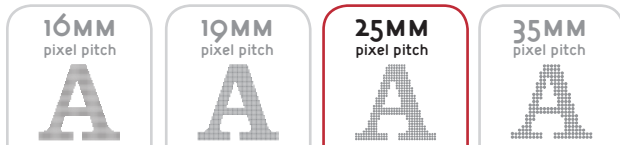


PRODUCT FACT SHEET

25MM COLOR LED SIGN AVAILABLE WITH OPTIONAL XVS UPGRADE

Detailed display for images, animation, eye-catching messages

The 25mm has a high-resolution display, roughly mid-way between the resolution offered by the 19mm and 35mm models. Heights and widths are available in increments of approximately 8 x 16 inches. The 25mm color technology is capable of displaying crisp video imaging, plus all standard digital images. Specify the supercharged XVS upgrade at time of order.



FEATURES

DISPLAY

FEATURE	STANDARD SPEC	With XVS Upgrade
Pixel Pitch	25mm: 1550 pixels/ square meter resolution	25mm: 1550 pixels/ square meter resolution
Character Height	7" and larger	7" and larger
Color Palette	68.7 billion	281 trillion (true NTSC colors)
Expected LED Life	+100,000 hours	+100,000 hours
Viewing Angle	1/2 Brightness Angle: 140° horizontal x 70° vertical	1/2 Brightness Angle: 140° horizontal x 70° vertical
Video Capability	Imported pre-recorded AVI clips (samples included)	Imported pre-recorded AVI clips (samples included) and LIVE video feed, DVD feed
Graphics & Animation	FREE: Hundreds built in	FREE: Hundreds built in
Ignite® Graphics Software	Exclusively from Watchfire. Includes: - Graphics and animation - Font editor - Message Logging - Wizards - User manual	Exclusively from Watchfire. Includes: - Graphics and animation - Video - Font editor - Message Logging - Wizards - User manual
Communications Options	RF Wireless; Phone Modem; Fiber Optic; LAN & WAN broadband	RF Wireless; Phone Modem; Fiber Optic; LAN & WAN broadband (Note: Live video requires fiber direct connection)
Power	120 volt, single-phase 60HZ	120 volt, single-phase 60HZ
Field-Adjustable Brightness Control	Super-Vivid 9,000 NITs to Energy-Conscious 7,000	Super-Vivid 9,000 NITs to Energy-Conscious 7,000

“Since we have installed the sign, our business has increased dramatically.”

– Joseph Byrne, Owner of the New Durham Railway Station restaurant in New Durham, NH

CONSTRUCTION & ENGINEERING

- Watchfire LED modules are unique in featuring an all-weather full encapsulation in a bed of silicone gel
- Rigorously tested through 180 consecutive days of underwater immersion, 60 consecutive days of salt spray, and temperatures down to -40° F
- Modular design can be scaled up to very large sizes
- Long-life 100,000 hour LEDs are up to 90% more efficient than incandescent lamps
- Time, day and date displays (temperature display optional)
- 100% solid state with modular design for ease of service
- All manufacturing is controlled in Watchfire’s vertically integrated manufacturing plant in the Midwest, from LED circuit board assembly to aluminum cabinetry. A computerized state-of-the-art facility assures reliable on-time delivery.
- Windowless design (no glare!) that’s 40% brighter and easier to maintain than other makes with plastic windows
- Extruded aluminum cabinetry featuring precision mitered corners, solid welds and 30% gloss black polyurethane finishes
- Watchfire signs exclusively feature stainless fasteners
- Electrical: Required service equals 100% of total wattage. Average energy consumption equals about 1/3 of total wattage

“We’ve had people stop in our office and tell us they’ve ridden past our office for years, but when they saw our sign they just had to stop.”

– Gary K. Marshall, Owner of Gary K. Marshall Agency in Princess Anne, MD

SIZING SPECS

Watchfire manufactures LED signs to fit almost any application. Heights and widths are available in increments of approximately 12 inches. This table shows some of the more popular sizes.

MOST POPULAR SIZES

DIMENSIONS	LED PIXEL MATRIX
3' x 8' 4"	32 x 96
3' x 10'	32 x 112
3' x 12' 4"	32 x 144
3' 8" x 8' 4"	40 x 96
3' 8" x 10'	40 x 112
3' 8" x 12' 4"	40 x 144
4' 4" x 8'	48 x 96
4' 4" x 10'	48 x 112
4' 4" x 12' 4"	48 x 144
6' x 8' 4"	64 x 96
6' x 10'	64 x 112
6' x 12' 4"	64 x 144

POPULAR LARGER SIZES

DIMENSIONS	LED PIXEL MATRIX
8' 4" x 16' 4"	96 x 192
10' x 20' 4"	112 x 240

Many other sizes are available. Consult your Watchfire representative.

WARRANTY



The industry-standard Watchfire Limited Warranty covers all sign parts and factory labor on your Watchfire LED sign for a full five years.

IGNITE® GRAPHICS SOFTWARE Exclusively from Watchfire

Ignite is exclusively for Watchfire LED signs. An easy-to-use interface puts the ability to create stunning graphic and video displays within the reach of anyone and dramatically eliminates the headaches associated with sign message software. Instantly preview and schedule messages from your computer so you know what’s playing on your sign at all times; no more disappointment when you see your sign.

Within minutes, you are up and running, creating exciting text, graphics, animation and video. As a Watchfire sign owner, you’ll have a full range of standard graphics and fonts. You’ll also have downloadable graphics, video and art collections from Watchfire available for purchase when you want to customize your sign messages even further. For full custom content services offered through Watchfire’s Art Department, contact your sign company or Watchfire representative.

QUICK POINTS

- Edit, schedule and update from just one program
- Use Ignite’s step-by-step wizards to effortlessly create and manage content
- Preview your graphics before you run them on your sign
- Import AVI files of custom content created in other software
- Extensive EasyArt library with special collections
- Intuitive, easy-to-use interface
- Training manual included
- Complete staff training and post-installation support

“I was amazed by the reaction.”

– Henry Bomberger, Ace Hardware in Lidditz, PA

UPGRADE THIS SIGN WITH XVS

Supercharged LED and Video Display

The XVS upgrade provides tremendous color depth—true National Television Systems Committee [NTSC] colors—and wider viewing angles. The frame rate is increased to full-motion 30-frames per second, equivalent to television. With all this, your sign can have more accurate and deeper color hues, a wider, brighter viewing area, and even run optional live video feed.

- True NTSC color depth
- Faster frame rate
- Wider viewing angles
- Live camera feed option

Visit the Watchfire website to read more about XVS: www.WatchfireSigns.com