

Ignite® Graphics Software

You probably already know our signs are the most reliable in the business, and if you've seen a Watchfire LED sign, you know they look great too. But did you know that your sign comes with our Ignite® Graphics Software, which makes programming your sign's messages a piece of cake? Ignite puts a robust, easy-to-use, efficient message center at your fingertips. After a short introduction about how the software works, you'll be able to create, edit, and schedule messages as often as you'd like.

To get the most out of your new sign, you may want to put on your creative hat and design some messages and images that will surely attract attention and bring in the customers. Ignite can help! It contains a vast library of EasyArt images to help you enhance your text. You can also import your own images for even more creative control of your messages.

Consider Ignite an all-in-one application that makes your sign work for you. With a few clicks of your computer's mouse, you can program your message timing, create and edit content and images, and schedule your messages with ease.



Ignite Sparks Confidence and Creativity

Creating and scheduling messages has never been easier. From the most computer-phobic people to your most techno-savvy, creative people, Ignite software is sure to satisfy. In seconds, anyone with access can change your sign's message, and more experienced users will find that the flexibility and enhanced capabilities of the software allow them to create absolutely stunning messages. Users can even import, crop, and edit their own images and videos with ease.

Ignite offers various text fonts and sizes, drawing tools, special effects (like flying messages), windows, and more. And you can add or delete changes on a frame-by-frame basis. You can even add multiple text boxes to your message template, which gives you the option of using different fonts, sizes, and colors in each box. Ignite has standard Watchfire fonts or TrueType fonts, which give you a greater selection



of smooth (anti-aliased) fonts. You can even draw your own graphics using the drawing and paint tools (similar to those in Microsoft Paint) that are included in the software. There are plenty of color choices too.

Ignite also offers transitions and fade effects that enable smooth changes from message to message.

Graphics: EasyArt Adds Pizzazz – and Value

Polish your messages and give them a bit of pizzazz by utilizing the EasyArt images. EasyArt is a collection of graphics and animations that are continually created and updated by the Watchfire Creative Services department to support your promotional efforts. There are over 1000 pieces of EasyArt available for most sign sizes. What's even better, you can modify both backgrounds and text areas within the animations. If you are restricted by strict sign code regulations, you can still add interest and creativity to your sign with our wide variety of still graphics.

The EasyArt library is an incredible value as well. Most other LED sign manufacturers provide between 50 and 400 pieces of clipart to be used on their signs, and they charge an average of \$10 apiece for additional art. If you were to purchase as many graphics and animations as we give you, it would cost you \$8000 or more.



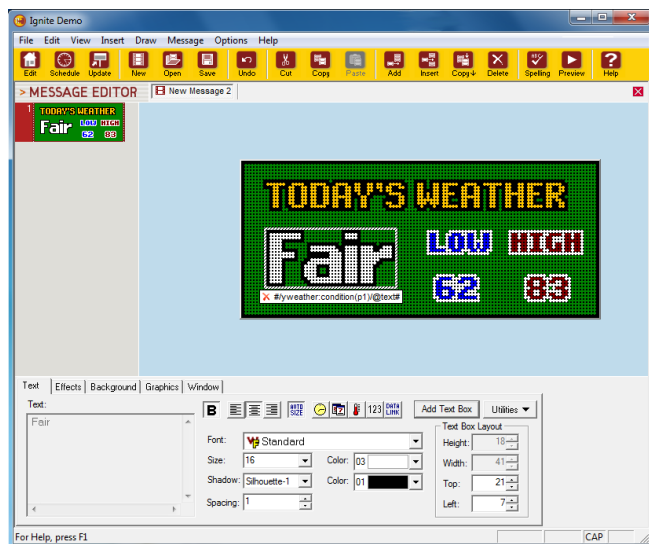
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Import Your Own Images and Animations

Experienced graphics users will be glad to know that you can import graphics and animations (or just copy and paste them) from other third-party graphics software packages, royalty-free clipart sites, and photos found on CD-ROMs and the Internet. You can also use scanners and digitizing boards to import.

Display Dynamic Content

Ignite allows you to link to RSS feeds to display dynamic content from the Web. You can display dynamic data from almost any XML file that is published to a location accessible by the Ignite software.



Flexible Message Scheduling

Ignite was created to be flexible and easy to use, so scheduling your messages is simple and intuitive. You can:

- Schedule messages that appear every day
- Schedule several messages to run at various times within the same day
- Schedule nighttime shut down of sign
- Schedule turn-on times
- Schedule years in advance, or choose weekly and dated options
- Bypass the scheduler to immediately show important bulletins and announcements using the Send & Play Immediate function
- Create and schedule playlists that allow you to schedule and run different messages at various times without having to worry about being in front of a computer when it's time to change a message

RECOMMENDED SYSTEM REQUIREMENTS

Minimum System Requirements:

- Microsoft Windows 7 (32 or 64 Bit), Vista (32 or 64 Bit), Windows XP SP3(32-bit), or Mac OS 10.5.6 or newer running Parallels Desktop 3.0 Build 5608 or newer (with one of the previous listed OS's)
- 1GB of RAM
- 5GB of available hard-disk space
- Video card capable of displaying 64,000 colors (1024x768)
- Internet Explorer 6.0 or higher
- Two available USB ports
- DVD-ROM (Some versions of Ignite require space only available with DVDs)

NOTE: Specific sign communication methods will add to Minimum System Requirements. Refer to Communication System Requirements below.

