

## 10mm LED Sign

The 10mm LED sign offers the most vivid, true-to-life images of any Watchfire display. This tight pixel pitch is ideal for close-viewing ranges, such as pedestrians or slow vehicle traffic.

The 10mm modules follow the same form factor as Watchfire's other high-resolution sign models. The universally sized modules makes design, upgrade, and installation easier.

### Features

Tight pixel pitch gives signs superior image quality and incredibly high resolution for close-range viewing and slower traffic speeds.

High-efficiency components deliver eye-catching brightness and reduce operating costs to maximize return on investment.

Vivid colors produce true-to-life images.

Beveled module edges offer near-seamless installation, even around curves.

The XVS advantage on every 10mm sign provides live video capability, whole-sign calibration, and automated sign diagnostics.

### Engineered and Built for Reliability and Quality

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

Components are rigorously tested for 180 consecutive days of underwater immersion and 60 consecutive days of salt spray. 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 steel fasteners make cabinets strong yet lightweight, and able to resist corrosion for years of worry-free performance.

Average energy usage equals about 1/3 of maximum amperage. All signs are UL 48 and CUL48 listed and UL Energy Efficiency Certified.



**10mm** 120 x 210 • 4'5" x 7'3"  
Constitution Health Plaza • Philadelphia, PA

#### 10mm Sign Features

<b>Pixel Pitch</b>	10.16 mm
<b>Pixel Configuration</b>	SMD 3-in-1
<b>Character Height</b>	2.8" & larger
<b>Module Dimensions (HxW)</b>	12" x 12"
<b>Matrix Configuration</b>	30 x 30 pixels
<b>LED Lifetime (50% brightness)</b>	100,000 hours
<b>Color Capability</b>	1.2 quintillion
<b>Viewing Angle</b>	150° horizontal, +15°/-45° vertical
<b>Video Frame Rate</b>	Up to 60 frames/second
<b>Field-Adjustable Brightness</b>	Up to 7,000 NITS
<b>Power</b>	120 or 240 volt single phase 60Hz
<b>Communications Options</b>	RWF, High Security Radio, broadband wireless & DSL, Fiber-Com, phone control

Watchfire manufactures LED signs to fit almost any application. Sign sizes are based on a module size of approximately 12" x 12". Contact your Watchfire representative for more information.

**“The sign’s clarity and location provide an opportunity for tenants to share with the community what they offer in greater detail. It portrays our mission to promote healing, provide hope, preserve dignity and help the patients that we serve.”**

**DEBORAH KARN | CEO  
KINDRED HOSPITAL SOUTH PHILADELPHIA**

Ignite® software comes free with every sign, offering convenient scheduling and content management. We made improvements to the user interface, and enhanced our free EasyArt package, data feed integration and advanced diagnostics, Ignite is a comprehensive content manager for digital novices and tech-savvy programmers, now with a cloud-based option.

	Ignite OP v. 12+	Ignite OPx v. 2+
Installed software	✓	
Cloud-based platform		✓
Internet connection required		✓
Advanced content creator	✓	COMING SOON
Upload, schedule and manage content	✓	✓
EasyArt, 1000+ stills and animations	✓	COMING SOON
Control multiple Watchfire signs	✓	✓
Access sign diagnostics	✓	✓
Create conditional and dynamic content	✓	✓
Access data through RSS	✓	✓
Manage multiple data feeds		✓
Structured user rights management		✓



10mm 210 x 360 • 7' x 12'  
St. Francis School • Austin, TX

**“The primary reason I chose an LED sign is because I have never found newspaper and other types of advertising to be valuable. Plus, it’s the perfect advertising tool for a restaurant with 20,000 cars driving by every day.”**

**GARY JOHNSON  
TAPHOUSE 23 | BRIDGEPORT, PA**



10mm 96 x 120 • 4'5" x 5'3"  
Taphouse 23 • Bridgeport, PA

**Warranty**

Watchfire’s industry best 5-year warranty covers all Watchfire manufactured parts and factory labor. It comes standard with every LED sign we sell.

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