

# PRODUCT FACT SHEET

## 35MM COLOR LED SIGN

Detailed display for images, animation, eye-catching messages

This is the Watchfire sign that set the standard for attention-getting color power. The 35mm Watchfire provides detailed images for greater distance viewing as close as 80 feet without excessive "pixelization." Watchfire manufactures 35mm LED signs to fit almost any application. Heights and widths are available in increments of approximately 12 inches.



## FEATURES

### DISPLAY

FEATURE	STANDARD SPEC
Pixel Pitch	35mm: 800 pixels/square meter resolution
Character Height	10" and larger
Color Palette	262,144
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 EasyArt files
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 extreme temperatures — cabinets rated -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. A computerized state-of-the-art facility assures 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

**“Since our electronic sign was installed by Watchfire, we have been able to cut our advertising budget by an astounding 60%!”**

— Jeanne M. Mulvaney, Director of Development at Schlarman High School in Danville, IL

### -sizing Specs

Watchfire manufactures LED signs to fit almost any application. Heights and widths are available in increments of approximately 11.2 x 11.2 inches. This table shows some of the more common sizes.

LED MATRIX (H X L)	DIMENSIONS (H X L)	ASPECT RATIO
<b>Cross Ventilation (standard on non-sectional signs)</b>		
24 X 64	3'2 3/4" x 7' 8 3/4"	2.7
24 X 80	3'2 3/4" x 9' 7"	3.3
24 X 96	3'2 3/4" x 11' 5 1/2"	4.0
32 X 64	4'2" x 7' 8 3/4"	2.0
32 X 80	4'2" x 9' 7"	2.5
32 X 96	4'2" x 11' 5 1/2"	3.0
40 X 64	5'1" x 7' 8 3/4"	1.6
40 X 80	5'1" x 9' 7"	2.0
40 X 96	5'1" x 11' 5 1/2"	2.4
48 X 80	6'1/4" x 9' 7"	1.7
48 X 96	6'1/4" x 11' 5 1/2"	2
48 X 120	6'1/4" x 14' 3"	2.5
56 X 96	6'11 1/2" x 11' 5 1/2"	1.7
56 X 120	6'11 1/2" x 14' 3"	2.1
56 X 144	6'11 1/2" x 17' 3/4"	2.6
<b>Rear Ventilation (sectional signs)</b>		
80 X 96	10' x 12'	1.2
80 X 136	10' x 16'	1.7
80 X 168	10' x 20'	1.9
96 X 120	12' x 14' 3"	1.2
96 X 136	12' x 16'	1.5
96 X 168	12' x 20'	1.8
96 X 200	12' x 24'	2.1
112 X 136	14' x 16'	1.2
112 X 168	14' x 20'	1.5
112 X 200	14' x 24'	1.8
112 X 232	14' x 28'	2.1
136 X 168	16'2" x 20'	1.2
136 X 200	16'2" x 24'	1.5
136 X 232	16'2" x 28'	1.7

### 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

**“The best advertising dollars I have ever spent.”**

— Michael Harris, General Manger of Harris TV & Appliance in PA

### WARRANTY

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

