



Watchfire has nearly 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, and every manufacturing process we choose allows 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.

More true-to-life colors, a faster refresh rate, and a more uniform LED appearance with calibration at the module level.

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

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

FCC verified to comply with US laws regarding emissions interference.

EXTERIOR SIGNS WEATHER THE HARSHTEST CLIMATES

Encapsulation of printed circuit boards and electronic components 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 185 °F 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

An industry-best transparent warranty against defects in materials and workmanship is standard for five full years.

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

Fast service on repair and replacement parts means more uptime.

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

MANAGEMENT FOR LARGE AND UNIQUE PROJECTS

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

A project management team coordinates all distinctive LED projects, from custom design to smooth installation.

Trained technicians are available for every specialized display installation.



EASYART

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

Over 1,000 animations and still images, and helpful step-by-step guides show customers how to add and customize designs for every occasion. New designs 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 your sign's communications.



ADVANCED SCHEDULING

DAYPART CONTENT TO MAXIMIZE IMPACT

Each location can advertise in sync with consumer demand. Advertise coffee in the morning, lunch specials at noon, or happy hour after work.



DYNAMIC CONTENT

CUSTOMIZE CONTENT SCHEDULES ACCORDING TO REAL-TIME VARIABLES

Customize content schedules according to the time of day, weather conditions or real-time data with the use of RSS or XML feeds.



ZONING-FRIENDLY

WORRY-FREE COMPLIANCE WITH LOCAL CODES

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

IGNITE OP

Ignite OP is an intuitive desktop content management system for sign operators at all levels of experience. When partnered with the powerful companion mobile app, scheduling content on the go is easy. An all-in-one program, Ignite OP is designed for simplicity with a straightforward scheduling solution and an extensive library of free artwork. A robust content creation engine means you don't have to be a graphic designer to create eye-catching content.

IGNITE OPX

Watchfire's cloud-based solution for content management is a great fit for many sign owners, no matter what the size and expertise of your creative team. This option is especially useful for large signs and digital networks. OPx provides customized access levels for different team members and granular control of content.

Ignite OPx includes helpful tools, like a robust in-program editor, smart playlists, enhanced content reporting, over 1,000 free still images and animations and even more supported file types. Easily manage content on signage networks—both indoor and outdoor—and use keyword tags to organize and distribute content across your network. 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. We're open Monday - Friday from 7 a.m. to 6 p.m., and Saturdays from 7 a.m. to 4 p.m. CT.