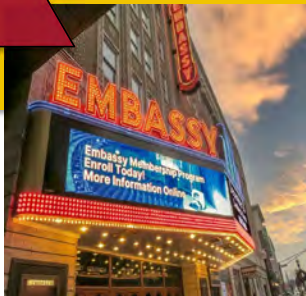


Watchfire



**Normal West Indoor
Video Displays
April 2025**

The Watchfire Advantage



On-Premise



Sports



Indoor



Outdoor Advertising

Our Philosophy

A straightforward and respectful approach to building lasting partnerships, a passion for helping customers succeed, and expertise in providing industry-leading solutions while fostering advancements within our industry.

We Are Watchfire



Design



Performance



Innovation



Service



[watchfire.com](https://www.watchfire.com)

watchfire

Why Watchfire

- More than 92 years based in the Midwest. Why face unnecessary risk?
- 75,000+ active digital installations in North America. Partner with a company who knows.
- **5-year parts warranty standard/ 10-year parts guarantee reserved at time of purchase. Piece of mind with your investment.**
- Support, Support, Support!
 - **Dedicated technical support for Sports and Indoor**
 - Large engineering & and service departments in-house: Danville, IL
 - Project management team in-house
- Proprietary content management software options (Ignite® OPx and Ignite Sports)

First Time & Temp Sign



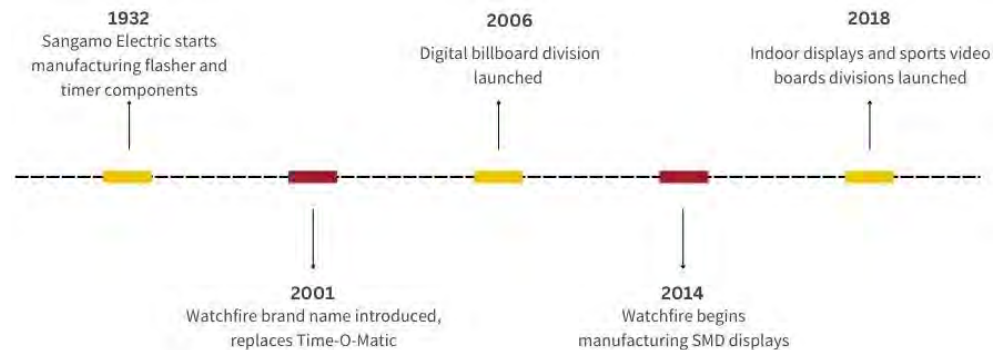
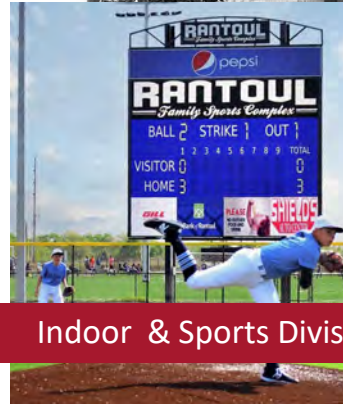
Billboard Division



Outdoor Digital Division



Indoor & Sports Divisions



PRODUCT SPECIFICATIONS

S – Series

- Pitch Options:
 - 1.9mm*New for 2024, 2.4mm, 2.9mm, 3.9mm & 5.9mm
- Panel Size:
 - Standard - 19.68" x 39.37"; other sizes available
- Brightness:
 - Standard – 800 NITS
 - High Brightness – 3500 NITS available on 2.9mm, 3.9mm and 5.9mm as an option
- Up to 3840 Hz refresh rates

Primary advantages:

- Lower lifetime cost
- High brightness option available
- Unlimited size options
- Glare-free and seamless

Use Cases:

- Locations with excessive ambient lighting
- Messaging/Wayfinding/Advertising
- Presentation

Left: Erie International Airport, Erie, PA. | 2.4 mm | 624 x 1248 | 4' 11" x 9' 10"



Software Development

- Watchfire Ignite OPx or Ignite Sports
- OPx can control multiple digital displays and LCD screens.
- Ignite Sports is optimized for live video and scoring.
- 3rd party software can be used and easily integrates with displays.
 - Vetted third-party vendors include Brightsign, 22Miles and more.
- Software training is available anytime through our scheduling portal.

