

GREAT LOOKING DISPLAYS



watchfire®

INDOOR GUIDE



**WHAT'S YOUR
*VISION?***

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Front Cover Photo: YESCO Phoenix | Gila River Hotels and Casino | Chandler, AZ | 1.9mm | 1800 x 4160 | 11'3" x 25'11"
Back Cover Photo: Fastsigns Erie | Erie International Airport | Erie, PA | 2.4mm | 624 x 1248 | 4'11" x 9'10"

WHY WATCHFIRE



Your business and the community you serve deserve the most exciting experiences and engaging content imaginable. Watchfire offers interior LED displays that do just that. Choose from our pre-assembled ReadyDisplay or design a custom video wall using Watchfire's commercial grade direct view LED products. Let us connect you with our extensive network of installation experts and factory-trained technicians throughout the U.S.

SATISFACTION

Retail stores, restaurants, convenience stores, control rooms, transportation centers, stadiums, and houses of worship are all discovering Watchfire's complete solutions for their marketing, informational, and management needs. From concept through installation, integration, and operation, we provide the expertise, world-class displays, hardware, equipment, and assistance you need to create a system that produces jaw-dropping entertainment and maximizes audience engagement.

QUALITY

Watchfire displays are known for their quality and reliability. We stand behind every product we sell. Our solutions stand up to the everyday wear-and-tear many indoor displays may be subjected to and offer products that give customers, employees, and audiences an incredible experience.

RELIABILITY

For over 90 years, we have designed, engineered and supported superior products. With more than 65,000 Watchfire displays in daily operation, we can provide solutions for all types of facilities. We offer unmatched customer service and back each product with an industry-leading warranty.



INDOOR LED DISPLAYS

SPECIFICATIONS



Smart LED Signs & Lighting | Louisville International Airport | Louisville, KY | 2.9mm | 576 x 2688 | 5'8" x 26'6"

S-SERIES INDOOR DISPLAYS

The Watchfire S-Series offers fine-pitch displays, ideal for countless indoor applications, such as advertising, messaging, wayfinding, and entertaining. The high-contrast LEDs deliver wide viewing angle and rich color palette.

Our interior video displays are glare-free and seamless, so your customers and onlookers can fully appreciate the content without being distracted by reflections or defined lines. And any additional lighting, like spotlights, won't impact video quality or visibility for viewers.

S-Series is an affordable solution for areas with a lot of ambient light due to an available high-brightness option that delivers up to 3,500 nits.

Technical Specifications	2.4mm	2.9mm	3.9mm	5.9mm
Panel Matrix (H x W)	208 x 416	168 x 336	128 x 256	84 x 168
Minimum Viewing Distance	6.7'	8.18'	11'	16.7'
Brightness	800 nits	800 or 3500 nits	800 or 3500 nits	800 or 3500 nits
Viewing Angle	110° V, 140° H	140° V, 140° H	110° V, 140° H	140° V, 140° H
Standard Panel Size (H x W)	19.69" x 39.37" (500 x 1000mm)	19.69" x 39.37" (500 x 1000mm)	19.69" x 39.37" (500 x 1000mm)	19.69" x 39.37" (500 x 1000mm)
Standard Panel Weight	28.6 lbs.	28.6 lbs.	28.6 lbs.	28.6 lbs.
Pixel Density Per Sq. Foot	16,076	10,488	6,088	2,622
Panel Features				
Pixel Configuration	SMD 3-in-1			
Panel Depth	2.44" (62 mm)			
Operating Temp	15 °F to + 100 °F (-10 °C to + 38 °C) at up to 90% relative humidity			
Service Access	Front/Rear			
Refresh Rate	1920 Hz - 3840 Hz, depending on model			



YESCO Salt Lake City | Onset Financial | Draper, UT | 1.9mm | 1440 x 2560 | 9' x 15'11"

X-SERIES INDOOR DISPLAYS

Our X-Series displays are ideal for arm-length viewing and high-resolution requirements. Tightly packed LEDs provide seamless, true-to-life content that looks brilliant and precise. A panel aspect ratio of 16:9 makes it easy to create Full High Definition (FHD) or 4K video walls without the need for scaling. Pixel-to-pixel delivery results in sharper images, smoother motion, greater detail, and richer colors at the highest resolution.

X-Series panels use Chip-on-board LED technology that deliver greater lumen output per square inch than traditional designs, features a wider viewing angle, and requires fewer components, making it an ideal choice for reliability. Each panel is encapsulated, providing touchable and splash-proof durability.

