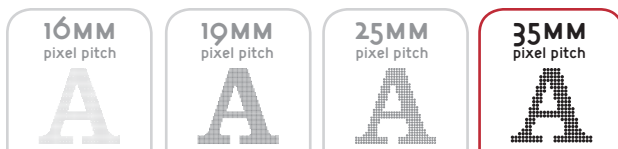


## PRODUCT FACT SHEET

### 35MM COLOR LED SIGN

Detailed display for images, animation, eye-catching messages

This is the Watchfire sign that set the standard for attention-getting color power. The 35mm Watchfire provides detailed images for greater distance viewing as close as 80 feet without excessive "pixelization." Watchfire manufactures 35mm LED signs to fit almost any application. Heights and widths are available in increments of approximately 12 inches.



## FEATURES

### DISPLAY

| FEATURE                   | STANDARD SPEC   |
|---------------------------|---|
| Pixel Pitch               | 35mm: 800 pixels/square meter resolution  |
| Character Height          | 10" and larger  |
| Color Palette             | 262,144   |
| Expected LED Life         | +100,000 hours  |
| Viewing Angle             | 1/2 Brightness Angle:<br>90° horizontal x 40° vertical  |
| Video Capability          | Imported pre-recorded AVI clips<br>(samples included)   |
| Graphics & Animation      | FREE: Hundreds built in   |
| Ignite™ Graphics Software | Exclusively from Watchfire. Includes:<br>- Graphics and animation<br>- Font editor<br>- Message logging<br>- Wizards<br>- User manual |
| Communications Options    | RF Wireless; Phone Modem; Fiber Optic;<br>LAN & WAN broadband   |
| Power                     | 120 volt, single-phase 60HZ   |

**"Watchfire has been exceptionally supportive with technical support since our sign has been installed."**

– Michelle Yanda, Planning Dept. in the City of Manitowoc, WI

### 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

**“Since our electronic sign was installed by Watchfire, we have been able to cut our advertising budget by an astounding 60%!”**

– Jeanne M. Mulvaney, Director of Development at Schlarman High School in Danville, IL

**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 |
|-------------|------------------|
| 3' 1" x 8'  | 24 x 64          |
| 3' 1" x 10' | 24 x 80          |
| 3' 1" x 12' | 24 x 96          |
| 4' x 8'     | 32 x 64          |
| 4' x 10'    | 32 x 80          |
| 4' x 12'    | 32 x 96          |
| 5' x 8'     | 40 x 64          |
| 5' x 10'    | 40 x 80          |
| 5' x 12'    | 40 x 96          |

**POPULAR LARGER SIZES**

| DIMENSIONS | LED PIXEL MATRIX |
|------------|------------------|
| 8' x 16'   | 64 x 136         |
| 10' x 20'  | 80 x 168         |

Many other sizes are available. Consult your Watchfire representative.

**“The best advertising dollars I have ever spent.”**

– Michael Harris, General Manger of Harris TV & Appliance in PA

**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