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# DIGITAL BILLBOARD RESOURCE GUIDE

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BEST LOOKING, MOST RELIABLE  
OUTDOOR ADVERTISING

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**WHY WATCHFIRE** With superior quality, durability and outstanding visual displays, Watchfire digital billboards are engineered to grow your business and give your advertisers the best platform in the industry. With the introduction of Watchfire’s MX Class, you can be confident in the industry’s first ever guarantee that your digital billboard will look as good in year ten as it did on day one. This unprecedented assurance proves once again that we’re not just a manufacturer, but your partner with the experience and expertise to help you succeed. Watchfire puts your company years ahead of the competition.


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**ASSURANCE** Accept no compromises with Watchfire's unparalleled commitment to customers that includes a ten year brightness guarantee, a groundbreaking ten year uniformity guarantee and a ten year replacement parts warranty. Our revolutionary technology delivers a refined image consistency based on objective specifications calibrated in the factory and maintained in the field. We are so confident in our Watchfire MX Class digital billboard, that if we fall short for any reason, we'll issue a cash refund.

 **Financial certainty.** We guarantee your MX Class billboard's display will look factory fresh after ten years of operation. If it doesn't and we can't make it right, we'll pay you a cash refund. These innovations allow our operators to have an unprecedented certainty in financial performance and the replacement cycle.

 **Color uniformity.** You will never worry about your board's appearance with Watchfire's proprietary technology that objectively measures color uniformity over the course of its operation. We've developed a process that accurately maintains uniformity from the factory to the field and releases you from years of uncertainty.

 **Brightness.** Watchfire's engineers developed a method to increase brightness while maintaining longevity, which guarantees a display brightness of at least 7,500 nits for ten years. You'll have 100% confidence in the durability of your digital billboard without sacrificing brightness.

 **Parts.** The MX Class has an unmatched ten year warranty proving that, with more than 80 years in business, Watchfire is renowned for building and supporting the finest products on the market. It's that simple, and that important.

# MX

CLASS



L to R:

Watchfire designs, engineers and manufactures each digital billboard all under one roof in our state-of-the-art facility in Danville, Illinois.

Comprehensive live monitoring provides a proactive approach to service and support.

We give your sales team the tools they need to succeed in the digital advertising industry.



IF ROADBLOCKS DON'T STOP YOU,  
**YOU'RE OUR KIND OF DIFFERENT.**

DeVry University 

devry.edu

**Lengthen the replacement cycle and make more  
money with Watchfire MX Class digital billboards.**

**OUTSTANDING APPEARANCE** We design our digital billboards to give you the most visually stunning boards available on the market and the ultimate competitive advantage. It's a difference you can see and, more importantly, a difference your advertisers can see. We only use the highest quality LEDs and components along with our revolutionary, whole-sign color and brightness calibration to ensure uniformity and longevity. We're so confident in the durability of our MX Class digital billboards that we guarantee they'll look as bright and uniform in year ten as they do on day one.

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**Color and brightness calibration.** We were the first in the industry to perform whole-sign color and brightness calibration, which eliminates tiling, fading and poor picture quality. Your entire Watchfire billboard is calibrated so closely in the factory that any variances caused by the normal aging process are not visible to the naked eye. This is a critical part of why Watchfire digital billboards look better longer. It's also a critical part of our money back guarantee on our MX Class billboards.

**Eye-catching images.** Digital billboards give your advertisers the most striking platform to bring their messages to life and grab the attention of their potential customers. A billboard with blacked-out modules or poor image quality doesn't just fail to impress; it can negatively affect an advertiser's brand. Watchfire digital billboards have been meticulously engineered to make the best impression and give you and your customers the greatest return on investment.

**Looks and longevity.** Watchfire billboards use a patented multi-channel data system to ensure that any data loss will be isolated to a single module. We streamline the design of our boards to minimize the number of connections and components; this minimizes the opportunity for failure and reduces your maintenance costs.

**Image assurance.** The appearance of your billboard has a dramatic impact on your bottom line. A digital billboard that looks better for a longer period of time gives you optimum return on investment. We provide you with assurance and peace of mind that no other manufacturer can offer. Our unequaled MX Class digital billboard is guaranteed to maintain brightness and color uniformity for ten full years. If your billboard doesn't keep the same fresh appearance it had when it was new, we'll give you a cash refund.