Technical Specifications	1.2mm	1.5mm	1.9mm
Panel Matrix (H x W)	270 x 480	216 x 384	180 x 320
Minimum Viewing Distance	4'	5'	6'
Brightness	600 nits	600 nits	600 nits
Viewing Angle	160° V, 170° H	160° V, 170° H	160° V, 170° H
Standard Panel Size (H x W)	13.46" x 23.94" (342 mm x 608 mm)	13.46" x 23.94" (342 mm x 608 mm)	13.46" x 23.94" (342 mm x 608 mm)
Standard Panel Weight	15.87 lbs	15.87 lbs	15.87 lbs
Pixel Density Per Sq. Foot	57,900	37,056	25,734
Panel Features			
Pixel Configuration	Chip-on-Board 3-in-1		
Panel Depth	2.80" (71 mm)		
Operating Temp	0 °F to +100 °F (-18 °C to +38 °C) at up to 90% relative humidity		
Service Access	Front		
Refresh Rate	1920 Hz - 3840 Hz, depending on model		

READYDISPLAY

READY TO INSTALL READY TO IMPRESS

EASY TO INSTALL

Not sure where to start with your digital display project? Watchfire has a solution that makes adding digital to your facility easy. Our ReadyDisplay® pre-assembled LED screens come in one or two sections and include all mounting hardware. ReadyDisplay is designed to fit through most interior doors and can be wall-mounted, recessed, free-standing, or hung from the ceiling.

EVERYTHING IS INCLUDED

From finished edges to the included playback and control system, ReadyDisplay is a complete solution for creating an engaging visual space with limited disruption during installation. Your new display can start to make an immediate impact.

NO RISK START UP

ReadyDisplay is made with the same premium technology available in Watchfire's S-Series and X-Series displays and comes with the same five-year warranty. Watchfire also offers on-site technical service.

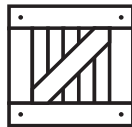


S-SERIES READYDISPLAY

S-Series ReadyDisplays are available in six sizes across four different SMD pitches for a versatile way to bring interior displays into many types of spaces. Large venues like arenas, houses of worship, and auditoriums will love the vibrant visuals for song lyrics, performance accents, and video production. Smaller settings like lobbies and retail stores can establish a modern environment that drives customer engagement and sales.

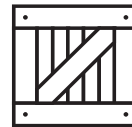
PITCH OPTIONS

2.4mm	3.9mm
2.9mm	5.9mm



SHIPS IN ONE PIECE

3' x 8' (3'3" x 8'2" viewable area)
5' x 8' (4'11" x 8'2" viewable area)



SHIPS IN TWO PIECES

6' x 10' (6'7" x 9'11" viewable area) 8' x 15' (8'2" x 14'9" viewable area)
7' x 12' (6'7" x 11'6" viewable area) 10' x 16' (9'10" x 16'5" viewable area)

X-SERIES READYDISPLAY

Watchfire's X-Series ReadyDisplay is available in four sizes, each with a 16:9 aspect ratio. It is an ideal replacement for dim LCDs or projection devices and delivers an unbeatable visual experience for highly detailed content. This chip-on-board product provides a clean, finished look in conference rooms, data command centers and waiting areas.

PITCH OPTIONS

1.2mm	1.9mm
1.5mm	



SHIPS IN ONE PIECE

4' x 6' (3'4" x 6' viewable area)
5' x 8' (4'6" x 8' viewable area)