IGNITE OPx

Premium, Cloud-based Content Management

CREATE. SCHEDULE. UPDATE.

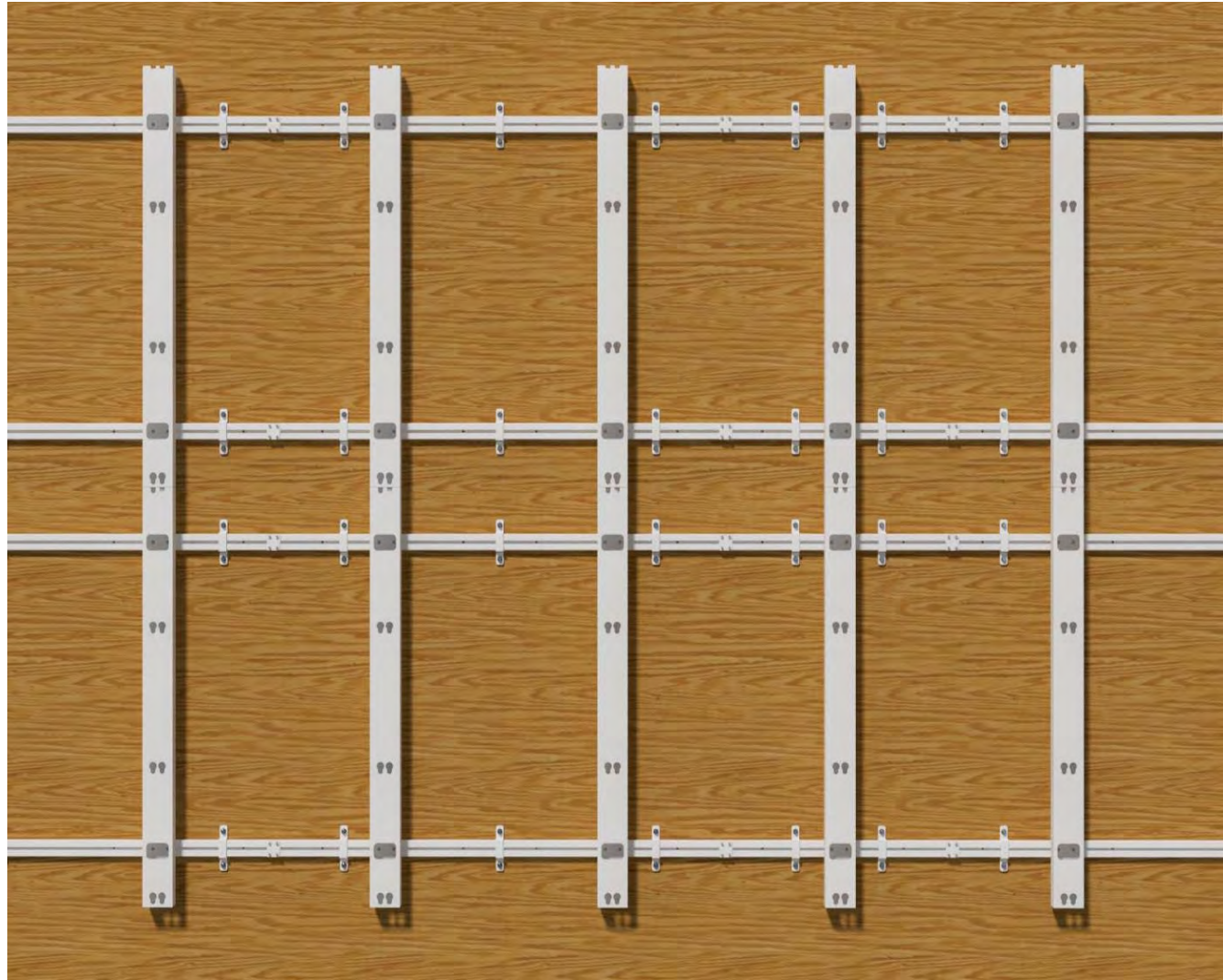


The screenshot displays the Watchfire Ignite OPx interface. On the left, a sidebar lists various content sources and playlists. The main area shows a live sports feed with a large video window displaying a football game between the Eagles and the Bulldogs. The score is 35-28 in the 2nd Quarter. Smaller windows show promotional content like '\$5 OFF PIZZA' and '\$178 50/50 Winner'. The bottom of the interface has 'Live Video' and 'Sign Output' buttons. The Watchfire Ignite Sports logo is at the bottom center.