Communication System Requirements:

- Standard phone modem (required for phone communications)
- Network Interface Card (required for GroupLink and Broadband communications)
- Video Capture Card (required for XVS Live Video); Recommended cards: ATI Wonder Elite, Wonder 550, Wonder 650, Wonder HD 750

IMPORTABLE FILE TYPES

To import images: .jpg, .bmp and .gif (they must be in RGB color mode)

To import videos: uncompressed .avi (with Ignite Version 11.10, you will also be able to import .wmv and some .mov files)

System (Un)Limitations:

- Number of frames allowed in a single message is 1000
- Number of messages in a sequence is unlimited*
- Number of sequences in a schedule is also unlimited*

* Limited only by available RAM and hard disk space.

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Work with Local Sign Code Regulations

Several features built into the software help keep your sign in compliance with local sign code regulations – automatic dimming, message hold times, and more.

Easily Log Your Messages

You can keep track of how often and how long messages play on your sign by using the message logging function. This feature is great for multi-tenant properties, such as malls and office buildings, because it enables the sign owner to accurately bill advertisers. You can choose to log all messages or only specific messages. For each message that you designate for logging, the message log will show the message name, dates it played, length of play time, and number of occurrences.

Organize Your Files

You can easily organize and rename message files with the File Manager, which allows you to create new folders and change the message descriptions and their categories. You can also put message folders in a network location so multiple groups can create messages while one person does the scheduling. Message folders are not tied to the sign, so you can allow multiple users to create messages.

Be Confident in Our Smart, Secure Software

Ignite offers multiple layers of security, such as HASP security locks, password protection, a proprietary session system, and even online security measures.

- Watchfire's Ignite software ships with HASP security locks for all connection types except a fiber-optic connection. The HASP is a device that you plug into the computer that talks to the sign allowing the message communication to happen. If you set up the HASP device and it is not connected, Ignite will not allow anyone to change your sign's message. HASP should be accessible only to authorized personnel, such as the individuals responsible for creating playlists, reviewing customer ads, and updating the sign schedule. As an additional security measure, we also recommend that you remove the HASP device from your computer when you're not in the process of updating the sign.
- Ignite features an optional password feature. Once this feature has been activated, the sign schedule cannot be updated without first entering the correct password. We highly recommend that everyone take advantage of the built-in password feature to add another layer of security.
- The proprietary session system used by Ignite and Watchfire sign controllers prevents other programs from even being able to get started talking to our signs. Think of this system as a "secret handshake" known to only Ignite software and Watchfire sign controllers.

- Watchfire contracted Digital Defense, Inc., an independent computer security company, to perform a series of penetration tests on our Internet-connected controller and our Ignite Online server. Although both the controller and server earned good ratings, we were not satisfied. In our quest for excellence, we forged ahead and eliminated the few remaining security flaws.

Auto-Configuration

The latest Ignite DVD (version 11.1) includes an installation wizard that will automatically scan for all Watchfire signs located on the network, making sign configuration a snap.

Take Advantage of Training

Ignite Graphics Software is so intuitive and easy to use that many people jump right in and begin creating. But we encourage sign owners who really want to make the most of their sign's advertising potential to have their users take advantage of our training. The 2 to 3 hours they will spend learning expert tips and tricks for creating and scheduling powerful messages will be invaluable. Our training includes:

- Webinar training
- Phone training
- A CD of our demo software



If you get one person trained and he or she is promoted or leaves, we'll train your new person at no additional charge. And if the person you sent for training forgets something or needs a refresher, don't worry! Just call and schedule another session. Training sessions are always free if you've purchased the training package! At Watchfire, we're committed to your success! After all, it's a win-win for both of us. When your team is well trained in programming your sign with beautiful, engaging messages, your company will get noticed (and your sales will increase), and that will help Watchfire get noticed, too.

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Additional Support

Do you:

- Have questions about Ignite? Call Tech Support at 866-637-2645 six days a week from 7am - 9pm EST.
- Need to schedule training? Call Sales at 800-637-2645.
- Need to order a software upgrade? Call 866-637-2645.

Custom Art Creation Services

If you need help creating custom art for your business, we can help! Call our Creative Services Department for a quote. After all, they're the creative gurus who created the EasyArt that makes your Watchfire LED sign look so good.

Watchfire Sign Owners – Is it time to upgrade your Ignite software?

If you've had your Watchfire LED sign for more than two years, it may be time to upgrade your Ignite software. Each release delivers significant new features that any sign owner could benefit from. And at only \$300 per upgrade, you can justify the expense based solely on the additional EasyArt images you'll receive. For more information, take a look at the Feature Comparison Sheet below.

Set your messages on fire by upgrading your Ignite software today!

	Version 8	Version 9	Version 10	Version 11
Features:	2004-2006	2005-2006	2006-2010	Dec. 2010
TrueType font support				✓
Anti-aliased fonts				✓
Multiple text box control				✓
Fade effect				✓
RSS feed capability			✓	✓
New scheduler			✓	✓
Sub-scheduling			✓	✓
Shared scheduling between signs			✓	✓
Deployed broadband and DSL options			✓	✓
Support for XVS signs and large signs		✓	✓	✓
Background updates		✓	✓	✓
Added larger fonts	to 32 pixels	to 255 pixels	✓	✓
More font options		✓	✓	✓
Ethernet update		✓	✓	✓
Live video capability		✓	✓	✓
New user interface with v8	✓	✓	✓	✓
Expanded EasyArt library	✓	✓	✓	✓
Message wizards	✓	✓	✓	✓