

## SHOWBIRD 65



The Showbird 65 Modular Lightbox Display is a sleek, versatile display solution engineered for impactful presentations and modular flexibility. Featuring a 65mm wide aluminum extrusion frame, this lightbox display offers premium quality and exceptional adaptability for trade shows, events, and retail environments.

### Brilliant Backlit Visuals

The Showbird 65 delivers vivid, high-resolution messaging with dye sublimated fabric graphics finished with SEG (silicone edge graphic) technology. The front-facing graphic is backlit by internal LED ladder lights mounted on a blackout SEG panel, ensuring vibrant illumination and visual impact. The backside features two SEG channels—an inner channel for the light panel and an outer channel for an optional non-backlit graphic, allowing for single or double-sided presentations.

### Tool-Free, Modular Design

Assembling the display is quick and easy thanks to its tool-free frame system. Designed with flexibility in mind, Showbird 65 frames are modular, allowing them to be used individually or in seamless multi-frame configurations. Choose from a range of standard configurations available online, or create your own with custom solutions tailored to your branding needs.

### Customizable & Expandable


Further enhance your display with optional accessories such as shelving units and monitor mounts, ideal for adding interactive or product-focused elements to your exhibit.

### Portable & Protected

Each frame includes an Oxford travel bag with EPP foam inserts, ensuring your hardware is protected during transport and storage.



## SYSTEM OVERVIEW

- 65mm wide silver anodized aluminum extrusion lightbox frame
  - Tool-Free Assembly - Simple push-fit construction makes setup fast and easy
  - Available in various standard frame sizes. Frame sizes are set and cannot be customized
  - Displays dye sublimated backlit fabric graphics with Silicone Edge Graphic (SEG) finishing
  - Double sided graphic display
    - Front graphic is backlit
    - Optional back graphic is non-backlit
  - Dual SEG channels on back of frame. Inner channel holds the backlit LED ladder light panel and outer channel is for a non backlit fabric graphic
  - Frame hardware includes travel bags with wheels
  - Modular Design - Frames can be used individually or linked together to create various configurations
    - SB65-200x240 frames can be made wider with the use of 1m/39.4in extension kits (SKU: SB65-1M-EXT) up to 4m/13.1ft wide
    - SB65-300x240 can be converted to SB65-200x240 frame by removing middle section
  - Custom & Standard Configurations - Choose from pre-designed layouts or create a custom configuration to suit specific space and branding needs.
  - Hardware kits include white gloves for frame assembly and graphic installation
  - Foot dimensions 3 1/8" W x 19.7" L (SKU: SB65-FOOT)
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# SINGLE FRAMES



**SB65-CNTR**  
3.3ft x 3.3ft Counter  
1 Light Panel  
1 Travel Bag  
1 Outlet Required



**SB65-100x100**  
3.3ft x 3.3ft  
1 Light Panel  
1 Travel Bag  
1 Outlet Required



**SB65-100x240**  
3.3ft x 7.8ft  
1 Light Panel  
1 Travel Bag  
1 Outlet Required



**SB65-200x240**  
6.6ft x 7.8ft  
2 Light Panels  
1 Travel Bag  
1 Outlet Required



**SB65-300x240**  
9.8ft x 7.8ft  
3 Light Panels  
1 Travel Bag  
1 Outlet Required

# SINGLE FRAMES



**SB65-600x240**

19.7ft x 7.8ft

2 - 10ft frames side by side

There will be a small visible seam between panels

Single panel graphic is not advisable due to frame shadowing

6 Light Panels

2 Travel Bags

2 Outlets Required

# SINGLE FRAMES



**Showbird 65 900x240**

SKU: SB65-900x240

3 - 10ft frames side by side

There will be a small visible seam between panels

Single panel graphic is not advisable due to frame shadowing

Key Features:

Large 30ft backwall

Requires 3 power outlets



# HARDWARE PHOTOS



**SB65-CNTR**  
3.3ft x 3.3ft Counter



**SB65-100x240**  
3.3ft x 7.8ft



**SB65-300x240**  
9.8ft x 7.8ft

# FRAME COMPONENTS



Top & Bottom Horizontal Profiles  
200 & Wider Frames



Vertical Support Strut



Horizontal Support Strut



Left Vertical Profiles



Right Vertical Profiles w/Exit Hole



SKU: SB65-FOOT

## TRAVEL BAGS



**SB65-BAG-CNTR**

Fits:

SB65-CNTR - White Foam



**SB65-BAG-1M**

Fits:

SB65-100x100 - White Foam

SB65-100x240 - Black EPP Foam



**SB65-BAG-3M**

Fits:

SB65-200x240 - Black EPP Foam

SB65-300x240 - Black EPP Foam

- Hardware Only and Graphic Packages include a travel bag with wheels
- Each bag has 2 wheels at the bottom
- Travel bags have 2 handles (1 top/1 side)
- Zipper closure along 3 sides of top lid
- Frame packing instructions are printed on the inside lid
- There is a clear pocket on the inside lid that holds printed assembly instructions
- Graphics (single and double sided) will be packed inside bags for Graphic Package orders
- Bags are lined with moulded foam inserts that hold parts in place in travel bag
- SB65-BAG-CNTR/SB65-BAG-1M have 1 tier foam
- SB65-BAG-3M has 2 tier foam insert
- Replacement bags do not include foam inserts



