



LED SIGN BUYER'S GUIDE

MAKE DIGITAL ADVERTISING WORK FOR YOU



WHY WATCHFIRE

Watchfire's reputation for unmatched quality and reliability makes our displays 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 responsiveness and ease of use that puts the control of your messaging in your hands. With more than 65,000 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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Left: Ace Sign Co. | Marx Fireplace & Lighting | Springfield, IL
16mm Mitered | 216 x 378 | 12' x 21'
Front Cover Left: Springfield Sign | Innovative Dental | Springfield, MO
2.4mm | 3328 x 2080 | 26'3" x 16'5"
Front Cover Middle: North Allegheny High School | North Allegheny High School Gym
Wexford, PA | 3.9mm | 1280 x 1408 | 16'5" x 18'1" | Spectrum Scoreboard | Custom Fixed Digit
Front Cover Right: Cima Network Inc. | Regal E Walk Times Square | New York, NY
10mm Blade | 1770 x 600 | 59' x 20' | 8mm Mitered | 612 x 792 | 17' x 22'

COMMUNITY

A Watchfire outdoor digital display is the best, most cost-effective way for organizations and businesses 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.



Left: Landmark Sign Group | Dean and Barbara White Community Center | Merrillville, IN | 10mm | 120 x 270 | 5' x 9'

Middle: The Fitts Company | Memorial Health | Savannah, GA | 10mm | 120 x 240 | 4' x 8'

Top Right: Postema Signs & Graphics | Hudsonville Congregational United Church of Christ | Hudsonville, MI | 8mm | 108 x 216 | 3' x 6'

Bottom Right: Bill Yount Signs & Electric, Inc. | St. Charles Community College | Cottleville, MO | 8mm | 288 x 576 | 8' x 16'

We love our new Watchfire sign. We have noticed an increase in church visitors to worship services as well as an increased number of people attending events promoted on the sign. The design showcases our church logo beautifully. It has modernized our identity and helps us get multiple messages out to the community.

Dan Furman | Pastor

Hudsonville Congregational United Church of Christ

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.



Greer Neon Co., Inc. | Community Financial Services Bank | Mayfield, KY | 16mm | 144 x 198 | 8' x 11'



Phillips Signs Inc. | Bullock's Deli | Denton, MD | 10mm | 120 x 210 | 4' x 7'

Business owners considering installing a digital sign should just do it. The initial investment is higher compared to other sign options, but the benefits are well worth it.

Michele Bullock | Owner
Bullock's Deli

ENTERTAINMENT

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.

Our Watchfire sign allows us to promote messages when we want easily and as often as we want without the delay associated with producing banners. We ask visitors to sign in and tell us how they learned about the museum, and many of them say the digital sign drew them in while they were driving by.

Dylan Simmons | Museum Assistant
Keystone Antique Truck and Tractor Museum



Top Left: Image One Industries | Wildwoods Entry Way | Wildwood, NJ | 8mm | 288 x 540 | 8' x 16'
Bottom Left: Luminosity Supply & Solutions | Avalon Theatre | Grand Junction, CO | 6mm Mitered | 144 x 1872 | 3' x 39'
Middle: SignArt Co Inc | Cedar Lakes Casino | Cass Lake, MN | 16mm | 144 x 360 | 8' x 21'
Right: Sign Enterprise | Keystone Truck & Tractor Museum | Colonial Heights, VA | 16mm | 162 x 198 | 9' x 11'

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. Our high-quality indoor displays' tight resolution and sharp contrast 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 have been extremely impressed with our Watchfire scoreboard and the quality and reliability of the product every time we turn it on. It has been the perfect addition to our stadium renovation project and we look forward to exploring all of its capabilities in both graphics and videos as we expand our game day experience.

Emily Barkley, CMAA | Director of Athletics
Union Public Schools

Top Left: Bill Seeber Sports Complex | Rantoul Family Sports Complex | Rantoul, IL
16mm | 360 x 450 | 20' x 25'

Top Right: University of Wisconsin Parkside | Kenosha, WI | 3.9mm | 768 x 1408
9'10" x 18'1" | 3.9mm Scorer's Table | Three 10' Sections | 30'

Bottom Left: Union High School | Tulsa, OK | 10mm | 930 x 1650 | 31' x 55'

INDOOR

Indoor LED displays are ideal for redefining interior spaces in live event venues, corporate lobbies and conference rooms, 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.

Watchfire's S and X-Series displays offer a captivating viewing experience with seamless, glare-free panels, making them the most dependable option for customers and onlookers.



When you pair best-in-class hardware with engaging content you create an experience that truly takes the retail environment to a new level.

