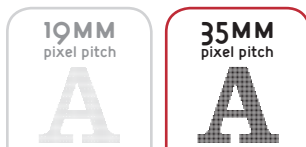


PRODUCT FACT SHEET

35MM MONOCHROME LED SIGN

Red or amber, easy-to-manage software, 128 color shades

Watchfire's 35mm monochrome LED models deliver excellent viewing at medium to long distances. The Watchfire 35mm LED sign models are offered in a variety of standard sizes, ranging upward in length and height by approximately 12-inch increments. Choose red or amber monochrome color.



FEATURES

DISPLAY

FEATURE	STANDARD SPEC
Pixel Pitch	35mm: 800 pixels/square meter resolution
Character Height	10" and larger
Available Colors	Amber or Red
Shading Depth	128 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

“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
- 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

“I believe I can accurately say the sign has added from 4% to 6% to our weekly gross sales.”

– Steve Diveley, Diveley Development Corp. 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

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

“People always comment on our beautiful Watchfire LED sign and how they love the messages.”

– Ralph Semb, French King Entertainment Center in Erving, MA