



10 THINGS TO KNOW BEFORE BUYING AN LED SIGN



CONTENTS

1. What is an LED sign? pg. 2
 2. How does an LED sign work? pg. 4
 3. Who should consider investing in an LED sign? pg. 6
 4. How does LED sign advertising compare? pg. 8
 5. How do I choose the right LED sign? pg. 10
-
6. How much should I budget? pg. 15
 7. How do I choose a local sign partner? pg. 17
 8. I've chosen a sign company, what's next? pg. 19
 9. Why Watchfire? pg. 22
 10. How do I move forward? pg. 25

SUMMARY

TARGETED ADVERTISING IS KEY TO INCREASING FOOT TRAFFIC FOR YOUR LOCATION AND BOOSTING SALES.

Many businesses struggle to get results from traditional advertising media like newspaper, radio and television. An outdoor digital sign offers the most cost-effective tool for delivering vibrant, eye-catching advertising to customers.



01

What is an LED sign?



An LED (light emitting diode) is an efficient, effective and ultrabright alternative to incandescent light bulbs. Unlike traditional bulbs, LEDs do not burn out, instead they dim slowly over a longer period of time, typically lasting 100,000 hours, or over 11 years.

LED signs are made up of individual panels, or modules, that measure about twelve inches square. This design allows signs to be configured in almost any size.

Each module contains LEDs arranged in pixels. A high-quality color sign will typically have three diodes per pixel: one red, one green and one blue. The distance between the center of one pixel to the center of the next determines the resolution of the sign.

This measurement is expressed in millimeters, and is referred to as pixel pitch. The lower the number, the higher the resolution and the image quality of the sign.

An LED sign is just one component of a sign's structure. It can also include a business's identification sign. Messages on the LED portion are programmed and scheduled using software installed on a computer that controls the sign.



HSHS MEDICAL GROUP
19mm 5'5" x 12'3"



HARRISBURG MALL
16mm 27'5" x 10'3"

02

How does an LED sign work?



An LED sign is programmed through a standard PC that connects to the sign one of three ways:



WIRELESS CONNECTION



WIRELESS RADIO
(RWF or high-security)



FIBER OPTIC CABLE

The sign is programmed with software that allows the user to create, schedule and update messages. The sign owner can choose and arrange text and images for each sign message. Once created, messages, also referred to as content, can be scheduled and updated right away, or can be pre-scheduled weeks or months in advance.

03

Who should consider investing in an LED sign?





ALLWEIN CARPET ONE
10mm 3'5" x 7'3"

Any businesses or organizations with access to vehicle or pedestrian traffic can use LED signs to promote events and products, and increase their interaction with consumers. Many already invest in more traditional advertising to reach potential customers. Advertising with an LED sign is less expensive, and more responsive and flexible.

**“OUR CUSTOMERS
TELL US THAT
THE MESSAGES
ON THE SIGN ARE
WHAT BROUGHT
THEM INTO
OUR STORE.”**

Sue Lane, Sales Manager
Allwein Carpet One

04

How does LED sign advertising compare?



The true value of an advertisement is measured in cost per thousand impressions (CPM). The more people you can reach for less money, the better. LED sign advertising has a far lower CPM than radio, newspaper or television, so messages bring a greater return on investment. LED signs can be updated frequently, without the need to spend time and money on production.

A programmable LED sign enables business owners to communicate instantly with customers, and tailor messages according to the time of day or other conditions – like the temperature outside. Sign owners can react to changing weather conditions or changing inventories with messages that get attention from consumers.

TRADITIONAL MEDIA FALLS

- 31%

Weekly time spent listening declined 31% from 2007 to 2016.



- 34%

Overall newspaper readership across all demographics has declined by over 34% between 2006 and 2016.



LED SIGNS ON THE RISE

+20 Hours

The average time per week American travelers spend on the road driving the same route every day, according to a study by Arbitron.