# TRAVEL BAGS



SB65-100x240

# TRAVEL BAGS

Frame packing instructions

Printed instructions insert

Frame assembly instructions

Tier 1

Pull handle

Wheels

Carry handle

Tier 2

EPP foam

SB65-300x240

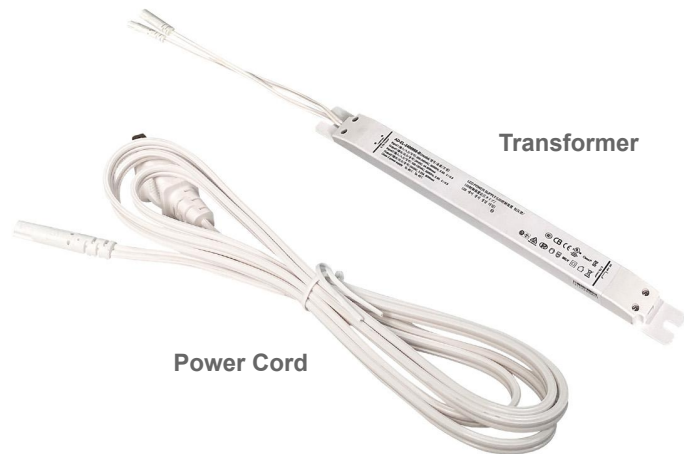


## LED PANEL



- LED Lights are attached to reflective fabric panel with Silicone Edge Graphic (SEG) finishing. Light panels install into the inner channel on the backside of the lightbox frame. Panel is marked top/bottom for easy installation.
- Front side of panel is reflective silver
- Back side of the panel is black
- Each panel has 15 rows of LED strips, each with 10 LEDs per row
- 12mm x 3mm silicone beading is sewn around perimeter with a pull tab added to a bottom corner to help with removal
- Replacement LED panels are available:
  - SB65-LP-100 (for counter and 100x100 frames)
  - SB65-LP-240 (for all x 240H frames)
- Check product spec sheets for full LED panel specifications for each frame size.

# TRANSFORMERS



**Transformer**

**Power Cord**



**Side Exit**

**Bottom Exit**

- The transformer is mounted to the inside of the bottom frame profile. Transformer is pre-installed onto bottom profile from the factory and remains attached during frame storage
- There are 2 exit locations on the right side of the frame for the power cord. One on the bottom profile and one on the bottom of the right vertical profile.
  - Side exit - standard location for power cord exit
  - Bottom exit - used with bridge configurations for clean cable management
- Transformer can be unscrewed to remove if it needs replacing
- Each transformer powers 1 LED light panel
- Replacement transformers are available:
  - SB65-TRNS-150W
  - SB65-TRNS-200W
- Check product spec sheets for transformer specifications for each frame size.

# 1 METER EXTENSION KIT

- Conversion kit to widen SB65-200 and wider frames
- Increases the frame width 39.4in/1 meter up to 4m/13.1ft
- SKU: SB65-1M-EXT
- Includes:
  - Top frame profile
  - Bottom frame profile
  - Vertical struts
  - Horizontal struts
  - Strut connector
  - Travel bag
  - LED panel
  - Transformer



Top & Bottom Horizontal Profiles  
w/Transformer



Vertical Support Strut



Horizontal Support Strut



LED Ladder Light Panel



Travel Bag



# CONFIGURATIONS



- There are numerous standard configurations designed to fit within the following booth spaces:
  - 10ft x 10ft
  - 20ft x 10ft
  - 30ft x 10ft
- Sizing listed in SKUs and Product Name relate to booth size, not the actual display dimensions.
  - EX: Showbird 65 10 x 10 Configuration A  
SKU: SB65-1010-A  
Booth size 10ft x 10ft
- The configurations consist of standard Showbird 65 frames connected with various accessories
- Standard configurations can be modified
- Custom configurations are available
- Frame sizes are standard and cannot be modified
- Configurations can be broken down to use as individual frames
- Available with single or double sided graphics\*
  - \*Some frames in configurations do not have a back graphic option by default, but can be added as a custom order
  - See template guides for graphic placement and availability