*Without multi-channel data one fault affects an entire line.*



*Patented multi-channel data isolates a service issue to a single module.*





CALIBRATED    UNCALIBRATED    TILING    FADING



< Clockwise:

MX Class from Watchfire extends the replacement cycle, so you can be more successful.

Whole-sign calibration is our fountain of youth. Cheap, uncalibrated boards display harsh colors, tiling and quilting, and color fading as they age. Not ours.

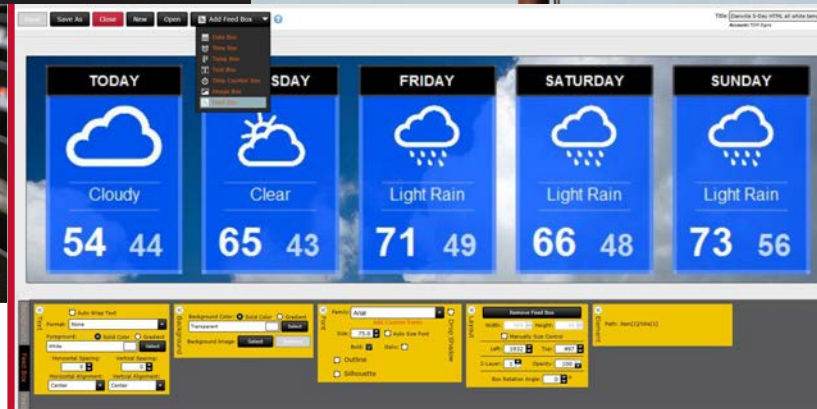
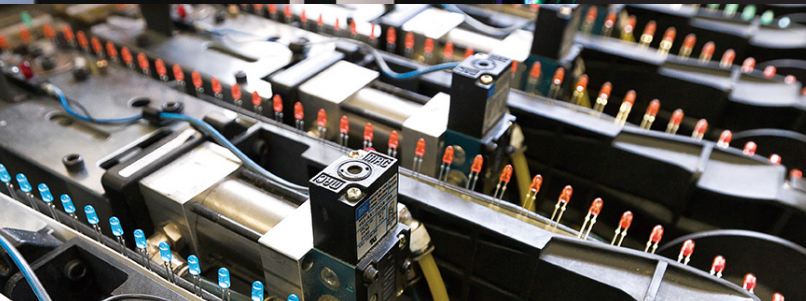
The value in digital advertising comes from giving your customers the most striking platform to bring their advertising to life and grab the attention of their potential customers.

With Ignite OA, you can create dynamic and eye-catching advertising based on RSS feeds, time counters and other conditional content.

Good isn't good enough for us. Single-bin LEDs are just the beginning.



OUTSTANDING APPEARANCE



**SUPERIOR DURABILITY** In our company's 80+ year history, we've built a reputation for outstanding quality. We meticulously engineer our digital billboards to give you the longest lasting and highest performing boards in your market. We focus on the details; we know the components of every billboard we manufacture and we test our work. With Watchfire as your partner, you'll have years of worry-free performance so you can spend your time thinking about how to grow and develop your business, instead of worrying about your uptime.

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**Elegant engineering.** Every aspect of our engineering, design and manufacturing process is dedicated to creating the longest lasting, best performing digital billboards in the industry. Each employee takes pride in what we create, and you benefit from working with a manufacturer who controls every element of each billboard you purchase.

**Highest-quality components.** To give you the most vibrant and crisp displays in the industry, we start with single-bin LEDs from the world's finest manufacturers. Our LEDs are meticulously grouped by batch, color intensity and wavelength to ensure uniformity throughout the display for the life of your board.

**Built tough.** Watchfire cabinets are built of extruded aluminum with mitered corners to be strong yet lightweight. They can withstand wind loads per IBC 2006/2009 standards, yet at only 8" thick, they weigh 15-20% less than competitors' boards for easier transportation and installation.