SHIPS IN TWO PIECES

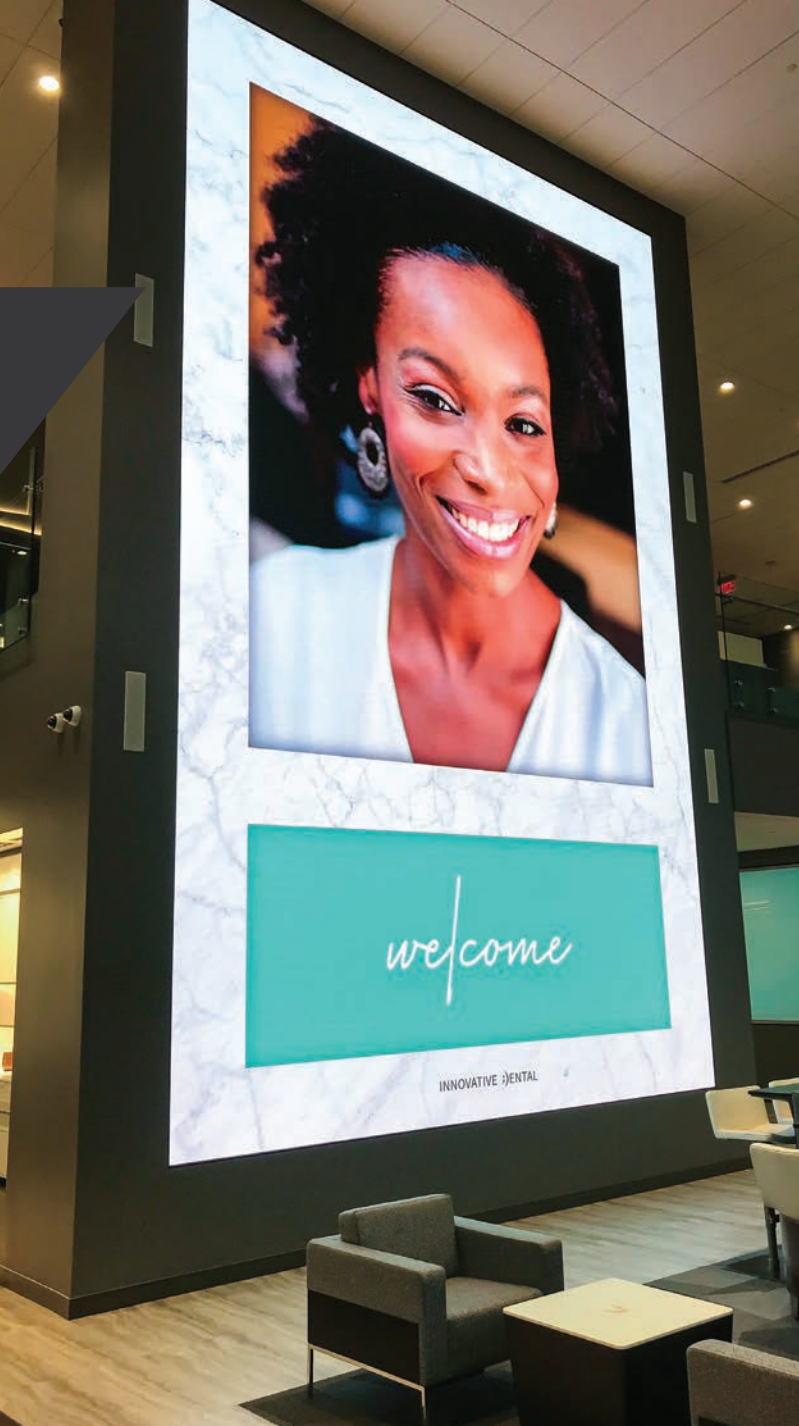
6' x 10' (5'7" x 10' viewable area)
7' x 12' (6'9" x 12' viewable area)

BRILLIANT *VISUALS*

DIGITAL VIDEO WALLS OFFER ENDLESS POSSIBILITIES

Set your sights on providing your customers, guests, and viewers with the most vibrant and eye-catching content on a Watchfire LED digital screen. Choose the optimum pixel pitch for your application and work with our sales and design teams to create an ideal custom video wall for your space. Sleek panels can be installed in multiple configurations, including on curved walls and with 90-degree mitered edges, and are guaranteed to impress.

Watchfire has been part of the evolution of the sign and LED display markets and will work to ensure that every display installed provides the most dramatic, sensational content imaginable. The Watchfire team understands what it takes to meet and exceed our customers' needs by focusing on top priorities: service, design, performance, and innovation.



Left: Springfield Sign | Innovative Dental | Springfield, MO | 2.4mm | 3328 x 2080 | 26'3" x 16'5"
 Top Right: Ridge AV | Parkway Bible Church | Pflugerville, TX | 3.9mm | 704 x 1280 | 9' x 16'5"
 Bottom Right: YESCO Salt Lake City | Deseret First Credit Union | Bountiful, UT | 2.4mm | 832 x 1456 | 6'7" x 11'6"

I can't recommend highly enough the impact of a video wall to wow guests.

Justin Sullivan | Corp Director of Marketing
 Gila River Resorts & Casinos



Top: U and S Services Inc | Yorkshire Pioneer | Yorkshire, NY | 2.4mm | 2288 x 6240 | 18' x 49'2"

Bottom Left: Ace Sign Co. | Route 66 Motorheads Bar & Grill | Springfield, IL | 3.9mm | 1024 x 1536 | 13'1" x 19'8"

Bottom Right: Humble Sign Co | The Gallagher Club at Minute Maid Park, Houston Astros | Houston, TX | 1.5mm | 864 x 2496 | 4'6" x 13'

This digital display truly made us a tourist destination!

