

A smart and solid investment

Choosing a sign that is sharp, flexible and affordable — now that's smart business. Our 25mm color LED sign offers you brilliant resolution and picture quality with a smaller investment. It provides excellent viewing at most distances and is ideal for traffic passing at all speeds — even highway traffic. Any way you look at it, our 25mm LED sign is a smart decision all around.

Fully encapsulated modules provide high durability and weather resistance.

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

The right resolution for mid-range viewing and moderate traffic speeds gives your customers signage that suits their needs — and their budget.

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

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

XVS advantage is an available option, providing live video capability, multi-channel data, whole-sign calibration and Automated Sign Diagnostics.

Engineered & built for quality you can count on

- Watchfire fully encapsulates every LED module in a bed of silicone gel for superior weather resistance.
- We rigorously test our modules for 180 consecutive days of underwater immersion and 60 consecutive days of salt spray. Our electronics are rated to withstand internal cabinet temperatures from -40°F to 140°F.
- Extruded aluminum, precision-mitered corners, solid welds and stainless steel fasteners help our cabinets be strong, yet lightweight and stand up to corrosion for years of worry-free performance.
- Energy efficiency is important to us. Average energy use equals about 1/3 of the maximum amperage requirement.
- Our LED signs are UL 48 & CUL 48 listed and UL Energy Efficiency Certified.



“We typically allocate about 10% of our projected sales revenue for advertising, and in the case of our Watchfire sign, it was well worth the money.”

—Casey McCreddie
General Manager, PDQ Door, Milford, OH

25mm Sign Features	
Pixel Pitch	25.4mm
Pixel Configuration	True Pixel, 1R, 1G, 1B
Character Height	7" or larger
Module Dimensions (H x W)	8" x 16"
Matrix Configuration	8 x 16 pixels
LED Lifetime (50% brightness)	100,000 hours
Color Capability	73.7 quintillion*, 1.15 quintillion
Viewing Angle	140° horizontal x 70° vertical
Video Frame Rate	Up to 60 frames/second*, Up to 30 frames/second
Field-Adjustable Brightness	Up to 10,000 NITS
Power	120 or 240 volt single phase 60Hz
Communications Options	RWF, High Security Radio, broadband wireless & DSL, FiberCom, phone control, XVS fiber*

*Available for XVS.

Watchfire manufactures LED signs to fit almost any application. Sign sizes are based on a module size of approximately 12" x 12". For available sign sizes and specs, visit watchfiresigns.com/sizesguide. Contact your Watchfire representative for more information.



Ignite® Graphics Software

Our Ignite Graphics Software comes standard with every Watchfire LED sign. It's an all-in-one graphics software application that makes creating and scheduling messages a snap. An easy-to-use interface brings stunning graphics and video within every person's reach — whether you're tech-savvy or programming your first LED message center.

Highlights

- Edit, schedule and update from a single program.
- Use step-by-step wizards to create and manage content easily.
- Preview graphics before you run them on your sign.
- Import content created using third-party software.
- Enhance your messages with our EasyArt library.
- Take advantage of thorough staff training and post-installation support.

Warranty

Our 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.