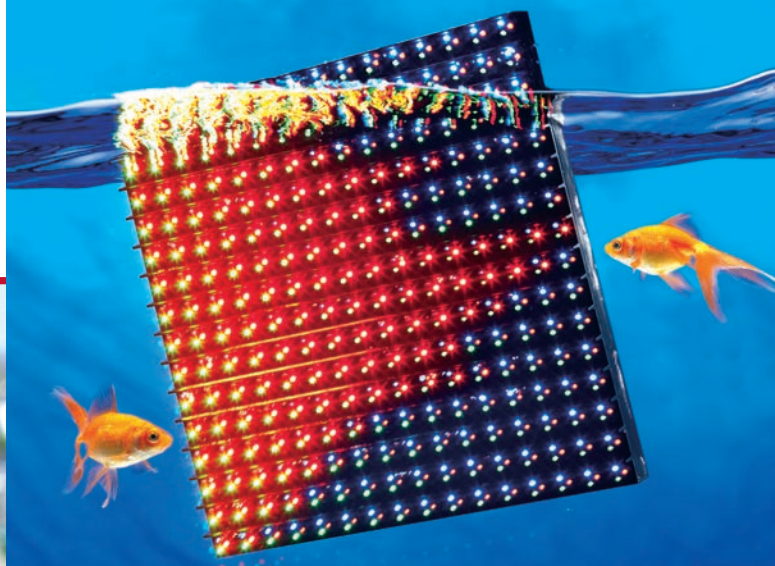
**Extreme weatherproofing.** Full-silicone encapsulation of our modules eliminates the threat of moisture, the most common cause of electronic failure. Our billboards are built to operate in even the most unforgiving of climates, from extreme heat changes (-40° to +149°F), to high humidity and severe weather.

**Relentless testing.** This may be our favorite part of the manufacturing process. We perform extensive reliability testing to make sure every module meets our high standards. Our modules spend weeks in our salt fog and HALT chambers, and endure extensive testing for electrical disturbances.

**Superb energy efficiency.** Watchfire's digital billboards are twice as energy efficient as billboards from other manufacturers that use less efficient, lower priced components. Lower day-to-day costs mean more money in your pocket, leaving you more capital to reinvest in your business.

**Longevity matters.** All of these efforts mean we build a better product. From the drafting table to the jobsite and from the raw materials we source to our manufacturing process, the products and the people at Watchfire are focused on helping you succeed. We've developed proprietary technology that delivers an unprecedented longevity guarantee and a product that can deliver color uniformity and a display brightness of 7,500 nits for ten years – or we'll issue a cash refund.





< Clockwise:

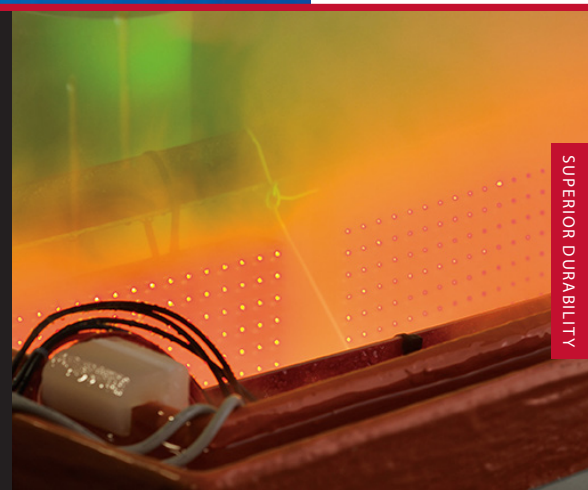
Our rugged, all-aluminum cabinets with precision-mitered corners are engineered to stand up for years in the field.

Full silicone encapsulation means our modules will run and run—even underwater.

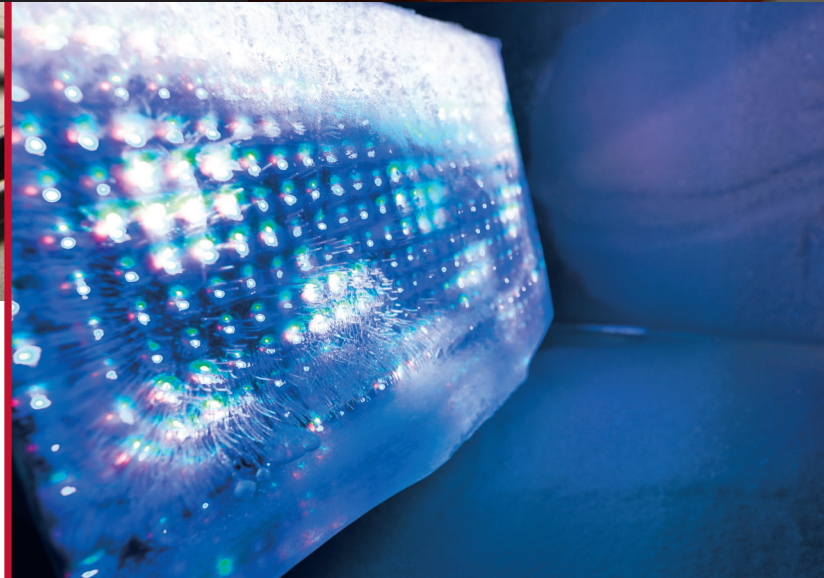
We test our modules in salt fog to ASTM B117 standards for corrosion resistance.