watchfire
ignite sports

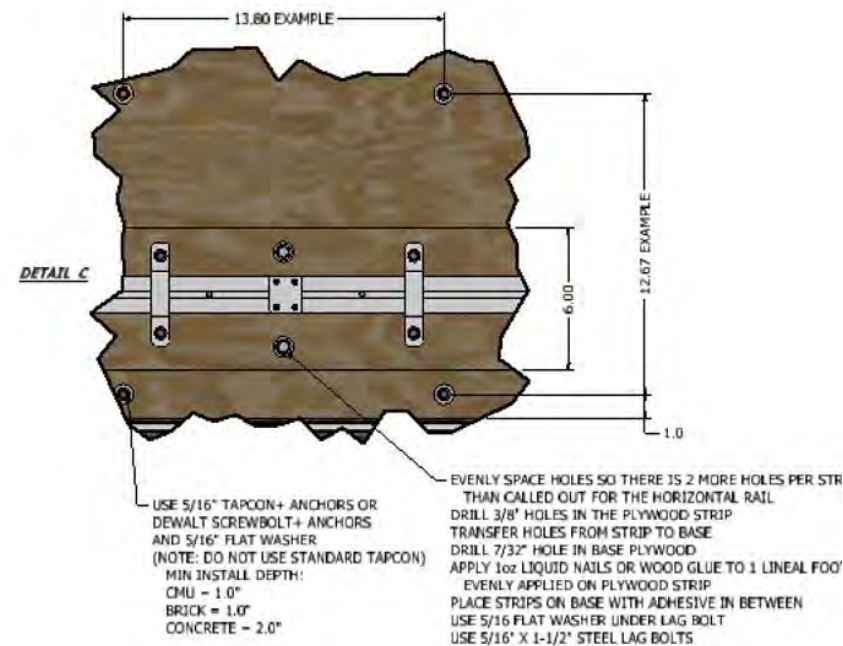
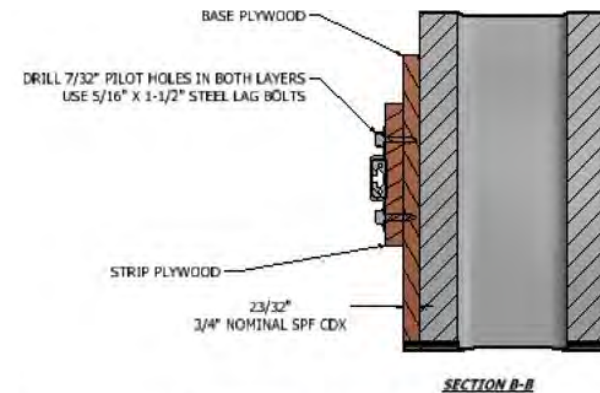
Installations

- Adjustable frame for easy installation
- Allows for proper air flow and service



Project Management

- Watchfire project management is here to help whenever needed.
- Whether your installation is part of a new build, installing on an existing structure, or adding to your network of displays.
- We will provide detailed mechanical and electrical drawings to ensure your project goes exactly as planned from **day one**.



