



**Customer attention. Increased traffic. Powerful return on investment. These are the advantages Watchfire LED sign advertising brings to your business.**

**Watchfire LED signs are cost-effective, durable, brilliant advertising solutions to help your business grow. Our quality and service will help you turn shoppers into loyal customers and purchases into relationships. Because at Watchfire, we have built our business around helping yours succeed.**

**We offer the best looking, most reliable LED signs**

**Full silicone encapsulation** provides high durability and weather resistance; we're the only manufacturer that encapsulates the front and back of every LED module.

**High-efficiency components** reduce operating costs and increase energy efficiency, maximizing return on investment.

**Vivid colors** produce true-to-life images and superior picture quality.

**The XVS Advantage** offers live video capability, whole-sign calibration and Automated Sign Diagnostics.

**Our Ignite® Graphics Software** is easy to use so every message can look its best.

**Streamlined design** minimizes maintenance and enhances reliability.

**Universal module sizing** simplifies structural design and provides an easy path to upgrade.

**Our rugged signs can weather the harshest climates**

**Rigorous testing** ensures our modules can endure 180 days of underwater immersion, 60 days of salt spray and internal cabinet temperatures from -40°F to +140°F.

**Full silicone encapsulation** seals out moisture, corrosive salt and dust.

**Our strong, lightweight cabinets** are built with precision-mitered corners, solid welds and stainless steel fasteners for years of corrosion resistance.

**Effective cooling**, without air conditioning, filters or the ongoing maintenance they require, extends the life of our electronic components and increases energy efficiency.

**Energy-efficient design** is our hallmark. In fact, our signs use on average only 33% of their maximum amperage requirement. Every Watchfire LED sign is UL48 & CUL48 listed and UL Energy Efficiency Certified.



**We stand behind our products**

We're proud to offer an industry-best warranty that provides coverage of every Watchfire LED sign against defects in material and workmanship for a full five years.

All Watchfire message center products and their electronic components (LED board assemblies, power supplies and embedded electronic controls) are included, as is Watchfire factory labor.

Spare parts kits are in stock and available for every product in our line, and in many cases, we will pre-ship parts for repair or replacement.

We keep parts in stock for a minimum of 10 years, so even as technology advances, our commitment to service will remain a high priority.



## Ignite makes design easy

Our Ignite software comes standard with every Watchfire LED sign. Designed with input from Watchfire sign owners, this all-in-one graphics software application makes it easy to create, edit and schedule your sign's advertising.



Ignite offers:

- Intuitive design
- Step-by-step wizards
- Simple scheduling system
- Extensive EasyArt library
- Multiple sign control

Ignite's user-friendly interface brings stunning graphics and video within every person's reach — whether you're tech-savvy or programming your first LED message center.

## Boost uptime with LED sign diagnostics

Every color Watchfire LED sign is equipped with diagnostic capability, either on-demand or through our Automated Diagnostics service.

On-demand diagnostics helps owners of W-series or XVS signs to identify the source of a service issue through the Ignite® Graphics Software interface. This feature provides you and your sign dealer with a complete, printable diagnostics report to ensure a quick, accurate service response.

Our Automated Diagnostics service is designed to improve service response time and increase sign uptime. When you purchase a Watchfire sign with broadband communications, you can enroll in this service to receive an added layer of sign monitoring. The Automated Diagnostics service operates through our proprietary diagnostics server to regularly scan the entire LED sign. If a service issue is detected, exact details will be reported immediately via email.

## Count on our support

At Watchfire, we value your time, and we understand that the best sign is one that works as hard as you do. That's why we have created a variety of tools to assist Watchfire sign owners when questions or problems arise.

Tap into our expert tech support 24/7 by visiting our service KnowledgeBase at [watchfiresigns.com/kb](http://watchfiresigns.com/kb). Search the KnowledgeBase for answers to technical questions, or use the email or live chat tabs to get quick, expert answers from the Watchfire Technical Support team. Our Danville, IL-based support is also available by phone answer your questions. When you need us, we're here to help.

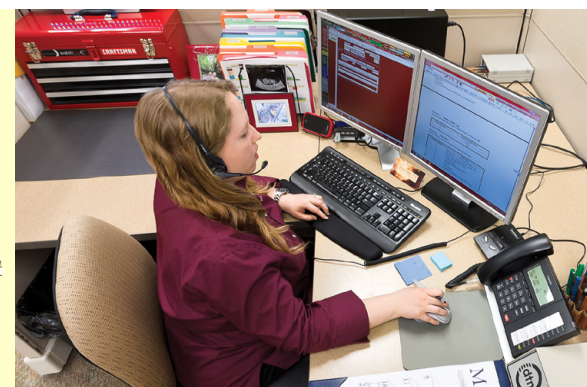


Sales Order: 1  
Faces: 1  
Sign Module Dimensions (WxH): 53 x 47  
Module Pixel Dimensions (WxH): 58 x 58  
Sign Pixel Dimensions (WxH): 208 x 752

Module Color Codes  
 fully functional  
 non-critical malfunction(s)  
 service required

Report Generated: Dec 13, 2012 11:45 AM

Malfunctions	TYPE	MODULE ROW(S)	MODULE COL(S)	PANEL ROW(S)	PANEL COL(S)	LED
Active Malfunctions						
(0) No Malfunctions from Module(s)		0	24	104	704	704
		0	0	0	0	0



Ignite makes it easy to design eye-catching advertising.

Boost uptime with sign diagnostics.

Watchfire is dedicated to your success. If you need us, we're here to help.