Worried about winter? Watchfire modules operate perfectly, even in a solid block of ice.

Our products are conceived, engineered, manufactured and supported from our Danville, Ill., factory.



SUPERIOR DURABILITY



**MAXIMIZE ROI** Every Watchfire digital billboard has been engineered with you and your advertisers in mind. We give you the tools to build revenue by providing a stunning and durable billboard with the industry’s best software. Our easy-to-use, intuitive Ignite OA™ is a content creation tool, advanced scheduler and reporting engine all in one. When you work with Watchfire, you can spend more time building your business and less time managing content.

**Inventory tools.** Ignite OA puts the power of supply and demand at your fingertips and provides a revolutionary way to manage your inventory. More than just a scheduler, Ignite lets you forecast availability and report occupancy history, so you can ditch spreadsheets and keep tighter control of your inventory. Advanced scheduling features even let you define separation between competing advertisers or conflicting products or services, such as alcohol sales and worship messages. With improved inventory management, you can be confident you are delivering spots as contracted and commanding a premium price when demand is high.

**Cutting-edge advertising tools.** Conditional content gives your advertisers the ability to display real-time dynamic content at a moment’s notice. Watchfire billboards have received attention for being used to display tweets, Instagram posts, live sports scores, current weather conditions and many other types of data feeds – all in real time. Our dynamic media tools make it easy to create advertising campaigns that engage the community. This is the future of digital advertising. If your customers aren’t already demanding it, they will soon.

**Legendary uptime.** Watchfire products are known for their legendary reliability and durability. We know your business depends on your billboards operating and looking great every minute of the day. Use Ignite OA to access detailed diagnostic reports that analyze components, report uptime and generate malfunction alerts.



L to R:  
Schedule campaigns and manage inventory with the best software in the industry.  
Use Ignite OA to create dynamic content for real time advertising.  
Comprehensive software training is included with every billboard purchase.







DDI MEDIA

**Bring your customers' advertising to life with the most visually stunning digital billboards in the industry.**

Interstate JCDcaux  
**CHICAGO, IL**

**42.1 MILLION**  
EXPOSURES PER YEAR

**16mm**  
**20' x 60'**



A large billboard for Nespresso VertuoLine coffee is mounted on a tall pole. The billboard features a dark background with the Nespresso logo and 'VertuoLine' text on the left. In the center, a glass cup of coffee is shown with a spoon pouring more coffee into it. On the right, the text 'EXPERIENCE THE REVOLUTION OF COFFEE' is displayed, followed by 'TASTE THE REVOLUTION AT NESPRESSO.COM' and 'Join #TheCoffeeRevolution'. Below the billboard, a sign on the pole reads 'INTERSTATE JCDcaux'.

**NESPRESSO**  
VertuoLine

EXPERIENCE THE  
REVOLUTION  
OF COFFEE

TASTE THE REVOLUTION AT  
**NESPRESSO.COM**  
Join #TheCoffeeRevolution

INTERSTATE JCDcaux



**WHY WATCHFIRE** We like to brag about how good looking and reliable our boards are, and we're not alone. Our products have been meticulously engineered to give you the ultimate competitive advantage in your market. With a Watchfire digital billboard, you'll have years of worry-free performance, so you can spend your time thinking about how to grow and develop your business.



L to R:  
Lamar Advertising • 19mm • 11' x 22' Poster  
Adams Outdoor Advertising • 19mm • 10' x 30' Bulletin  
Key Ads • 16mm • 22' x 19' Gateway

*"I have never bragged about my Watchfire boards because I never wanted my competitors to know about them. I've been very impressed with Watchfire's quality and service, and they've definitely given me a competitive advantage in the marketplace. I have purchased six more digital boards from Watchfire since installing the first one."*  
RODRIGO LOPEZ | GENERAL MANAGER | GO DIGITAL

*"We heard other digital billboards in the industry were plagued with hardware problems. Our clients put faith in us, so we put our faith in Watchfire. We found there was a new set of clientele coming in that we weren't previously doing business with. The digital boards have exposed us to a new set of advertisers. That was awesome."*  
NICK KEYES, JR. | VICE PRESIDENT | KEY-ADS