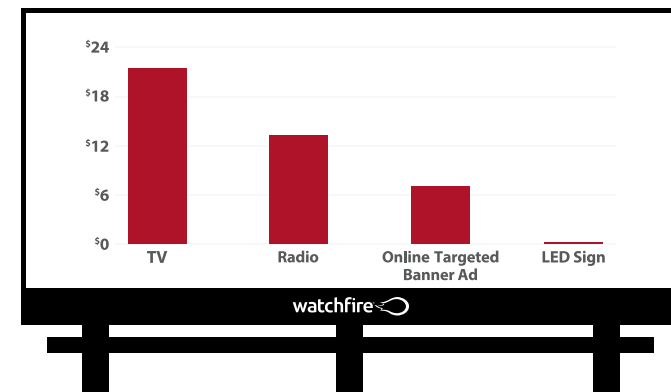
59%

The percentage of small business owners who reported more sales after installing an on premise sign, according to the National Signage Research & Education Conference.



74¢ CPM

An LED sign's CPM (cost per thousand impressions) compared with \$7 for an online targeted banner ad, \$13 for radio and over \$22 for television.



05

How do I choose the right LED sign?





As you learn more about LED signs, a local sign company will be a valuable source of information. In the next few pages are some items to consider in your planning.

THE DISPLAY SIZE of your sign will vary according to factors like the speed of traffic in the area, the sign's distance from viewers, other signs in the area, and the type of content you plan to display.

“OUR EIGHTEEN YEAR OLD WATCHFIRE BULB SIGN WAS STILL WORKING, BUT IT LIMITED WHAT WE COULD SAY. WE’RE DELIGHTED WITH THE BRIGHTNESS AND CLARITY OF MESSAGES ON OUR NEW LED SIGN.”

Sue Darrow, President and CEO
Clearwater Credit Union

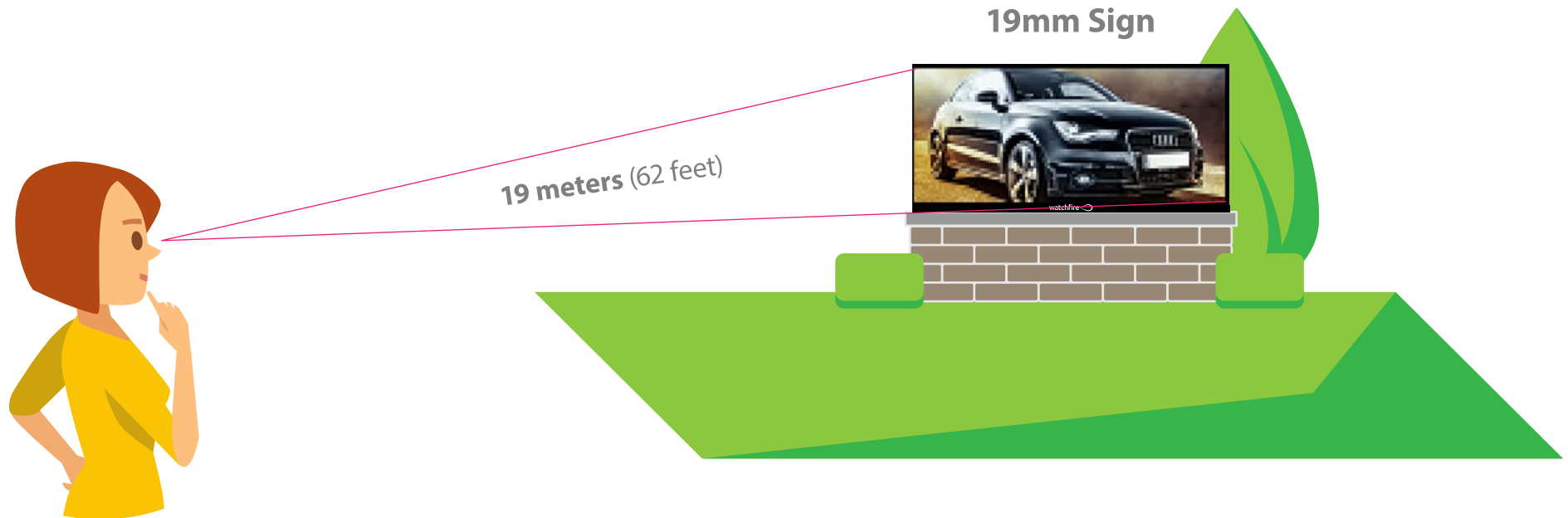
PIXEL PITCH measures the distance between each cluster of LED diodes. The closer the spacing, the tighter the resolution and the higher the image quality.