## 10ft x 10ft CONFIGURATIONS



### Showbird 65 10 x 10 Configuration A

SKU: SB65-1010-A

Designed for 10ft x 10ft Booth Space

#### Key Features:

Bridge configuration

Bridge location is not fixed and can be moved

Requires 3 power outlets



### Showbird 65 10 x 10 Configuration B

SKU: SB65-1010-B

Designed for 10ft x 10ft Booth Space

#### Key Features:

Short returns on left & right sides

Requires 3 power outlets

## 10ft x 10ft CONFIGURATIONS



### **Showbird 65 10 x 10 Configuration H**

SKU: SB65-1010-H

Designed for 10ft x 10ft Booth Space

#### **Key Features:**

Room configuration

Room location is not fixed and can be moved

Includes counter

Requires 5 power outlets

## 20ft x 10ft CONFIGURATIONS



### Showbird 65 20 x 10 Configuration C

SKU: SB65-2010-C

Designed for 20ft x 10ft Booth Space

#### Key Features:

Bridge configuration

Room w/door

Bridge & room locations are not fixed

Requires 8 power outlets



### Showbird 65 20 x 10 Configuration D

SKU: SB65-2010-D

Designed for 20ft x 10ft Booth Space

#### Key Features:

Dual rooms w/doors

Room locations are fixed

Requires 8 power outlets



### Showbird 65 20 x 10 Configuration E

SKU: SB65-2010-D

Designed for 20ft x 10ft Booth Space

#### Key Features:

Returns on left & right sides

Requires 4 power outlets

## 20ft x 10ft CONFIGURATIONS



### Showbird 65 20 x 10 Configuration F

SKU: SB65-2010-F

Designed for 20ft x 10ft Booth Space

#### Key Features:

- Dual bridge configuration
- Bridge locations are not fixed
- Requires 6 power outlets



### Showbird 65 20 x 10 Configuration G

SKU: SB65-2010-G

Designed for 20ft x 10ft Booth Space

#### Key Features:

- Dual bridge configuration
- Bridge locations are not fixed
- Returns on left & right sides
- Requires 8 power outlets



## 20ft x 10ft CONFIGURATIONS



### Showbird 65 20 x 10 Configuration I

SKU: SB65-2010-I

Designed for 20ft x 10ft Booth Space

#### Key Features:

- Short returns on left & right sides
- 2 freestanding SB65-100x240 frames
- Requires 5 power outlets



### Showbird 65 20 x 10 Configuration J

SKU: SB65-2010-J

Designed for 20ft x 10ft Booth Space

#### Key Features:

- Dual bridge configuration
- Bridge locations are not fixed
- Large 10ft return on left side (can be moved)
- Requires 7 power outlets

## 20ft x 10ft CONFIGURATIONS



### **Showbird 65 20 x 10 Configuration K**

SKU: SB65-2010-K

Designed for 20ft x 10ft Booth Space

#### **Key Features:**

Room configuration w/bridge

Bridge location is not fixed

Requires 6 power outlets



# ACCESSORIES

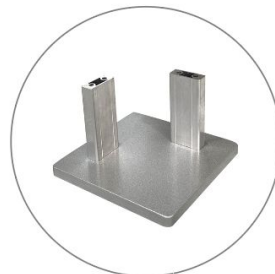
The following accessories are compatible with all size Showbird 65 frames



180° Connector Foot  
SKU: SB65-FOOT-180  
180° Inline Connection Foot



180° Connector Top  
SKU: SB65-ACC-180  
180° Inline Connection - Top



Corner Connector Foot  
SKU: SB65-FOOT-90  
90° Corner Connection - Bottom



Corner Connector Top  
SKU: SB65-ACC-90  
90° Corner Connection - Top



Bridge Connector B  
SKU: SB65-BC-B

Attaches Bridge Frame to Backwall  
Allows Placement in any Location



Bridge Connector A  
SKU: SB65-BC-A

Attaches Bridge Frame to Front or  
Back Supporting Frame

# ACCESSORIES

The following accessories are compatible with SB65-100x240 frames only



Door Kit  
SKU: SB65-DOOR

Door hinge kit for  
SB65-100x240 Frames  
Door can only be added  
To end of room. Cannot be  
Added inline



Door Lock  
SKU: SB65-DOORKEY

Door Lock for SB65-100x240 doors  
3 Digit Combination Lock



Room Brackets  
SKU: SB65-DOOR-B

Connectors to attach room a  
back wall frame



TV Mount  
SKU: SB65-TV

Max TV size 39" & 17 LBS  
Installs into slots on inside of vertical  
Profiles

## GRAPHIC INFO

- **Materials:**
  - **Dye Sub Backlit (FAB-BL):** for front backlit graphics
  - **Stretch Fabric (FAB-STRETCH) :** for optional back non-backlit graphics
- **Print Process:**
  - Paper transfer dye sublimation
- **Finishing:**
  - 12mm x 3mm keder sewn around perimeter of graphic
  - Pull tab added to bottom corner to help with graphic removal
- **Graphic Options:**
  - Single sided graphic package - Backlit graphics to cover front of all frames
  - Double sided graphic package - Non-backlit graphics to cover backside of applicable frames
  - Single sided graphic only backlit - Backlit graphics to cover front of all frames
  - Single sided graphic only non-backlit - Non-backlit graphics to cover backside of applicable frames



### Dye Sub Backlit - OC

Thickness	Printing Process	Finishing	Maximum Media Width
5.25 oz	Dye Sublimation Paper Transfer	Soft Look Bright Colors	117"

Front Graphics



### Stretch - OC

Thickness	Printing Process	Finishing	Maximum Media Width
8.08 oz	Dye Sublimation Paper Transfer	Soft Look Bright Colors	94"

Back Graphics