

## 8mm LED Sign

Watchfire's high-resolution 8mm displays are ideal for outdoor locations with significant pedestrian traffic, a nearby busy intersection or traffic congestion.

The 8mm features a surface mount device (SMD) LED package designed to deliver vibrant images with high contrast. The closer your LED sign is to your audience, the greater the visual impact and messaging flexibility.

### Features

Patented front ventilation, a slim cabinet and beveled module edges offer near-seamless installation, even around curves. Every XVS 8mm sign includes live video capability, whole-sign color and brightness calibration, and automated sign diagnostics.

Watchfire's 8mm signs use a surface mount device (SMD) that contains red, green and blue under a single lens. This produces a high-quality display that provides exceptional resolution for crisp, vivid content and wide viewing angles.

### Engineered and Built for Reliability and Quality

Every module is encapsulated to be ruggedly durable in all kinds of weather.

Controlled thermal and mechanical stress is applied during Highly Accelerated Life Testing (HALT) to identify design weaknesses and opportunities for product improvement. Cabinets are rated for temperatures ranging from -40 °F to 140 °F.

Electronics are rated from -40 °F to 185 °F.

Extruded aluminum, precision-mitered corners, solid welds, and stainless fasteners make our cabinets strong yet lightweight and stand up to corrosion for years of worry-free performance.

Average energy use equals about 1/3 of maximum amperage. All signs are UL 48 & CUL 48 listed and UL Energy Efficiency Certified.

Displays are verified to be in compliance with FCC regulations regarding emissions interference.



**XVS 8mm** 108 x 252 pixels • 3'5" x 7'3"  
Dunkin' • Warwick, RI

8mm Sign Features	W-Series	XVS
<b>Pixel Pitch</b>	8.47 mm (0.3")	8.47 mm (0.3")
<b>Pixel Configuration</b>	SMD 3-in-1	SMD 3-in-1
<b>Character Height</b>	2.3" or larger	2.3" or larger
<b>Module Dimensions (HxW)</b>	12" x 12"	12" x 12"
<b>Matrix Configuration</b>	36 x 36 pixels	36 x 36 pixels
<b>Color Capability</b>	1.2 quintillion	1.2 quintillion
<b>Viewing Angle</b>	150° horizontal, +22°/-45° vertical	150° horizontal, +22°/-45° vertical
<b>Video Frame Rate</b>	Up to 30 fps	Up to 60 fps
<b>Field-Adjustable Brightness</b>	Up to 6,000 nits	Up to 7,000 nits
<b>Power</b>	120 or 240 volt single phase 60 Hz	120 or 240 volt single phase 60 Hz
<b>Communications Options</b>	RWF, High Security Radio, 4G Wireless, High Speed Fiber	RWF, High Security Radio, 4G Wireless, High Speed Fiber

**For more information,  
contact your Watchfire representative.**

## Ignite® Goes Zoning Friendly

Ignite® Graphics Software is keeping pace with current day municipal codes. Driven by demand from municipalities nationwide, Watchfire® Signs has recognized the need to restrict some graphics features of our LED signs. Ignite Graphics Software now has the ability to limit certain movement effects and animation files for communities that mandate less dynamic displays. Ignite also offers longer hold time settings on digital message centers to comply with local ordinances.