Ron Metzger | Owner
Route 66 Motorheads Bar & Grill

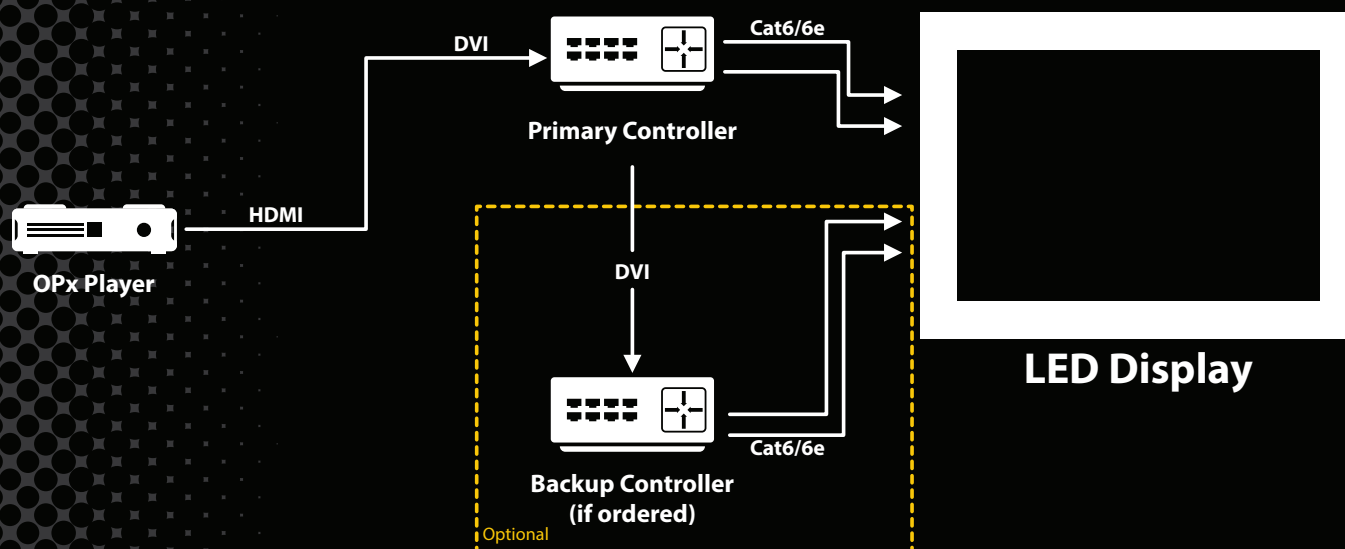
SOFTWARE

Watchfire's in-house software team has developed and produced the gold-standard in digital signage software. Our Ignite® suite of content management software is included with purchase and is supported for the life of the display with no monthly fees. With roots that date back to the very first digital signage, no other digital signage software has as many users or as much acclaim as Ignite.

Ignite OPx	
Software Type	• Windows or Mac
	• Cloud-based
Content Creation	• Advanced Editor
	• Free EasyArt Library
Integrations	• Upload .gif, .jpg, .png, .mp4, .mp3 files
	• RSS Data Access for Dynamic Content
Sign Management	• Integrate Multiple Data Feeds
	• Custom Widgets for Business-Specific Data
	• Upload, Schedule & Preview Content
	• On-Demand Sign Diagnostics
	• Dayparting
	• Manage Multiple Screens at Once



Creative Sign Design LLC | Central Florida Chrysler Dodge Jeep Ram | Orlando, FL
2.4mm | 624 x 728 | 4'11" x 5'9"