Highly detailed product photos viewed up-close by pedestrians or slow-moving traffic work best at a higher resolution. Signs installed farther from traffic or higher above grade can be a lower resolution.



VIEWING DISTANCE

When choosing an LED sign, viewing distance is one of the most important factors to consider. Signs located in high traffic area where vehicles pass by at a distance can use a lower resolution and still display clear, crisp images. Messages viewed from closer distances where traffic moves slower or frequently stops are a good fit for a higher resolution sign. A quick way to estimate the viewing distance is to change the pixel pitch, in millimeters, to meters for an estimate of the viewing distance needed.





PAYNE AUTO MALL
19mm 14' x 48'

MAXIMIZE VISUAL IMPACT

LED signs can provide a highly responsive advertising medium that sets you apart from neighboring and competing businesses. When deciding what sign is right for your location, consider other advertising around you. Choose a sign that will set you apart and draw the attention of passing traffic. Once installed, put content on your sign that maximizes the capabilities of digital. Most sign owners, when giving feedback on their LED sign purchase, say that they wish they had purchased a larger sign.

**“WE LOVE OUR SIGN
AND THE CAPABILITIES
WE HAVE TO NOT
ONLY MARKET OUR
PRODUCTS, BUT TO
REACH OUT TO THE
COMMUNITY AS WELL”**

Donna Shawhan, Marketing Director
Payne Auto Mall

06

How much should I budget?



MAKING AN INVESTMENT

There are a lot of variables to consider when buying an LED sign. The size, pixel pitch, color and display features will determine the final price tag. The quality of the components and adherence to industry and governmental standards will also affect the cost. Generally, the price of a quality LED sign will run between \$15,000 for a small, monochrome sign, up to \$500,000 for a very large, full-color video display.

Although that price might surprise many interested buyers, it's important to remember that a digital sign is more than just a capital expenditure. A programmable sign puts the power of promotion and advertising into the hands of the sign owner. You can bypass costly production services and respond to market changes more immediately.

It's also important to consider what is included with an LED sign purchase. Quality components, energy efficiency, governmental compliance, easy-to-use software, ready-made content, service after the sale, and a solid warranty backed by a replacement parts guarantee ensures that your investment will improve your bottom line for years to come.



CULVER'S
19mm 3'5" x 8'3"



SPA RESORT CASINO
10mm 7'5" x 53'3"

07

How do I choose a local sign partner?



Your local sign company understands both the local zoning and permitting processes, as well as how to design and install the entire sign package for your location. They can also help you determine if an entirely new sign is needed, or if an LED sign can be retrofitted into your existing sign. Partner with a company who will provide you with service before, during and after the sale.

Start with a manufacturer you trust. Reputable manufacturers typically sell products only through the sign industry and can refer you to trained, experienced, reliable dealers to help you shape your LED sign investment from day one. Ask for references, and look at their completed job sites.

Make sure displays are verified to be in compliance with FCC regulations regarding emissions interference. Without the proper verification, the first indication that you have purchased a digital sign that hasn't passed emissions standards might be a cease and desist letter either from the FCC or from a cellular company.

Be wary of manufacturers who sell online or who sell directly to the consumer.



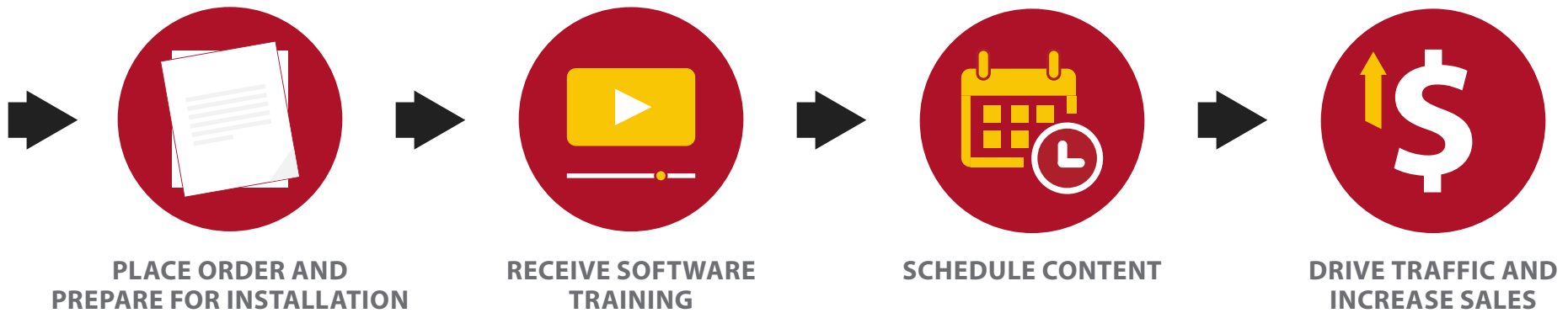
08

I've chosen a sign company; what's next?



