

# PRODUCT FEATURES

CONFIDENCE IN QUALITY



## PERFORMANCE

Watchfire understands that your business's reputation depends on the performance of the products you sell. Details like full encapsulation, whole-sign color and brightness calibration, and streamlined connection points minimize the opportunity for failure and guarantee years of worry-free performance.

## RELIABILITY

We build our manufacturing processes on high quality methods and world class components, and we don't take shortcuts. From water resistance to strong, lightweight cabinets, our displays are tested to handle the elements of nature and are built for solid performance in the field.

## WHOLE-SIGN COLOR AND BRIGHTNESS CALIBRATION

Watchfire's distinctive calibration process begins with a method of selecting half and quarter binned LEDs, which is up to four times more refined than our competitors. After calibration, a Watchfire display is 70% more uniform in color and 85% more uniform in brightness. Calibrated replacement modules blend perfectly with the rest of the sign.

## MULTI-CHANNEL DATA

With Watchfire XVS models, customers have peace of mind knowing that if an issue with a sign occurs, it will be isolated, so messages are still readable. Without this patented feature, one connection error could take out all the modules in a row, leaving the message unreadable.

## LIVE VIDEO CAPABILITY

For interactive content across multiple media platforms, full motion video is the future of digital content. Watchfire XVS signs offer full motion video—up to 60 frames per second—for the most realistic images in the industry.

## TRUE PIXEL IMAGE QUALITY

Watchfire's true pixel configuration offers superior brightness, longevity and color depth. Others use a low cost, virtual pixel configuration to mask the use of inferior components, which can increase operating costs and cause uneven fading over time.

## WARRANTY

Our five-year parts warranty covers Watchfire exterior displays against defects in material and workmanship. Watchfire digital displays and their electronic components are included, as well as Watchfire factory labor. Repair parts are warranted for twelve months. Extended warranties are also available.