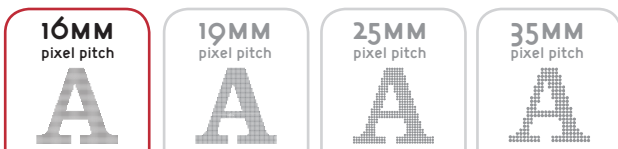


PRODUCT FACT SHEET

16MM COLOR LED SIGN WITH XVS STANDARD

The world of LED signs clearly has a new leader

How sweet it is. The Watchfire 16mm color LED offers our sharpest, brightest, most lifelike resolution ever with 33% more pixels. Amazing animations. Incredible color depth. The messages and images are ideal for up-close viewing and practically tap people on the shoulder to get their attention. This is exactly the kind of advertising decision that could really sweeten your bottom line.



FEATURES

DISPLAY

FEATURE	With XVS Standard
Pixel Pitch	16mm: 3670 pixels/ square meter resolution
Character Height	4.5" and larger
Color Palette	281 trillion (true NTSC colors)
Expected LED Life	+100,000 hours
Viewing Angle	1/2 Brightness Angle: 140° horizontal x 70° vertical
Graphics & Animation	FREE: Hundreds built in
Ignite™ Graphics Software	Exclusively from Watchfire. Includes: - Graphics and animation - Video - Font editor - Message logging - Wizards - User manual
Communications Options	RF Wireless; Phone Modem; Fiber Optic; LAN & WAN Broadband (Note: Live video requires fiber direct connection)
Power	120- or 240-volt single-phase 60HZ
Field-Adjustable Brightness Control	Super-Vivid 11,000 NITS to Energy-Conscious 5,000

“Sales have increased. ... For so many years, people would just drive by and not even notice we were here. Now - we are noticed again.”

– Ralph Semb, French King Entertainment Center, Irving, Massachusetts

CONSTRUCTION & ENGINEERING

- Watchfire LED modules are unique in featuring an all-weather full encapsulation in a bed of silicone gel
- Rigorously tested through 180 consecutive days of underwater immersion, 60 consecutive days of salt spray, and temperatures down to -40° F
- Modular design can be scaled to very large sizes
- Time, day and date displays (temperature display optional)
- 100% solid state with modular design for ease of service
- All manufacturing is controlled in Watchfire's vertically integrated manufacturing plant in the Midwest, from LED circuit board assembly to aluminum cabinetry. A computerized state-of-the-art facility assures reliable on-time delivery.
- Extruded aluminum cabinetry featuring precision mitered corners, solid welds and 30% gloss black polyurethane finishes
- Watchfire signs exclusively feature stainless fasteners
- Electrical: required service equals 100% of total wattage; average energy consumption equals about 1/3 of total wattage
- Available in both Super-Vivid and Energy-Conscious models

“Beginning immediately, our sales took a fairly substantial jump and have stayed around +6% to +11% per week ever since.”

– Steve Diveley, Diveley Development Corp

SIZING SPECS

Watchfire manufactures LED signs to fit almost any application. Heights and widths are available in increments of 8.5" x 15.5". This table shows some of the more popular sizes.

MOST POPULAR SIZES

DIMENSIONS	LED PIXEL MATRIX
2' 2" x 8' 2" 2' 2" x 9' 5" 2' 2" x 12'	32 x 144 32 x 168 32 x 216
3' x 8' 2" 3' x 9' 5" 3' x 12'	48 x 144 48 x 168 48 x 216
4' x 8' 2" 4' x 9' 5" 4' x 12'	64 x 144 64 x 168 64 x 216
5' 7" x 8' 2" 5' 7" x 9' 5" 5' 7" x 12'	96 x 144 96 x 168 96 x 216

POPULAR LARGER SIZES

DIMENSIONS	LED PIXEL MATRIX
8' 3" x 15' 11"	144 x 288
10' x 19' 10"	176 x 360

Many other sizes are available. Consult your Watchfire representative.

WARRANTY



The industry-standard Watchfire Limited Warranty covers all sign parts and factory labor on your Watchfire LED sign for a full five years.

IGNITE™ GRAPHICS SOFTWARE Exclusively from Watchfire

Ignite is exclusively for Watchfire LED signs. An easy-to-use interface puts the ability to create stunning graphic and video displays within the reach of anyone and dramatically eliminates the headaches associated with sign message software. Instantly preview and schedule messages from your computer so you know what's playing on your sign at all times; no more disappointment when you see your sign.

Within minutes, you are up and running, creating exciting text, graphics, animation and video. As a Watchfire sign owner, you'll have a full range of standard graphics and fonts. You'll also have downloadable graphics, video and art collections from Watchfire available for purchase when you want to customize your sign messages even further. For full custom content services offered through Watchfire's art department, contact your sign company or Watchfire Territory Rep.

QUICK POINTS

- Edit, schedule and update from just one program
- Use Ignite's step-by-step wizards to effortlessly create and manage content
- Preview your graphics before you run them on your sign
- Import AVI files of custom content created in other software
- Extensive EasyArt library with special collections
- Intuitive, easy-to-use interface
- Training manual included
- Software training available via telephone
- Connect to your sign through several communication options

“Our floor traffic has been unbelievable (people everywhere).”

– Michael Harris, General Manager of Harris TV & Appliance

THE XVS ADVANTAGE

Supercharged LED and Video Display

The XVS upgrade provides tremendous color depth—true National Television Systems Committee (NTSC) colors—and the frame rate is increased to full-motion 30-frames per second, equivalent to television. So your sign can have more accurate and deeper color hues and even run optional live video feed.

- True NTSC color depth
- Faster frame rate

Visit the Watchfire website to read more about XVS:
www.WatchfireSigns.com