RENDERINGS & PRICING





watchfire 

9' x 16'5" 3.9mm

FOR DEMONSTRATION PURPOSES ONLY

© 2025 Watchfire Signs



watchfire 

9' x 16'5" 3.9mm

FOR DEMONSTRATION PURPOSES ONLY

© 2025 Watchfire Signs



M a i n GYMNASIUM Option 1				
Qty	Model	Description		3.9mm
2	Wall Mount LED VIDEO DISPLAY	Includes (2) 9' x16'5" LED video displays. Spare parts kit included (Modules, power supply, cables, etc.). Tablet included 10' LED Scorer's Table Set of VIDEO shot Clocks (Backboard Lights included) Sourcewell Contract #030223-WCH Freight Estimated		\$115,500 \$17,720 \$4160 \$2105
1	Ignite Sports 2.0 Package	Includes (1) Ignite Sports 2.0 software and operating computer. No annual subscription fees. Unlimited training and support for the life of your video display. Includes a 12 Unit equipment rack for all operating components.		Included
1	Software Training	Includes initial onsite training by Watchfire rep, followed by unlimited customer support and virtual training as needed for the life of your video board. <i>Additional Ignite Sports software downloads available for school owned Windows computers at no additional costs.</i>		Included
1	Watchfire On-site Technician	Present during installation. Assists with installation, connects and troubleshoots all components of your project.		Included
1	5 Year Parts Warranty	Watchfire 5 Year Parts Warranty on all products.		Included
1	10 year parts availability	Watchfire guarantees parts availability for 10 years after your manufacturing date.		Included
watchfire.com Total Cost by Watchfire, not including installation (Install quoted at \$21,500)				\$139,485

PROJECT EXAMPLES



watchfire.com

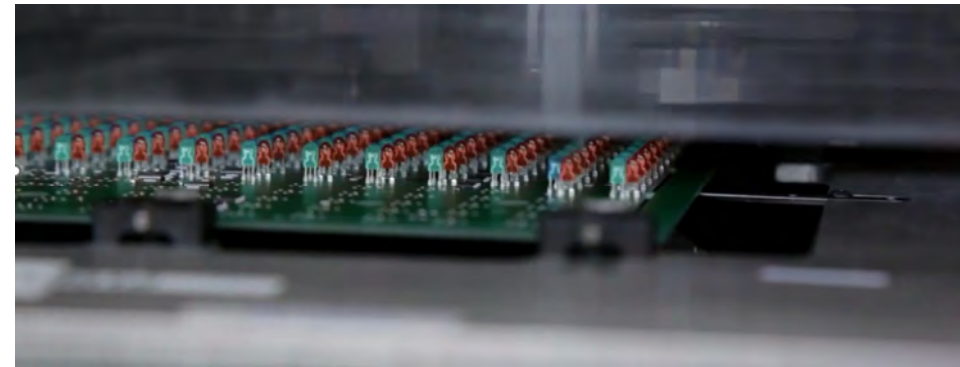






One Manufacturer

LED VIDEO DISPLAYS - Danville, IL



One Manufacturer

Fixed Digit Timing and Scoring - Houston, TX



COLOR & BRIGHTNESS CALIBRATION

Avoid Mismatched Tiles

Watchfire is the only LED manufacturer that calibrates the entire display for color and brightness before it leaves the factory.

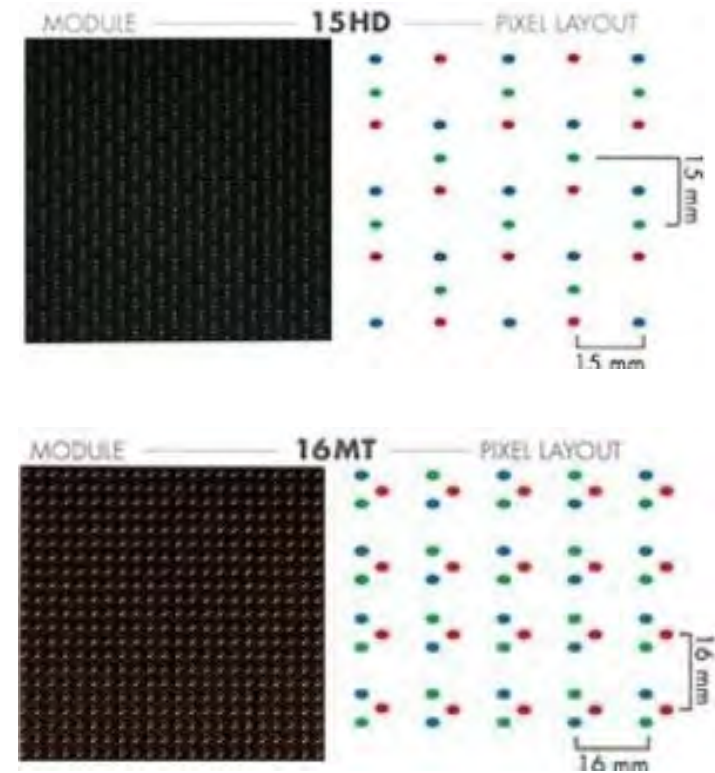


**Our displays are 70% more uniform
than an uncalibrated LED display.**

TRUE vs VIRTUAL PIXELS

Pretend Pixels Cut Corners

A pixel is a red-green-blue LED combo.
Watchfire builds **true pixel** displays.
Others cut corners with “virtual” pixels.



