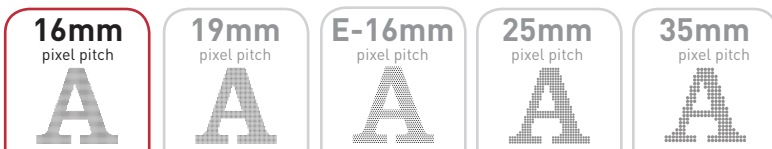


# PRODUCT FACT SHEET

## 16MM COLOR LED SIGN

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 than our 19mm sign. 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	W-Series	XVS
Pixel Pitch	16mm: 3670 pixels/ square meter resolution	16mm: 3670 pixels/ square meter resolution
Character Height	4" and larger	4" and larger
Color Depth Capability	144 quadrillion	4.72 sextillion
Expected LED Life	+100,000 hours	+100,000 hours
Viewing Angle	140° horizontal x 70° vertical	140° horizontal x 70° vertical
Graphics & Animation	FREE: Hundreds built in EasyArt files	FREE: Hundreds built in EasyArt files
Video Frame Rate	Up to 30 fps	Up to 60 fps
Ignite™ Graphics Software	Exclusively from Watchfire. Includes: - Still and animated graphics - Font editor - Message logging - Wizards - User manual	Exclusively from Watchfire. Includes: - Still and animated graphics - Font editor - Message logging - Wizards - User manual
Communications Options	RF Wireless; Phone Modem; Fiber Optic; LAN & WAN Broadband	RF Wireless; Phone Modem; Fiber Optic; LAN & WAN Broadband (Note: Live video requires fiber direct connection)
Power	120- or 240-volt single-phase 60HZ	120- or 240-volt single-phase 60HZ
Field-Adjustable Brightness Control	10,000 NITs maximum	10,000 NITs maximum

**“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, Erving, 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 extreme temperatures—cabinets rated from -40° F to +140° F, electronics rated -40° F to +185° 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. Computerized state-of-the-art facilities assure 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

**“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. This table shows some of the more comon sizes.

LED MATRIX (H X L)	DIMENSIONS (H X L)	ASPECT RATIO
<b>Cross Ventilation</b>		
32 X 120	2' 2" x 6' 9"	3.8
32 X 144	2' 2" x 8' 3/4"	4.5
32 X 168	2' 2" x 9' 4 1/4"	5.3
48 X 120	3' 1/4" x 6' 9"	2.5
48 X 144	3' 1/4" x 8' 3/4"	3.0
48 X 168	3' 1/4" x 9' 4 1/4"	3.5
64 X 120	3' 10 3/4" x 6' 9"	1.9
64 X 144	3' 10 3/4" x 8' 3/4"	2.3
64 X 168	3' 10 3/4" x 9' 4 1/4"	2.6
80 X 120	4' 9" x 6' 9"	1.5
80 X 144	4' 9" x 8' 3/4"	1.8
80 X 168	4' 9" x 9' 4 1/4"	2.1
80 X 216	4' 9" x 11' 11 1/2"	2.7
96 X 144	5' 7 1/2" x 8' 3/4"	1.5
96 X 168	5' 7 1/2" x 9' 4 1/4"	1.8
96 X 216	5' 7 1/2" x 11' 11 1/2"	2.3
96 X 288	5' 7 1/2" x 15' 10 1/4"	3.0
112 X 168	6' 6" x 9' 4 1/4"	1.5
112 X 216	6' 6" x 11' 11 1/2"	1.9
112 X 288	6' 6" x 15' 10 1/4"	2.6
112 X 360	6' 6" x 19' 9"	3.2
128 X 216	7' 4 1/4" x 11' 11 1/2"	1.7
128 X 288	7' 4 1/4" x 15' 10 1/4"	2.3
128 X 360	7' 4 1/4" x 19' 9"	2.8
<b>Rear Ventilation (sectional signs)</b>		
144 x 216	8' 3" x 12"	1.5
144 x 288	8' 3" x 15' 11"	2.0
144 x 360	8' 3" x 19' 10"	2.5
208 X 288	11' 8" x 15' 11"	1.4
208 X 360	11' 8" x 19' 10"	1.7
208 X 432	11' 8" x 23' 9"	2.1
256 X 360	14' 3" x 19' 10"	1.4
256 X 432	14' 3" x 23' 9"	1.7
256 X 504	14' 3" x 27' 8"	2.0

### 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 option

**“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 feature provides tremendous color depth capability – 4.72 sextillion colors. The frame rate is increased to full-motion up to 60 frames per second, at true “live” speed. With XVS, your sign can have more accurate and deeper color hues, display smooth video movement, and even run optional live video feed.

- Tremendous color depth
- Faster frame rate
- Live camera feed option

### WARRANTY

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

