

# WATCHFIRE ADVANTAGES

## Summary

Sign On, LLC represents the highest quality LED Sign on the market, Watchfire. Sign On, LLC has the only certified Watchfire sign technicians within 100 miles of it's headquarters. When your Watchfire sign is installed and serviced by certified technicians, it will be the best LED sign you can own, with numerous important advantages over the competition.

	<b>Watchfire</b>	<b>Theirs</b> (popular competitors)
<b>Warranty</b>	5 Years (Complete)	1-5 Years (Limited)
<b>Warranty Coverage</b> <i>Manufacturer's Defect</i>	Total LED Outage: 1 pixel outage is covered for full LED panel replacement	Partial LED Outage: ≥15% outage often required for coverage of full LED panel replacement <i>Ex. 10mm panel has 900 pixels (15% = 135 pixels)</i>
<b>Parts Guarantee</b>	10 Years  This guarantees you will always be able to have a good working screen for at least 10 years after purchase.  For instance, if you need new LED panels that are not able to be replaced, even after warranty is expired, you will receive a full reface with new LED panels.	None  Several expensive LED sign parts are discontinued after only a few years. Upgrading sign parts can get expensive and sometimes make your sign non-repairable.
<b>Florida Climate Friendly</b>	Yes  The only brand on the market built to withstand the high humidity, ultra bright sun, intense UV rays and hurricanes.	No  Sign shows aging often times within first year due to unprotected components.
<b>Humidity Tolerance</b> <i>(FL hits 99% regularly)</i>	100%	90%-95%
<b>Submersible LED's</b>	Yes – 100% waterproof	No – “Not” waterproof
<b>UV Stabilized LED's</b>	Yes Ultra lens clarity for years of use	No Lenses fade/yellow/dim rapidly
<b>Picture Quality</b>	Great for >10 years Built to look virtually like new for it's useful life of >10 years, even in tropical climates.	Great for 1-2 years Most tend to have pixel degradation starting in the first 1-24 months.
<b>Screen Uniformity</b>	Great for >10 years. Patented technology holds calibration for uniform colors for years of use	Great for +/-1 year Diodes discolor and colors drop calibration resulting in poor picture quality
<b>LED Replacement</b>	Perfectly uniform  Guarantees LED's from the same original manufacturing batch to ensure perfect color matching.  Brightness is dimmed ( <i>when installed by qualified service techs</i> ) to ensure near perfect match with 'no' tiling effect. This helps keep the sign looking virtually like new for it's useful life.	“Not” uniform  New LED panels are from different batches so the color does not match. Brightness cannot be tuned to match older panels.  Result = tiling effect of various different colored LED panels, resulting in a poor-looking sign.
<b>LED Aging</b>	Red, Green & Blue Diodes age consistently to ensure a uniform picture throughout it's useful life.	Red, Green & Blue Diodes age differently, resulting in a constantly degraded picture. Often times red holds dominant, resulting in a red/pink hue to all graphics.
<b>Remote Diagnostics</b>	Eliminates the need for most service calls. Remote diagnostics can read many outages on your sign, even sees if 1 single pixel is out,	None Requires separate service call for diagnostic (costly and takes longer for repairs)

	and often times overnight the part for speedy repairs.	
<b>Cellular Data Connection</b>	Yes – Unlimited for life. Sign can update and be diagnosed even during an internet outage	No
<b>Cabinet material</b>	Aluminum - recommended	Varies: Aluminum / Steel (corrodes in FL)
<b>Ease Of Use</b>	EASY	Varies
<b>Upgradeability</b>	EASY / LOW COST. Aluminum sign enclosure is built to last a lifetime. Easily change out 1 ft2 LED panels / modules and components for refacing to a higher resolution screen. Saves cost and time.	Varies. Most require a complete sign cabinet change out to upgrade.
<b>Software</b>	<b>OPX-Ignite</b> <i>Custom developed to be user-friendly</i>  <u>Difficulty Level of Use:</u> 1 EASY <u>Time:</u> LOW: 1-10 minutes per playlist <u>Features:</u> HIGH <u>Cloud-based:</u> Yes	<b>Generic or rebranded</b> <i>Difficult to use</i>  <u>Difficulty Level of Use:</u> Varies <u>Time:</u> High (2-10+ hours per playlist) <u>Features:</u> LOW <u>Pieces of Software:</u> 1-4 <u>Cloud-based:</u> Varies – some yes, some no
<b>Cooling System</b>	Front-ventilated to ensure no hot air is recycled from the exhaust	Rear-ventilated. Recycles hot air and causes early component failure
<b>Brightness &amp; Contrast</b>	Bright enough to see in peak daylight hours in FL for >10 years	Becomes difficult to see after 1-3 years in daylight hours due to rapid dimming and low contrast
<b>Colors</b>	1.2 Quintillion	16.8 Million +
<b>Viewing Angle</b>	Horizontal: 150° Vertical: 95°	Horizontal: 110° Vertical: 55°
<b>Operating Temperature Range</b>	-40° - 140°F	-34° - 122°C
<b>Light Sensor – auto dims at sunset</b>	Yes Saves electric and extends life of LED's by dimming during cloud-coverage	Varies Without auto-dimming feature, LED's run at 100% even during rainstorms, causing early failure
<b>Color Quality</b>	High CRI for far superior picture for life of sign	Low CRI to save cost – results in poor picture starting after +/- 1 year
<b>Customer Support</b>	5-Star / Unparalleled	Poor after-sales support
<b>Surge Protection</b>	Installed with Grounding Rod to help protect against lightning and power surges	None
<b>Preferred Manufacturer for Llarar &amp; Clear Channel Billboards</b>	Yes	No