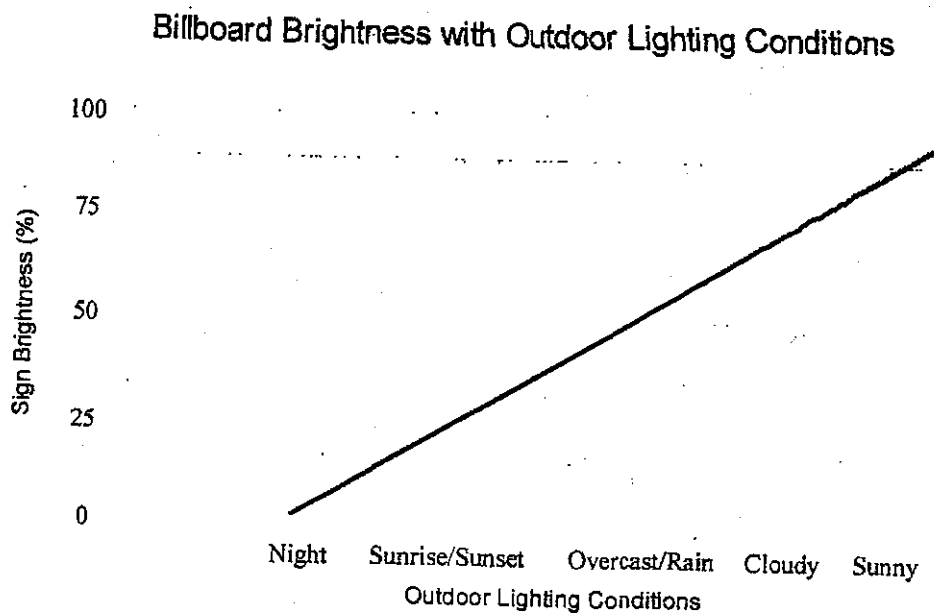


PHOTOCELL FACT SHEET

Hardware photocell enables a Watchfire® sign to adjust sign brightness for the periodic change of outdoor ambient light: as the amount of outdoor light changes, the brightness of the sign changes. The relationship between ambient light and sign brightness is directly proportional. During periods of low ambient light, sign brightness will be low. Throughout phases of high ambient light, sign brightness will be high. Below is a chart showing the relationship between outdoor lighting conditions and sign brightness.



Looking at the graph above, 100% sign brightness translates to 7000-7500 NITs for Watchfire® Digital Outdoor signs. 100% sign brightness equates to 9000-10000 NITs for On Premise signs.

Watchfire® has designed its software to react gradually with the photocell; changes in sign brightness are based upon an average of photocell readings, not instantaneous values. This is extremely useful during periods of brief cloud cover. The sign will not dim as soon as a cloud passes overhead. Instead, the sign software will take an average of the overall lighting conditions outside and adjust the sign brightness against that average. In addition, there are 100 brightness levels in the photocell. This provides excellent reaction to the variation in outdoor ambient light.