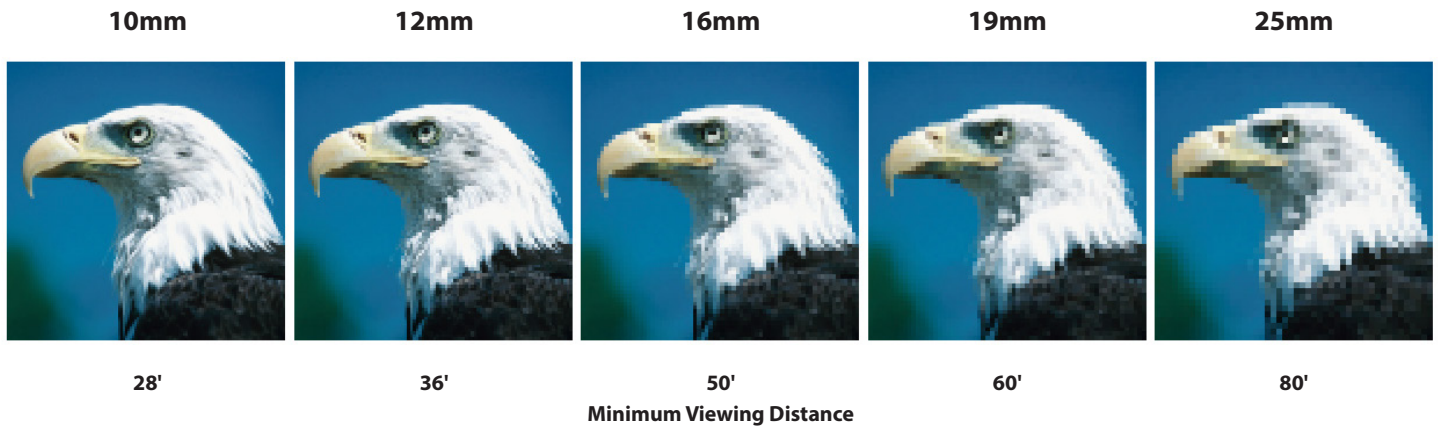


VIEWING DISTANCE

Viewing distance is an important factor to consider in choosing a sign. A business with a highway sign and traffic passing by at high speeds doesn't need to invest in the tightest pixel pitch. For signs that will be viewed from a short distance away or by slower moving traffic, especially pedestrian traffic, a tighter pixel pitch is worth the investment. A quick tip: change millimeters (pixel pitch) to meters to estimate the viewing distance. So, a 16mm sign image is optimally viewed from about 16 meters (or about 53 feet) away.



Character Height	5"	10"	12"	15"	18"	24"	30"	36"
Max. Viewing Range	250'	500'	600'	750'	900'	1050'	1500'	1800'
Max. View Time at 30 MPH	5 sec.	11 sec.	14 sec.	17 sec.	21 sec.	24 sec.	34 sec.	41 sec.
Max. View Time at 55 MPH	3 sec.	6 sec.	7 sec.	9 sec.	10 sec.	12 sec.	17 sec.	21 sec.

USSC Legibility Study states 1" sign characters are readable at a distance of approximately 30'.

ZONING RESTRICTIONS

Local zoning requirements can play an important role in determining which sign is right for your customer. If the local sign code restricts the overall sign size, your customers may not have the freedom to choose a sign large enough to feature 36" characters. In that case, it is worthwhile to consider a higher resolution sign to give them the most eye-catching messaging within the limited square footage their zoning allows. Watchfire offers 10mm, 12mm and 16mm products to help them make the most of their LED sign investment.