

THE WATCHFIRE DIFFERENCE



Watchfire has 90 years of experience in the outdoor signage business. We are a passionate team relentlessly pursuing quality in everything we do. As a manufacturer, all our designs start with a blank piece of paper, with signs made to order. Our displays are the result of state-of-the-art research, elite product engineering and expert service. We select the highest quality components from a global marketplace, strategically manage our supply chain, and choose manufacturing processes that allow us to maintain the excellence our customers expect.

THE BEST-LOOKING, MOST RELIABLE LED SIGNS

High efficiency components reduce operating costs and increase energy efficiency.

Effective cooling design extends the life of electronic components.

Experience true-to-life colors, faster refresh rates, and more uniform LED appearance that comes from calibration at the module level.

Cabinets of all-aluminum construction, precision-mitered corners, solid welds and a heavy-walled, extruded aluminum frame guarantee durability.

Designing for effective cooling extends the life of electronic components and increases energy efficiency.

Energy efficient designs use an average of 33% of their maximum amperage. All displays are UL Energy Efficiency Certified.

Our displays are FCC verified to comply with US laws regarding emissions interference.

EXTERIOR SIGNS WEATHER THE HARSHTEST CLIMATES

Full encapsulation provides high durability and weather resistance.

Every sign is engineered to pass a battery of stringent tests for structural stability, wind load, heat management, corrosion resistance and water resistance.

All electrical components are designed and tested to withstand temperature cycles in our environmental chambers from -40°F to +140°F. Modules are engineered to withstand 1,000 hours at 85°C and 85% relative humidity.

All modules pass the ASTM B117 salt fog test to measure for corrosion resistance.

Controlled thermal and mechanical stress is applied during High Accelerated Life Testing (HALT) to identify design weaknesses and avenues for product improvement.

BACKED BY EXPERT SERVICE

Our industry-best, 5-year, transparent warranty protects your purchase against defects.

Our ten-year replacement parts guarantee, is backed by nine decades in the sign industry.

Fast service is available on repair and replacement parts.

Customer service is located on-site at our factory in Danville, Illinois.

MANAGEMENT FOR LARGE AND UNIQUE PROJECTS

140,000 square feet of manufacturing space can accommodate the largest LED video display projects seamlessly from design through production.

Our project management team coordinates every distinctive LED project, from custom design to smooth installation.

Trained technicians are available for every specialized display installation.

912-385-0075





EASYART

THE INDUSTRY'S ONLY FREE LIBRARY OF READY-MADE GRAPHICS

With over 1,000 free professional animations and still images, customers can choose from a variety of pre-made messages for every occasion. New pieces of EasyArt are added monthly.



SOFTWARE SECURITY

GET PEACE OF MIND WITH MULTIPLE LAYERS OF SECURITY

In addition to password protection, Ignite's proprietary session system prevents outside software from gaining access to a sign's controller.



DIAGNOSTICS

MONITOR SIGN OPERATION 24/7

Diagnostic reports can be accessed on demand or received automatically. Service teams can improve response times in the event of any issues. It's available on all signs using Watchfire's Wireless Plan for sign communications.



ADVANCED SCHEDULING

DAYPART FEATURES MAXIMIZE IMPACT

Each location can advertise in sync with consumer demands. Use these advanced scheduling features to advertise coffee in the morning, lunch specials at noon, or happy hour after work.



DYNAMIC CONTENT

CUSTOMIZE CONTENT SCHEDULES USING REAL-TIME VARIABLES

Customize content schedules according to the time of day, date, weather conditions or real-time data with the use of RSS or XML feeds. Schedule content in advance or make fast updates.



ZONING-FRIENDLY

WORRY-FREE COMPLIANCE WITH LOCAL CODES

Settings for brightness, hold times, and transitions can be pre-set at the factory with restricted access to prevent changes in the field.

IGNITE OP

Ignite OP is an intuitive desktop content management software for sign operators at all levels of experience. Ignite OP is designed with simplicity in mind, so uploading graphics, creating custom images, and publishing content to your sign is easy and straightforward. Watchfire's EasyArt library of animations and stills means you can find a piece of content for every occasion. The built-in editor means you don't have to be a graphic designer to create eye-catching professional looking content.

IGNITE OPX

Watchfire's cloud-based content management software is a great fit for many sign owners, no matter the skill level of the user. Ignite OPx runs on any platform with a browser, including Mac. Invite multiple team members and assign specific permissions to control who updates, creates, and schedule content.

Ignite OPx includes helpful tools, like the powerful built-in editor, flexible scheduling options, enhanced content reporting, access to our EasyArt library, and support for many file types. Easily manage multiple indoor and outdoor signs and use keyword tags to organize content on your domain. Larger signs can even be segmented to display a variety of content at the same time, maximizing the impact of messages.

TECHNICAL SUPPORT

Watchfire is available to answer your questions by phone six days a week. Our in-house Help Desk gives you quick, accurate answers, from basic questions to advanced troubleshooting support. They're open Monday - Friday from 7 a.m. to 6 p.m., and Saturdays from 7 a.m. to 4 p.m. CT.