A brief overview of the process looks like this:





09

Why Watchfire?



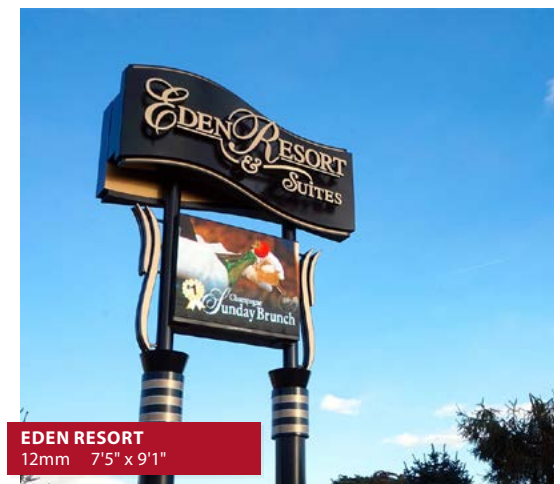
An LED sign is a smart advertising investment, and one of the best ways to connect with your customers. Watchfire has been designing and manufacturing outdoor electronic signs since 1932 and is one of the world's leading LED sign manufacturers.

RELIABILITY

Watchfire signs have the longest uptime of any manufacturer in the industry. Front ventilation and solid construction make installation easy and reduce the possibility of failure. Fewer connection points systematically increase reliability for the life of your LED sign.

QUALITY CONTENT

Our Ignite® content management software is an easy-to-use, intuitive program for creating and scheduling messages. Software training is available to help everyone on your team learn how to create eye-catching advertising messages. Dynamic features let you schedule messages based on temperature or weather changes, and our cloud-based software options makes it possible to control one sign, or many, from any internet connected device.



UNMATCHED DURABILITY

Watchfire encapsulates every LED module in a thick bed of silicone gel for superior weather resistance. Our products are rigorously tested for durability and are proven to withstand internal cabinet temperatures from -40 °F to 140 °F.

STELLAR SERVICE

Watchfire and our national network of qualified sign company partners will be there to support you from purchase to installation, and from operation to maintenance. We provide unmatched customer support to both the sign company and you. With more than 85 years in business, we have the experience and resources to deliver superior quality and customer service.

FCC COMPLIANCE

Watchfire's engineers deploy a variety of in-house tests aimed at confirming emissions compliance throughout the design process. Then, as prescribed by the law, each final design is tested by an accredited independent lab.

“WE KNOW WE CAN COUNT ON WATCHFIRE TO PROVIDE A FANTASTIC PRODUCT, AND THEY HAVE ONE OF THE BEST CUSTOMER SERVICE DEPARTMENTS IN THE INDUSTRY.”

William Yusko, Owner
Atlantic Sign Company

10

How do I move forward?





CONTACT US TODAY TO GET STARTED.

Our local experts will help you find a trusted local sign company, and get you started with a free traffic analysis that provides demographic data to show the potential impact at your location. Rendering services and our demo trucks can demonstrate the visual impact of an LED sign on your site.

Call Watchfire at **800-637-2645** or learn more at **watchfiresigns.com**.

WE ARE A PASSIONATE TEAM OF PEOPLE WHO RELENTLESSLY PURSUE QUALITY IN EVERYTHING WE DO. WE KNOW THAT WHEN BUSINESSES AND ORGANIZATIONS SUCCEED AND GROW, IT'S BETTER FOR EVERYONE."

Steve Harriott, CEO
Watchfire



READY TO PUT A WATCHFIRE SIGN TO WORK FOR YOU?

Call 800-637-2645 or talk to your Watchfire representative.

©2017 Watchfire Signs | Danville, Illinois, USA

912-385-0075

