

VIEWABLE AREA MATTERS



A GUIDE TO MAXIMIZING SIGN SQUARE FOOTAGE

Viewable area is the active screen area of a digital sign. In competitive situations, it is important to compare viewable area and fortunately, it is easy to calculate. Just multiply the height times the width of the active area of the sign, excluding any borders or trim. With Watchfire, the math is easy because regardless of the pixel pitch, our outdoor LED sign modules are all 1 foot high and 1 foot wide.

Our 4' x 8' LED sign is exactly 32 square feet. The other guys? Not even 25 square feet. That's a difference of over 25%.

All Watchfire outdoor models are built with 1 foot square panels, so it's easy to compare viewable area.

Contact your Watchfire representative to learn more.



VIEWABLE AREA COMPARISON

VIEWABLE AREA EXAMPLE

This visualization includes an estimated cabinet border, which is not part of the viewable area calculation. For standard Watchfire cabinets, add 3" to the width and 5" to the height to derive the finished cabinet sign.

CALL 912-385-0075

WATCHFIRE 16MM • 4' X 8'

Screen Size: 4' x 8'

Viewable Area: 32 Square Feet

COMPETITOR 16MM • 4' X 8'

Screen Size: 3'2" x 7'10"

Viewable Area: 24.8 Square Feet

