

In retail businesses, competition for customers is stronger than ever. Local retailers and internet sites are all vying for the same consumer dollars. Attention spans are getting shorter at the same time customers are exposed to an increasing volume and variety of messages. In today's environment of advertising clutter, there is still a way for retail businesses to separate themselves from the noise and effectively target current and potential customers.

### LED SIGNS ARE THE PERFECT PARTNERS FOR RETAIL

Retail locations benefit from proximity marketing more than most businesses, and proximity selling is a part of the DNA of a digital sign—particularly outdoor digital signs. Add in the flexibility and dynamic capabilities of an LED sign, and marketing efforts advance to the next level. LED signs connect passing consumers to promotional sales and daily discounts that encourage foot traffic and impulse buying.

### ADVERTISE WHAT YOU WANT, WHEN YOU WANT

With an LED sign, advertising content is dynamic and flexible. With responsive and intuitive content management software, your digital sign can tailor advertising messages to the time of day or temperature. Use these features to promote surplus inventory and seasonal items in minutes, with no lead time for ad production, and no worries about when to schedule messages. With an LED sign, you are in control of your scheduling options:

- Offer multiple specials throughout the day
- Schedule promotions months in advance, or update in minutes
- Reinforce loyalty clubs and social media presence
- Advertise open staff positions
- Control multiple signs from one computer for secure, consistent messaging

### WHY WATCHFIRE

Our manufacturing process is built on quality methods and materials, not cutting corners. We only use the most reliable, best performing components available. From superior weather and water resistance to strong, lightweight cabinets, our displays are designed to provide years of worry-free performance.

Our LED signs boast a streamlined design, low parts-count and simplified construction that minimizes maintenance and enhances reliability. These features give Watchfire products unparalleled uptime in the field.



Watchfire 16mm 486 x 180 Matrix



Watchfire Indoor 4mm 432 x 720 Matrix



Watchfire 10mm 120 x 180 Matrix

## The Retail World Is Changing

Our patented multi-channel data configuration ensures that if an issue with a Watchfire LED sign ever occurs, messages will still be readable. Without multi-channel data, one data connection error could affect all the modules in a row, leaving the sign unreadable.

We engineer our displays to operate in all climates – from coastal regions with high humidity and salty sea air to desert areas with intense heat, high solar intensity and vast temperature changes. Before a Watchfire product goes to market, it must pass a battery of stringent tests for structural stability, wind load, heat management, corrosion resistance and of course, water resistance.

Watchfire uses third party independent testing to verify that all of our products are compliant with FCC standards regarding electronic emissions. We conceive, design, engineer and manufacture at our facility in Danville, Illinois using meticulously sourced components from around the world.



**Watchfire 19mm** 96 x 288 Matrix



**Watchfire 16mm** 144 x 168 Matrix



**Watchfire 19mm** 400 x 128 Matrix



**Watchfire 16mm** 162 x 342 Matrix

It's time to make the most cost-effective, dynamic advertising tool on the market work for you.

**Call Watchfire today at 800-637-2645 or visit [watchfiresigns.com/retail](http://watchfiresigns.com/retail).**