

Many municipalities across the country use LED signs to educate and inform their local communities. Fire departments, government buildings and community centers love digital messaging for its flexibility and effective communication tools.

LED signs are more than an identity marker, they are powerful advertising tools that inform the public with messages programmed months in advance or updated in minutes. With cloud-based content management software, you can update your sign, or a network of signs, from anywhere with an internet connection. This gives many governments and organizations greater responsiveness for emergency notices and ongoing community updates.

Use your Watchfire sign to update your customers on:

- Amber Alerts or Silver Alerts
- Shelter-in-place or evacuation warnings
- Shelter locations and emergency instructions
- Road closures and real-time weather warnings
- Crime-stopper notices or local crime prevention strategies
- Daily fire danger updates, blood drives or neighborhood watch programs

### WHY WATCHFIRE

Watchfire has been designing and manufacturing outdoor electronic signs since 1932 and is one of the world's leading digital signage manufacturers.

**Reliability.** Watchfire signs have the highest uptime of any manufacturer in the industry. Streamlined design and patented front ventilation 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 free with every purchase 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 because our software is in the cloud, you can control one sign, or many, from any internet connected device.

**Unmatched Durability.** Watchfire encapsulates every outdoor LED module 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. Wherever your municipality is located, you can count on your Watchfire sign to perform dependably.

**Stellar Service.** Watchfire supports our customers from purchase to installation, and from operation to maintenance. We provide unmatched customer support to both the sign dealer and you. With more than 85 years in business, we have the experience and resources to deliver superior quality and customer service.

We have more than 60,000 Watchfire LED signs in daily operation worldwide. Join a growing list of municipalities who know that a Watchfire sign can help engage and inform their communities.

Watchfire's team is here from sign design to presentations with local planning and zoning boards, and from installation to operation. **Contact your local sign dealer or visit [watchfiresigns.com](http://watchfiresigns.com) to learn more.**



**Watchfire 10mm** 360 x 480 Matrix 12'5" x 16'3"



**Watchfire Indoor 3mm** 384 x 960 Matrix 3'9" x 9'5"



**Watchfire 16mm** 72 x 126 Matrix 4'5" x 7'3"