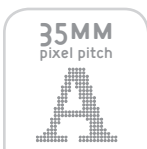
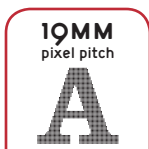


PRODUCT FACT SHEET

19MM MONOCHROME LED SIGN

Red or amber, high-resolution, 4096 shades

The 19mm monochrome Watchfire models delivers superior shading accuracy and excellent viewing at any distance, but especially at close range. 19mm signs are offered in a variety of standard sign sizes, ranging from small to very large, in 12-inch increments. Choose from red or amber monochrome color schemes.



FEATURES

DISPLAY

FEATURE	STANDARD SPEC
Pixel Pitch	19mm: 2750 pixels/square meter resolution
Character Height	5" and larger
Available Colors	Amber or Red
Shading Depth	4096 shades
Expected LED Life	+100,000 hours
Viewing Angle	1/2 Brightness Angle: 90° horizontal x 40° vertical
Video Capability	Imported pre-recorded AVI clips (samples included)
Graphics & Animation	FREE: Hundreds built in
Ignite™ Graphics Software	Exclusively from Watchfire. Includes: - Graphics and animation - Font editor - Message Logging - Wizards - User manual
Communications Options	RF Wireless; Phone Modem; Fiber Optic; LAN & WAN broadband
Power	120 volt, single-phase 60HZ

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
- Long-life 100,000 hour LEDs are up to 90% more efficient than incandescent lamps
- 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.
- Windowless design (no glare!) that's 40% brighter and easier to maintain than other makes with plastic windows
- 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

“Every car pulling into campus was slowing down to read the messages, and that’s exactly what we wanted.”

– Denny Elimon, Director of Facilities at Parkland College in Champaign, IL

“We have been open two months and the message center is our number one advertising tool, beating radio and newspaper.”

– Jim and Tina Bricker, Owners of Aqua Systems in Warsaw, IN

SIZING SPECS

Watchfire manufactures LED signs to fit almost any application. Heights and widths are available in increments of approximately 12 inches. This table shows some of the more popular sizes.

MOST POPULAR SIZES

DIMENSIONS	LED PIXEL MATRIX
2' 4" x 8'	32 x 112
2' 4" x 10'	32 x 144
2' 4" x 12'	32 x 176
3' 4" x 8'	48 x 112
3' 4" x 10'	48 x 144
3' 4" x 12'	48 x 176
4' 4" x 8'	64 x 112
4' 4" x 10'	64 x 144
4' 4" x 12'	64 x 176
5' 4" x 8'	80 x 112
5' 4" x 10'	80 x 144
5' 4" x 12'	80 x 176

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 representative.

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
- Complete staff training and post-installation support

“We were able to dramatically and immediately reduce our advertising budget while still seeing an increase in sales.”

– Dennis Rathjen, Co-owner of Vogler Ford in Carbondale, IL