Misty Chalk | Vice President of Sales, North America
BrightSign

Top Left: North Shore Neon Sign Co. Inc. | Popeyes Louisiana Kitchen
New York, NY | 2.9mm | 1512 x 1008 | 14°9" x 9°10"
Top Right: Ace Sign Co. | Route 66 Motorheads Bar & Grill |
Springfield, IL | 3.9mm | 1024 x 1536 | 13°1" x 19°8"
Bottom Left: Humble Sign Co. | Minute Mair Park Houston Astros
Team Store | Houston, TX | 2.4mm Double Halo | 624 x 9984
4°11" x 78°9" | 624 x 9152 | 4°11" x 72°2"

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



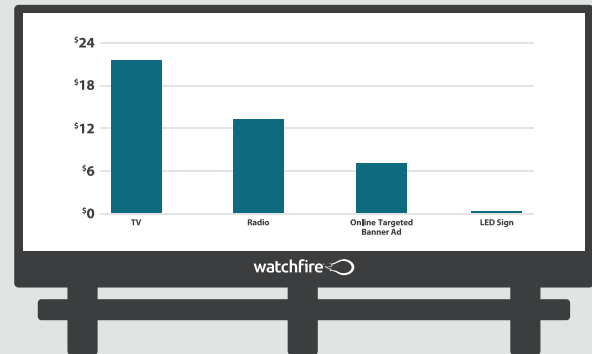
+20 HOURS

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 over 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 more than 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.

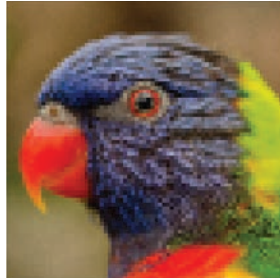
VIBRANT, CRISP IMAGES

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.

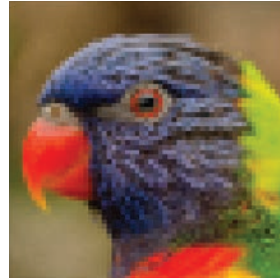
SIGN RESOLUTIONS AND MINIMUM VIEWING DISTANCE



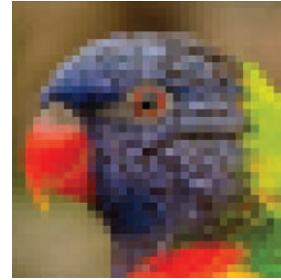
6mm



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 business-grade 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 Ignite content management tools to make creating content for your sign as straightforward and simple as possible. Ignite gives you the power 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. Dayparting gives sign owners the ability to promote sale items at different times of the day to maximize impact on consumers. With cloud-based software, businesses and franchises can save time by updating all of their signs from one central location.

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 and advanced diagnostics make Ignite more than just a content scheduler.



CREATE



SCHEDULE



UPDATE

	Ignite OPx	Ignite Sports
Software Type	<ul style="list-style-type: none"> • Windows or Mac • Cloud-based • Optimized for Google Chrome • Automatic Updates 	<ul style="list-style-type: none"> • Windows • Installation Required
Content Creation	<ul style="list-style-type: none"> • Advanced Editor • Free EasyArt Library • Upload .gif, .jpg, .png, .mp4, .mp3 files 	<ul style="list-style-type: none"> • Advanced Editor • Free EasyArt Library • Import .gif, .jpg, .png, .tif, .avi, .mov, .mp4, .mpg, .wmv, .wav, .mp3 files • Content Media Server
Integrations	<ul style="list-style-type: none"> • RSS / XML Data Access for Dynamic Content • Integrate Multiple Data Feeds • Custom Widgets for Business-Specific Data • Single Sign-On 	<ul style="list-style-type: none"> • Scoring/Timing Systems • Native Live Video • Video Switching Systems • Third-Party Control Systems • 4K Video Support
Sign Management	<ul style="list-style-type: none"> • Upload, Schedule & Preview Content • On-Demand Diagnostics • Dayparting • Manage Multiple Screens at Once • 3 Advanced Scheduling Options • Schedule Start and End Times 	<ul style="list-style-type: none"> • Import, Preview & Publish Content Live • On-Demand Diagnostics • Wireless Scoring from a Tablet • Manage Multiple Displays and Zones
User Rights Management	<ul style="list-style-type: none"> • Customizable Access Levels for Multiple Users 	<ul style="list-style-type: none"> • Single Access

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 consumer exposure 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 a new sign's return on investment (ROI) by analyzing your traffic count, sign purchase price, cost of operation and the sign's potential as an advertising solution. They can also help with locating leasing and financing options.

Top: Condon Signs LLC | Kwik Stop | Kimball, NE | 10mm | 120 x 180 | 4' x 6' | 18" Price Watcher
Bottom: Cima Network Inc | Five Below | Manhattan, NY | 6mm | 576 x 6720 | 12' x 140'



A TRUSTED PARTNER

With over 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 making the world's most affordable advertising tool 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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