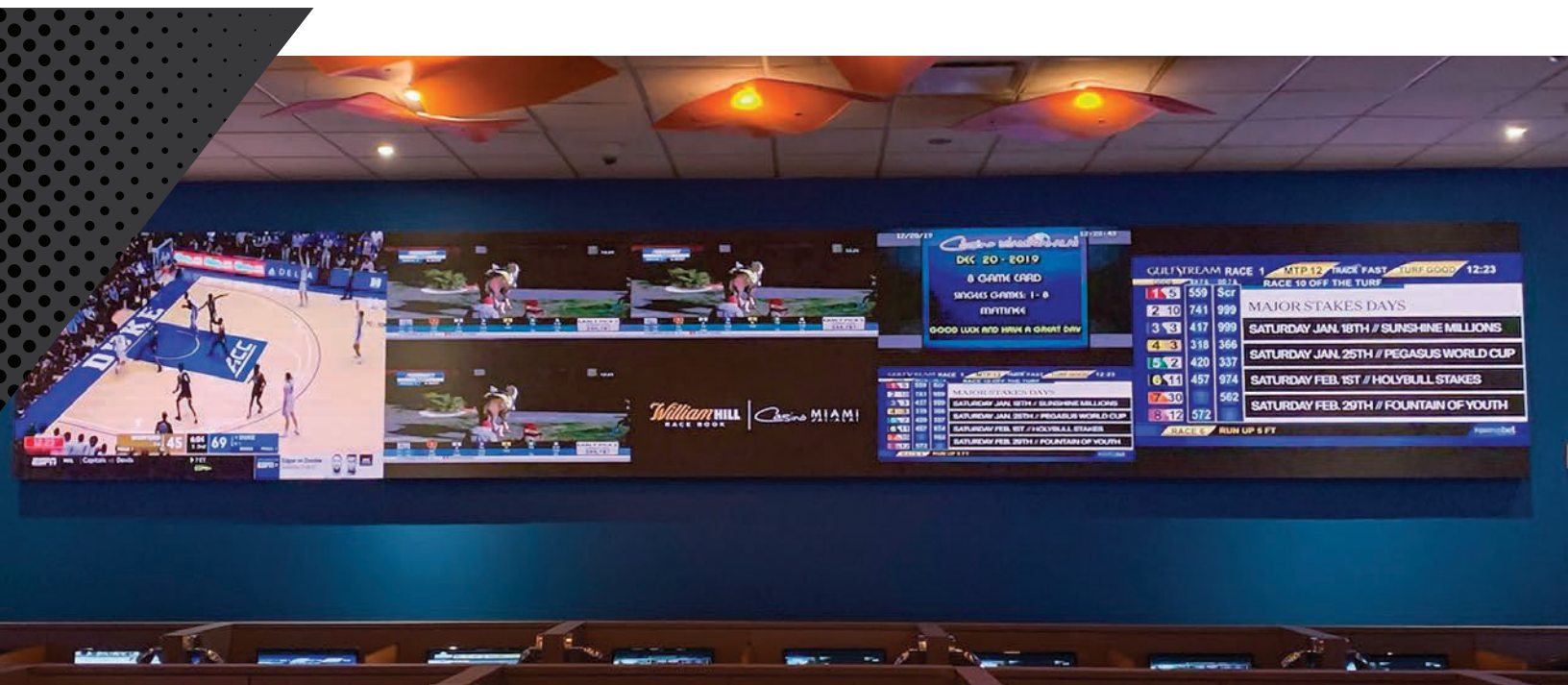
PARTNERING WITH *WATCHFIRE*

Whether operating a network of displays or focusing your efforts on one outstanding video wall, Watchfire can provide a solution to fit your needs. We know that high-quality products and unmatched customer service are values that turn shoppers into loyal customers and purchases into partnerships.

Partnering with Watchfire guarantees that you are getting the experience of a company that has designed and manufactured signage since 1932, and LED displays since 1998 using meticulously sourced components from around the world. From inception to installation, we work with you to create customized video walls and displays that meet your needs and exceed your expectations.

Elite 675 | 7-Eleven | New York, NY | 2.9mm | 420 x 2184 | 4'1" x 21'4"





Wartsila North America Inc | Casino Miami | Fort Lauderdale, FL | 2.4mm | 624 x 3744 | 4'11" x 29'6"

LEGENDARY SERVICE

REMARKABLE SOFTWARE

FIRST-CLASS EXPERIENCE

A billboard advertisement for UPMC Erie. The billboard has a purple and yellow geometric design. It features the text "Welcome to Erie." in yellow, followed by "You've arrived at the home of world-class care and coverage." in white. Below this, the UPMC logo and "UPMC HEALTH PLAN" are displayed. The billboard also includes images of a circuit board, a smiling woman, and a lighthouse.

Welcome to Erie.

You've arrived at the home of world-class care and coverage.

UPMC | **UPMC HEALTH PLAN**

LIFE CHANGING MEDICINE



Ready to put Watchfire to work for you? Call 800-637-2645 or talk to your Watchfire representative.

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