watchfire

Watchfire has over 85 years of experience in the outdoor signage business. We are a passionate team relentlessly pursuing quality in everything we do. As a manufacturer, all of our designs start with a blank piece of paper. Every component we select, and every manufacturing process we choose allows us to maintain the quality our customers expect.

When you partner with Watchfire Signs, you're investing in a solid relationship backed by an American-proud tradition. Our displays are the result of state-of-the-art research, elite product engineering and expert manufacturing.

THE BEST-LOOKING, MOST RELIABLE LED SIGNS

Effective cooling design extends the life of electronic components.

Color calibration, a faster frame rate and top quality LEDs deliver true-to-life images and animations.

Cabinets of all-aluminum construction, precision-mitered corners, solid welds and a heavy-walled, extruded aluminum frame are built to withstand harsh outdoor conditions.

UL energy efficiency certification and energy efficient components mean our signs use an average of 33% of maximum amperage, reducing operating costs.

Every product we make is FCC verified to comply with U.S. laws regarding emissions interference.

RUGGED SIGNS TO WEATHER THE HARSHEST CLIMATES

Full silicone encapsulation 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 that 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 warranty against defects in materials and workmanship delivers five full years of worry-free operation.

Our ten-year replacement parts guarantee is backed by over eight decades in the sign industry.

Fast service on repair and replacement parts minimizes down time.

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

LARGE SIGN PROJECT MANAGEMENT

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

A project management team to coordinate all large LED projects, from custom designs to smooth installation.

Trained technicians are available for every large 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.

DIAGNOSTICS

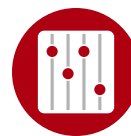**MONITOR SIGN OPERATION 24/7**
Diagnostic reports can be accessed on demand or received automatically. Service teams can improve response times in the event of any issues. It's available on all signs using our 4G Wireless communications option.

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.

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.

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.

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 2

Watchfire's newest solution for content management is a cloud-based option that is a great fit for large signs and digital networks no matter what the size and expertise of your creative team. OPx 2 gives you granular control of both content and user access.

Ignite OPx 2 includes over 1,000 free still images and animations, smart playlists, real-time integrated widgets, enhanced content reporting, and even more supported file types. Grant team members different access levels. Easily manage content on signage networks – both indoor and outdoor – and use content and player 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. They're open Monday - Friday from 7 a.m. to 6 p.m., and Saturdays from 7 a.m. to 4 p.m. CT.