

Message from Our Vice President of Engineering

Throughout this catalog, we provide information to help you sell Watchfire LED signs. Most of the content in this catalog is written for the layperson, so I'd like to take a moment to share an engineer's perspective about what differentiates Watchfire signs from our competition.

Durability

The biggest enemies of outdoor electronic signs are moisture, heat, wind, and electrostatic damage. Driving rain, high humidity, lightning, snow, and high winds are something all outdoor LED sign manufacturers have to contend with. So the engineers at Watchfire have developed signs that are built to withstand these forces. Extruded aluminum, precision-mitered corners, solid welds, and stainless steel fasteners help our cabinets stand up to corrosion for years of worry-free performance, and they are tested using automotive and sign industry standards. Our LED modules are unmatched in their ability to withstand water while shedding heat away from the electronics. The heat escapes out the back of each module through a special network of copper on the circuit board. Our cross-vent cabinet design pulls cool air in from the lower front across the modules and lifts the heated air up and out the back. Our electrical design also includes redundant surge protection systems to resist electrostatic damage.

Design

Engineers at Watchfire design our LED signs for the long haul. Both mechanically and electronically, our signs boast a streamlined design, and low parts-count and simplified construction minimize maintenance and enhance reliability. If maintenance is ever required, the clean, simple design makes it less complicated and less expensive.

Service

Our product development engineers sit side-by-side with the service engineers, so they hear firsthand about real-life experiences with our products. The close relationship between these groups is evident in our designs. Our goal is to ship signs that won't require new parts, but if we ever do have to change out parts, we make it a priority to answer onsite service calls within minutes during daylight hours and to ship any needed parts on the same day they are requested.

Innovation

There are several exciting new developments that are already available or will be soon in 2012. These include expanded communication options, the new 12mm model for close-up and hi-definition viewing applications, Price Watcher gas price signs, universal module sizes on our most popular models, and expanded training and certification opportunities for our network of dealers.

As we move ahead into 2012 and beyond, we are planning and preparing for growth, and we're focused on how to continuously improve the products and services that will help us remain a leader in the LED sign industry. Tough materials. Rugged design. Exceptional customer service. At Watchfire, we're completely confident in the engineering of our products, and it shows.

If you have technical questions, please call our technical support line at 866-637-2645. We're always ready to help.

Sincerely,

Jeff Koebrich