### BRIGHTNESS ADJUSTMENT v. BRIGHTNESS RESTRICTION

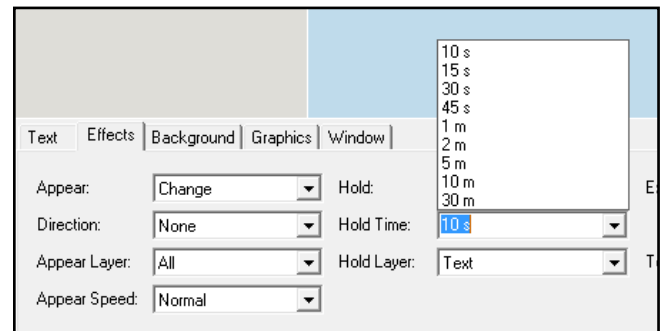
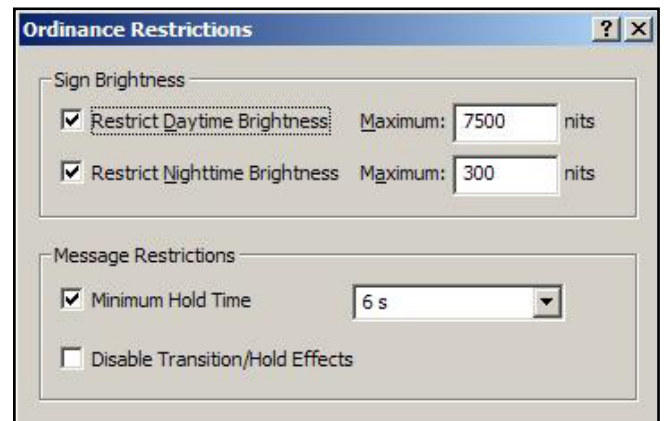
Prior to 2011, the brightness setting of a Watchfire LED sign could be adjusted up or down by the Watchfire service department; but the newest version of Ignite allows a sign's daytime and evening brightness settings to be set individually. This ability provides local zoning and planning authorities with certainty that their day and evening municipal light-restriction codes will be followed, even after an LED sign is installed. For example, if a community requires daytime sign brightness of no more than 7500 NITS and evening brightness of no more than 300 NITS, the Watchfire service department can set the LED sign controller so the brightness does not exceed those limits.

### HOLD TIME AND TRANSITION RESTRICTIONS

Ignite version 11.1 (release date: Aug 2011) enables signs to be re-set according to the hold-time and transition regulations in the communities where they will be placed. In a locality that regulates LED sign transitions (sometimes called animations), they can be restricted partially or completely. If a municipal ordinance calls for a longer hold time, the Watchfire sign controller can be re-set to comply. Hold times may be adjusted in one-second intervals, to change the message on the sign as often as every 6 seconds or as rarely as once a day.

Brightness, hold time and transition restrictions can only be set by calling the Watchfire service department. The regional or local sign company that wants to ensure their placement of a Watchfire LED sign complies with local municipal sign codes can also call our service department to request changes to the sign controller.

**For more information how these features can be used to bring your Watchfire sign into compliance with local zoning ordinances, please call us at: 866-637-2645.**



**LEBOWSKY  
CENTER**  
**OWOSSO, MI**  
**6.2 MILLION  
EXPOSURES PER YEAR**  
**16mm**  
**5'11" x 15'**



**The Lebowsky Center**, home to the Owosso Community Players in Michigan, might be the envy of historic American theaters with its new, state-of-the-art facility that preserves the original look of its building. The story behind their innovative approach is a lesson for those seeking a historic look with a modern approach to marketing and energy efficiency.

When a huge portion of the building was lost to fire in 2007, only the front of the building and original marquee were spared. With many of the original Bakelite panels broken, the intricate design and operation of the marquee made the prospect of a total restoration difficult and potentially expensive.

Despite the building's location within a designated historic district, and some initial reluctance to consider an LED sign, Carl Ludington, the electrician for the Owosso Community Players, was open to new solutions for their marquee restoration. As the theater rebuild progressed, Ludington contacted Mark Agnew with Agnew Graphics Signs and Promotions to learn about LED signs and see examples of them in the community. Agnew was able to demonstrate to the organization and the historic district that an LED sign retrofitted into the existing framework would mimic the look of the old marquee with a high degree of accuracy. He even developed specially designed content to blend the look of the new Watchfire signs seamlessly with the original curved marquee that remained on the front.

"We have a first rate display out front that maintains our historic look," said Ludington. "Our Watchfire sign is so easy to operate. It's an awesome addition to our theater and our community." Ludington programs content that varies from logos and photos related to upcoming shows, and lettering that copies the original marquee's content – right down to a font that matches the old manually applied letter tiles.

The quality of the retrofitted LED signs in the marquee was especially important. To mimic the original display it was necessary to find components that could accurately reflect the white background of the original Bakelite tiles. It is natural for LEDs to dim over time, but Watchfire's high quality components and color calibration ensure that the white background of their content will remain true. Inferior components can dim unevenly, causing white content to appear pink. Ludington also mentioned the ease at which they could tailor the brightness of their sign to compensate for so much white on the display. "We feel the brightness is perfect now and will only increase the longevity of the sign," he said. signs from Watchfire. "Support from Watchfire has been consistently excellent."

**"Watchfire was not the cheapest sign out there, but we like that it has superior quality. We couldn't be happier with our choice."**

**CARL LUDINGTON |  
OWOSSO COMMUNITY PLAYERS  
LEBOWSKY CENTER - OWOSSO, MI**



Lebowsky Center Owosso, MI