

Why Watchfire? | Designed to Stand Out. Engineered to Stand Up. Proven to Perform.

Watchfire designs and manufactures the best looking, most durable and reliable LED signs available.

Feature	Benefit
Fully encapsulated LED modules (All models)	Signs operate all the time, every time - Rain or shine - Maximum return on investment
Extruded aluminum cabinet	Precision mitered and welded corners with full penetration, seam weld - Won't rust - Maximum strength, light weight - Reduces cost of support structure
Up to 4.72 sextillion colors produced	High definition graphics get attention and convey your message - Passers-by become your customers - The deepest color pallet available
Full-sign color calibration on XVS and all digital billboards	Color calibration to Hi-Def TV standards - Other models have module level calibration
4096 Monochrome shades	Industry best shading performance for single-color signs gets your customer's attention
Ultra-wide horizontal viewing angle	Attracts attention before other advertising to help grow your sales - Messages are seen longer by more customers
Adjustable brightness	Brightness that gets attention on the sunniest days; adjustable brightness levels for energy savings
Auto-dimming at night	Keeps the image crisp and eliminates complaints from neighbors
Designed and tested for -40° to 140° temperature range. Up to 180° for electronics.	Full product life at temperature extremes - Extended life at more common temperatures
Just 2 connectors per module	Fewer parts mean less chance of failure - Maintenance costs are minimized
100,000 hour half-life expectancy	More than 11 years of continuous operation
Industry-leading warranty	5 year warranty provides peace of mind - Overnight advanced parts exchange on most models.
Ignite® Graphics Software with every sign	Full package of EasyArt animations and stills that are so easy to use your sign will be running within hours of installation, allowing you to generate revenue immediately and easily change your message to generate sales
Custom art and sign management capability	Animations customized for your business will help increase your revenue; and sign management can save you time
EasyArt graphics library included	More than 1,200 pre-loaded art clips get your sign up and running fast with messages that can increase your sales right away

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Ignite software training	Generate maximum revenue with the LED sign by having well-trained users applying the most impactful images and messages
In sign business continuously since 1932	Use our extensive experience and knowledge to select the product that gets the best results for you - More than 30,000 Watchfire LED signs operate everyday in the USA
Designed, engineered, manufactured and supported in Danville, Illinois	A product support and customer care team that DOES care and speaks your language
Nationwide network of Watchfire sales professionals	Nationwide product support lends you confidence to standardize your Watchfire products in multiple locations — Personal assistance with the permitting process; provide expertise at variance meetings and city hearings
Fleet of more than 20 demonstration vehicles	“Seeing is believing” - Placing a demo sign at a customer’s location proves the advertising power of a Watchfire LED sign and helps determine the correct model for the application
Experienced technical support organization	Danville-based experts help keep your sign running and your sales growing - Available 6 days per week with toll-free phone service
Free traffic analysis reports	Helps the end-user make a wise decision about applying advertising dollars to the purchase of an LED sign
UL Listed - UL 48 - Outdoor Use	Complete sign meets National Electric Code and local code requirements - Provides peace-of-mind - Safe to use
UL Energy Efficiency Certified	Energy efficient components provide bright, impactful messages and lower cost of ownership for the life of the sign
Union Made - UAW Local 579	Qualified, trained members of the UAW assemble all Watchfire signs in Danville, IL, to assure you of the highest quality possible
4 - 6 week delivery	Quick, reliable delivery helps you plan effectively and generate revenue sooner
Wide variety of products	Small to large (even massive) - Monochrome to high definition color - 12mm to 35mm pixel spacing - Still images to high speed video - Signs that have the best return on investment are available from Watchfire Signs
We sell through Dealer-Partners	Local sign professionals make permitting, installation and maintenance easy
Member of International Sign Association, World Sign Association, United States Sign Council, and Outdoor Advertising Association of America	Watchfire actively supports industry research efforts, technology improvements, and sign code development to the benefit of the sign and outdoor advertising industry
www.watchfiresigns.com	A robust, informative site with a broad photo gallery of actual sign installations, technical information, product details and contact info