*"We need a digital product that looks as good after years in the field as it does on day one, and that's why we only purchase Watchfire products. When an advertising campaign is focused on one special day, everything has to work perfectly, and with Watchfire we know that it will."*  
COVA GONZALEZ | HEAD OF MARKETING | PUNTO VISUAL

WHY WATCHFIRE

Reagan National Advertising

**LAYTON, UT**

**36.6 MILLION  
EXPOSURES PER YEAR**

**19mm  
14' x 48'**

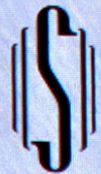
# FOUNTAIN UNVEILING

EXPERIENCE THE FOUNTAIN'S FIRST LAUNCH

**JUNE 15TH 12 NOON**

I-15, Hwy 89 and Legacy Parkway - Exit Park Lane, Travel West

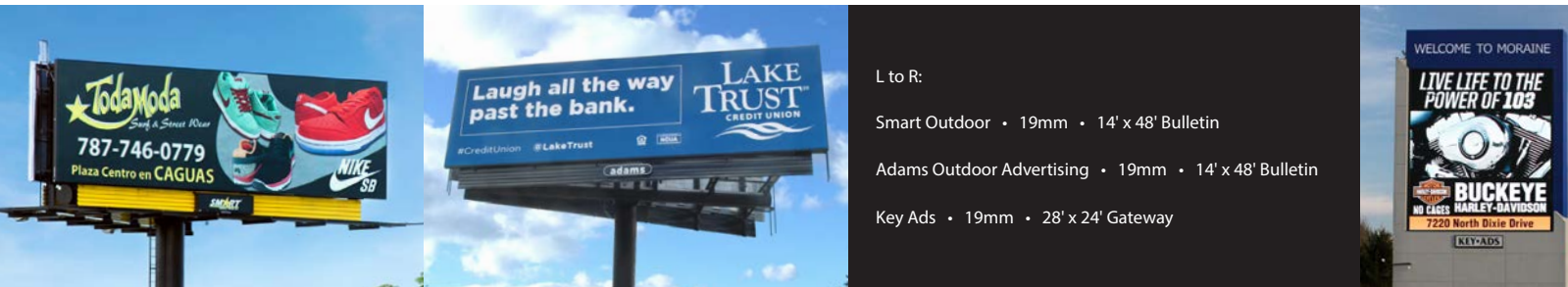
VISIT US ON FACEBOOK  /SHOPATSTATIONPARK



**STATION  
PARK**

Reagan

**WHY WATCHFIRE** At Watchfire, we see the potential growth of digital billboard advertising. We're committed to building the most powerful, effective advertising tool in the industry. Digital billboard advertising makes an impact and offers greater flexibility and reach than any other medium in the market. Your customers can communicate with their audience in a way never before possible. We design our boards to give your customers the greatest value for their advertising dollar with our powerful Ignite OA software, revolutionary conditional content and industry-leading performance.



*"From what we've seen of competitive boards, our 19mm from Watchfire has cleaner, crisper and sharper images, even after all these years. Watchfire simply offers better image quality over the long run. I would definitely recommend Watchfire; they have been very advantageous to our business. We've had very little downtime and that helps keep our advertisers happy and helps them see results."*

JEFF BOHNERT | PRESIDENT | DRURY SOUTHWEST SIGNS

*"With Ignite OA, I can go in and see the billboard through the web camera. I can also see which clients are up that week and which ones were up last week, and how those changes appear. You can't do that with the other company's software. For someone considering a digital billboard, in the last four years, we have had the chance to compare billboard products, Watchfire gets an A, the other guys get a C. I think they should have Watchfire."*

FRANKIE CANGIANO | PRESIDENT | PRO BILLBOARDS

*"As I've been using the new Ignite, it's clear that Watchfire has built this software on the way we do business. The software is great. We sell a lot of fractional slots because we run multiple units on our network and so it's been very helpful and much less time consuming. The software allows us to better keep track of what we have available and I've been really impressed with the reporting. It's great to be able to see when contracts are ending visually so we can make sure we get a renewal or find more advertisers."*

NEIL BELL | OWNER | ROSE CITY OUTDOOR



Ready to put a Watchfire digital billboard to work for you? Call 800-219-0496 or talk to a Watchfire representative.

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