DURABILITY AND PERFORMANCE

Modules Fully Encapsulated in a Bed Of Silicon Gel

- Built for extreme weather
- Each LED module is completely encapsulated in silicone gel, protecting the front and back from the environment.
- Most imported units seal only the front.

Moisture is the **number one** factor in LED failure.



INDOOR VIDEO DISPLAYS

True Color, Fine-Pitch Displays



Our tight-resolution interior displays offer close viewing angles and a dust and splash-resistant surface. Adjustable brightness sets the perfect level in low or full light.

S SERIES: 2.4mm | 2.9mm | 3.9mm | 5.9mm

X SERIES: 1.2mm | 1.5mm | 1.9mm

High brightness options

HD and 4K Capability

S-SERIES EXAMPLES

High Brightness, SMD Technology, & Pre-Assembled options



SCORER'S TABLE

6' | 8' | 10' tables, interlock tables up to 60'

2.9mm | 3.9mm | 5.9mm | (HB)

Plexiglass cover & color padding

Built-in horn and power strips

Rugged design does not collapse

Laptop or rackmount controller



IGNITE SOFTWARE



Score with a wireless tablet or controller

Operate display with laptop or rackmount

Create zones, playlist and content

Score and display up to four games at once

Input live video or full production system

NO ANNUAL FEE



ACTION PACKAGE

Professional Live Video Production System

4 or 8 camera input

Slow motion instant replays

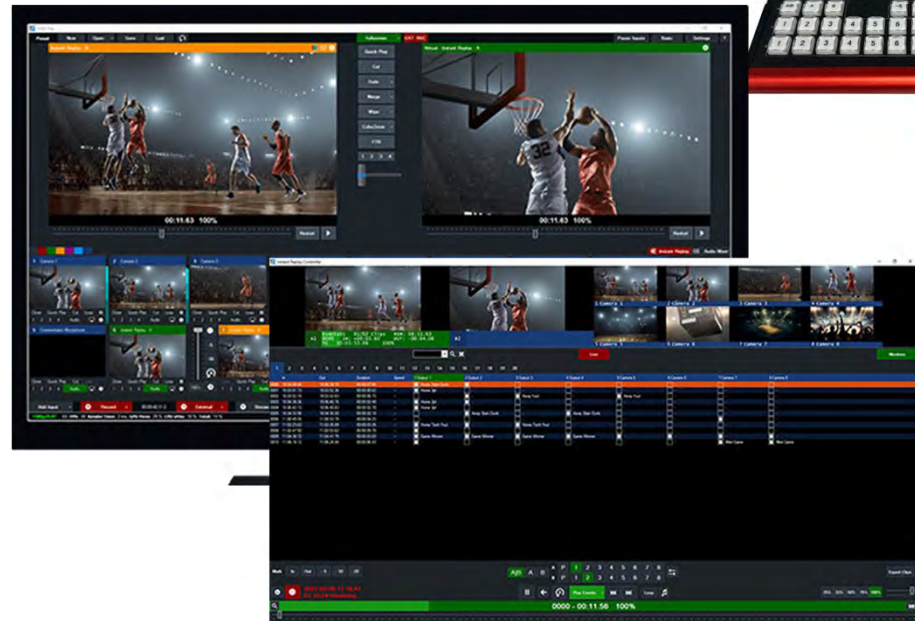
Video switcher and audio mixer

Stream and record the game

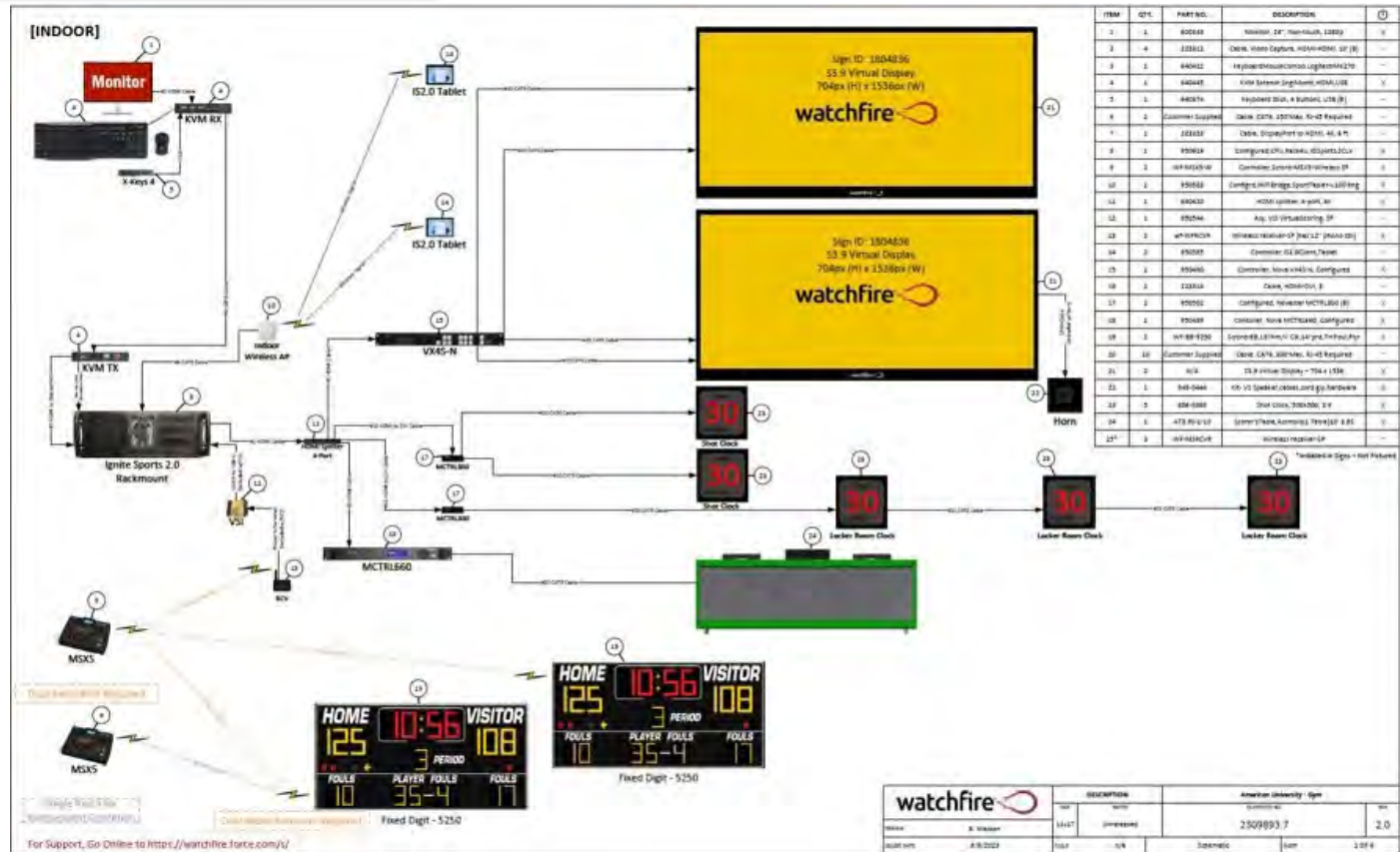
Overlays and social media integration

Is a live video feed into Ignite Sports

JVC



SYSTEM DRAWINGS



COMMITTED TO SUPPORTING YOU

Technical Support

- Live chat
- Help Desk

Service Community

- Knowledge Base
- Training videos

Parts Availability and Dispatch

- 5-year warranty
- Replacement parts for 10 years
- Priority parts ship the same day

Sports Specific Service Call Center

- Extended hours to support sport events





THANK YOU FOR THIS OPPORTUNITY

