



WHAT TO SAY WHEN YOUR CUSTOMERS ASK, “WHY WATCHFIRE?”

It’s a logical next step, really. Once your customers understand the value an LED sign can bring to their organization, they want to know which one to choose. That’s where your role becomes even more crucial. And our role is to not only give you the best product to sell, but the information you need to sell it. Consider these finer points when it comes to selling someone on the finest LED signs around.

Why Watchfire.

Watchfire engineers and manufactures the most durable and dependable LED signs available anywhere.

- :: **Fully encapsulated LED modules** seal out moisture so well, they run underwater for months on end (after all, moisture and electronics don’t usually mix).
- :: **Our windowless design** eliminates glare, is 40% brighter, and is easier to maintain than signs with plastic windows.
- :: **Rugged construction** of extruded aluminum cabinetry (vs. sheet metal and pop-rievet assemblies) featuring precision mitered corners, solid welds and 30% gloss black polyurethane finishes.
- :: **No one offers a deeper color palatte** (with XVS).
- :: **Widest viewing angle possible** (with XVS).
- :: **Long-term reliability** means if we should ever discontinue a product, we’ll still service it as long as the parts are available.
- :: **Ignite® software** is our user-friendly software designed to make your customers’ advertising pop.
- :: **Streamlined design** makes it easier to isolate and repair maintenance issues.
- :: **Made in the USA** from LED circuit board assembly to aluminum cabinetry — all manufacturing is controlled in our vertically designed, computerized, state-of-the-art manufacturing facility in Illinois.
- :: **Industry-best 5-year warranty** is included in every single sign we build.

Rugged construction — signs that can weather the weather.

- :: Each LED module is fully encapsulated in a unique bed of silicone that seals out moisture.
- :: LED modules can actually run fully submerged in water for months.
- :: Tested for extreme temperatures — from 40° below to 120°.
- :: Seamless, extruded aluminum cabinets are far more rugged than sheet metal and pop-rievet assemblies with multiple seams.

Superior picture quality.

- :: Only signs in the industry capable of producing up to 281 trillion colors (with XVS).
- :: No one offers a deeper color palette.
- :: The Watchfire XVS upgrade offers a 140° (horizontal) by 70° (vertical) viewing angle — the widest possible.



Easy to operate

You might say, Ignite® software makes your customers' decision an easy one.

- :: A proprietary software developed exclusively for Watchfire LED signs.
- :: So intuitively designed (with input from actual sign owners), even the most technologically challenged among us can easily navigate the program and create or change messages at a moment's notice.
- :: Ignite software offers "Wizards," step-by-step guides to walk your customers through specific tasks.



Even easier to maintain.

- :: Clean design — signs are designed with fewer parts and connections that simplify and shorten repairs.
- :: Fewer moving parts — fewer chances of failure.
- :: Industry-best 5-year warranty.



Dealer support — more than just words.

Because we only sell through dealers, we're committed to giving you the tools you need to sell and service that sale for years to come. From sales support to tech support, you have the strength of the entire Watchfire team behind you.

One such example is Watchfire's knowledge of the local covenants and concerns your customers can encounter in their community. We can help you and your customer prepare a presentation for a zoning hearing and in many cases will attend the hearing with you.

And why not? When you think about it, our success depends entirely on your success.

- :: Close almost any deal with our Watchfire pickup truck and its hydraulic pop-up sign (available in most parts of the country).
- :: Engage and educate your customers with our new end-user targeted brochure.
- :: Leverage our multiple sales tools — all-new end-user sales brochure, website, iFire newsletters — to position you for the sale.
- :: Tighten up any presentation with our proposal assistance.
- :: Help your customers with zoning issues — who says you can't fight City Hall?
- :: Reassure your customers with live tech support six days a week.
- :: Receive free custom traffic analysis to provide valuable demographic and traffic information for a prospective installation site.

