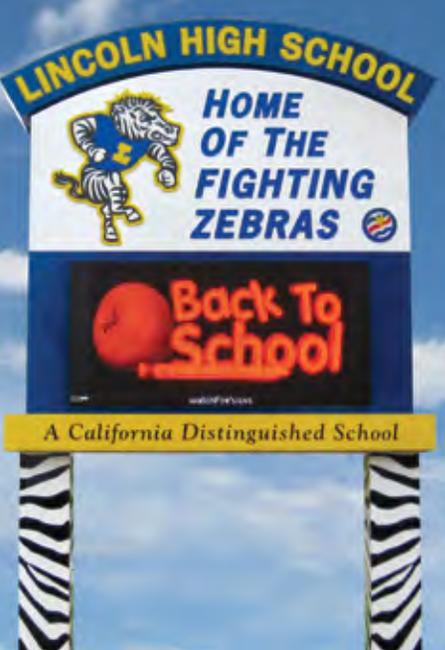
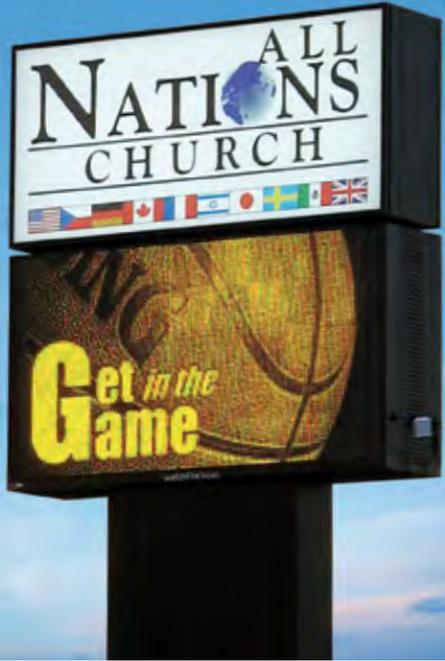
- Vivid color display for mid- and long-range viewing
- Great visibility for traffic passing at medium-to-high speeds
- Designed for a remarkably vivid display
- Offers eye-catching animation and video





“The sign clearly works. They read it, and they react to it. It’s eye-catching. We’ve recommended them to countless other fellow franchisees.”

—Ken Blum, Franchisee, Dunkin’ Donuts



# The Monarchy of Monochrome

## 19mm and 35mm monochrome LED signs

Watchfire monochrome LED signs are classics that helped to set the standard for LED signage. No longer are you tied to a one- or two-line scrolling text message when you choose monochrome from Watchfire. Images and animated messages show up with a vivid splash.

### 19mm monochrome: One color? Not even close

- Provides shading depth plus high-resolution detail
- Offers more than 4000 shades of red or amber
- Incredibly sharp resolution
- Excellent versatility for viewing at any distance, near to far

## Our 35mm monochrome is outstanding at standing out

- Get plenty of attention-getting punch in our most cost-effective model
- Has a vivid monochrome display in red or amber
- Ideal for mid- to long-range viewing with great visibility for traffic passing at medium-to-high speeds

### Time & Temp LED Signs

Isn't it time you turned your business into a landmark? Everybody needs to know the time and temperature. And when you provide it to them, people will look forward to seeing your sign and, more importantly, remember exactly where you are.

- Equipped with TimeTracker® system: satellite-guided to provide precision time accurate to the trillionth of a second
- Digital temperature sensing for increased reliability and accuracy



watchfire®  
Time-O-Matic



# The Ultimate Deal On Ad Space

Based upon standard media rates (cost per 1000 exposures), the value of an LED sign is clear. No other advertising medium even comes close.

- New LED Sign: Less than \$0.30 per 1000 exposures\*
- Newspaper: \$3.47 per 1000
- Radio: \$6.47 per 1000
- Television: \$13.20 per 1000

## With an LED sign you own your advertising, so you're in the driver's seat.

- Change your message as often as you want.
- Select your exact market and direct your message to it at any given time.
- Display information pertaining specifically to products available on your premises.
- Speak directly to customers in your immediate vicinity.
- Turn your business into a landmark.

## Choose Watchfire

If you're looking for advertising value and tremendous flexibility, an LED sign purchase is one of the best growth investments you can make for your business. Watchfire offers the best looking, most reliable LED signs in the industry, making your choice an easy one.

- **Superior picture quality**—no one offers deeper color capability.
- **Fully encapsulated LED modules** seal out moisture so well, we've run them underwater for months to prove the point.
- **Rugged construction** of extruded aluminum cabinetry (vs. sheet metal and pop rivet assemblies) featuring precision mitered corners, solid welds and 30% gloss black polyurethane finishes.
- **Ignite® Graphics Software** is our user-friendly program designed to make your advertising messages pop.
- **More than 40,000 LED signs** in daily operation.



\* Based on \$30,000 sign (and electrical costs), 10-year lifespan and a daily traffic count of 20,000 cars.

