

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.

	Watchfire	Theirs (popular competitors)
Warranty	5 Years (Complete)	1-5 Years (Limited)
Warranty Coverage <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>
Parts Guarantee	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.
Florida Climate Friendly	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.
Humidity Tolerance <i>(FL hits 99% regularly)</i>	100%	90%-95%
Submersible LED's	Yes – 100% waterproof	No – "Not" waterproof
UV Stabilized LED's	Yes Ultra lens clarity for years of use	No Lenses fade/yellow/dim rapidly
Picture Quality	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.
Screen Uniformity	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
LED Replacement	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.
LED Aging	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.
Remote Diagnostics	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.	
Cellular Data Connection	Yes – Unlimited for life . Sign can update and be diagnosed even during an internet outage	No
Cabinet material	Aluminum - recommended	Varies: Aluminum / Steel (corrodes in FL)
Ease Of Use	EASY	Varies
Upgradeability	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.
Software	OPX-Ignite <i>Custom developed to be user-friendly</i> Difficulty Level of Use: 1 EASY Time: LOW: 1-10 minutes per playlist Features: HIGH Cloud-based: Yes	Generic or rebranded <i>Difficult to use</i> Difficulty Level of Use: Varies Time: High (2-10+ hours per playlist) Features: LOW Pieces of Software: 1-4 Cloud-based: Varies – some yes, some no
Cooling System	Front-ventilated to ensure no hot air is recycled from the exhaust	Rear-ventilated. Recycles hot air and causes early component failure
Brightness & Contrast	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
Colors	1.2 Quintillion	16.8 Million +
Viewing Angle	Horizontal: 150° Vertical: 95°	Horizontal: 110° Vertical: 55°
Operating Temperature Range	-40° - 140°F	-34° - 122°C
Light Sensor – auto dims at sunset	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
Color Quality	High CRI for far superior picture for life of sign	Low CRI to save cost – results in poor picture starting after +/- 1 year
Customer Support	5-Star / Unparalleled	Poor after-sales support
Surge Protection	Installed with Grounding Rod to help protect against lightning and power surges	None
Preferred Manufacturer for Lamar & Clear Channel Billboards	Yes	No