

## 12mm LED Sign

The 12mm is engineered to achieve a perfect balance of quality, brightness, and energy efficiency that displays detailed content clearly and reliably.

The 12mm 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

Through-hole LED construction is proven to maximize image clarity and lengthen LED life.

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

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

Vivid colors produce true-to-life images on every XVS and W series sign.

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

The XVS advantage is an available option, providing live video capability, whole-sign calibration, and automated sign diagnostics.



**W 12mm** 72 x 168 • 41" x 7'3"  
Napa Auto Parts • Windham, ME

12mm Sign Features	W	XVS
Pixel Pitch	12.7 mm	12.7 mm
Pixel Configuration	True Pixel, 1R, 1G, 1B	True Pixel, 1R, 1G, 1B
Character Height	3.5" or larger	3.5" or larger
Module Dimensions (HxW)	12" x 12"	12" x 12"
Matrix Configuration	24 x 24 pixels	24 x 24 pixels
LED Lifetime (50% brightness)	100,000 hours	100,000 hours
Color Capability	1.2 quintillion	1.2 quintillion
Viewing Angle	140° horizontal x 70° vertical	140° horizontal x 70° vertical
Video Frame Rate	Up to 30 frames/second	Up to 60 frames/second
Field-Adjustable Brightness	Up to 10,000 NITS	Up to 10,000 NITS
Power	120 or 240 volt single phase 60Hz	120 or 240 volt single phase 60Hz
Communications Options	RWF, High Security Radio, broadband wireless & DSL, XVS fiber, FiberCom, phone control	RWF, High Security Radio, broadband wireless & DSL, FiberCom, 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.

**“Every time we refurbish, relocate or build a store, I replace the old signage with digital. Our newest Watchfire 12mm sign stands out from everything around it.”**

**STEVE MILTON | DISTRICT MANAGER  
NAPA AUTO PARTS | MAINE & NEW HAMPSHIRE**

## 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 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.

## Ignite®

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		✓

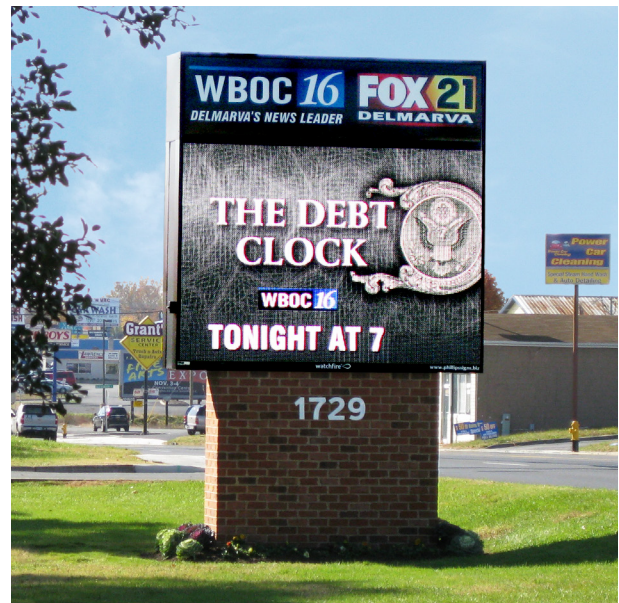
## Warranty

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.**



**W 12mm** 72 x 168 • 41" x 7'3"  
Haviland Middle School • Hyde Park, NY



**XVS 12mm** 168 x 240 • 7'5" x 10'3"  
WBOC • Salisbury, MD

**"As a market leader in new technology, we wanted a sign that looked as good as our television broadcasts. We couldn't be happier."**

**MARY BORGER**  
WBOC | SALISBURY, MD