

# SEGO TOWER



The SEGO Tower is a striking and versatile display solution, utilizing the SEGO Modular Lightbox Display system to create a large, illuminated tower. Designed for easy assembly, the SEGO Tower features the innovative SEGO stacking pole connector, allowing two SEGO frames to be securely stacked. Combined with the SEGO inside L connector, this system enables seamless tower construction. The SEGO Tower showcases vibrant, custom dye sublimated fabric graphics with Silicone Edge Graphic (SEG) finishing, ensuring effortless graphic installation and quick change-outs. Built-in LED edge lighting provides brilliant, evenly distributed illumination to enhance your branding. Each SEGO frame comes with its own travel bag for convenient transport and storage. Elevate your trade show presence with the SEGO Tower—an eye-catching, modular, and backlit display solution.

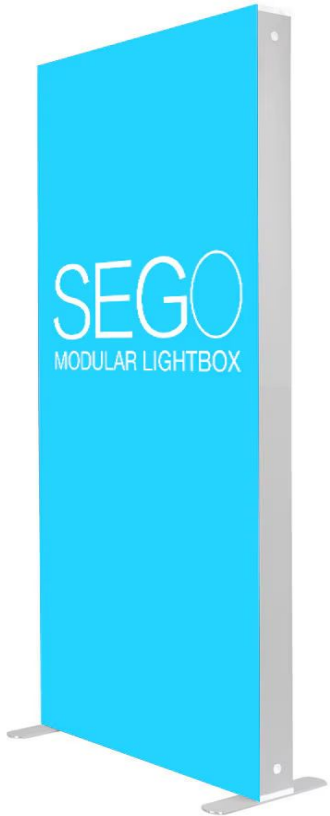
\*Please check your tradeshow guidelines to make sure this configuration conforms to the show regulations.

# TOWER OVERVIEW



- Large backlit tower display utilizing SEGO modular frames
- Tower Dimensions: 48.9"W x 177.2"H x 39.45"D
- Consists of the (qty 8) SEGO-100x225 connected and stacked
- Exterior panels are dye sub backlit graphics
- Interior panels are un-printed block out panels
- Each frame displays a single graphic panel. Graphics do not/can not span multiple frames
- Requires 8 power outlets (1 per frame/transformer)
- We recommend show site installation team of 3-4 people for tower setup
- 2 tall ladders or scissor lift will also be required for setup
- Customization is available

## SINGLE FRAME INFO



- 120mm wide silver aluminum profile
- Double sided backlit SEG graphic display
- Tool free frame assembly w/draw latch frame connection
- LED lights are pre-installed onto the top and bottom frame profiles
- LED lights and transformer are UL listed
- SEGO is only available as a backlit product
- Magnetic LED light wiring connection
- Includes travel bag with black foam insert. Soft foam insert has cutouts to keep pieces in place when in storage.
- LED light transformer sits outside of frame
- Frame sizes are set and cannot be customized
- Frames are freestanding and not designed for wall mounting or ceiling mounting.
- Not compatible with our Resort Extrusion line
- ModCo compatible connector is in development
- The recommended hardcase is the La Caja (1 case per shipping box)
- LED Lights are rated for 30000 hour use.

## ADDITIONAL IMAGES



## HARDWARE DETAILS



LED LIGHT STRIPS ARE PRE-INSTALLED



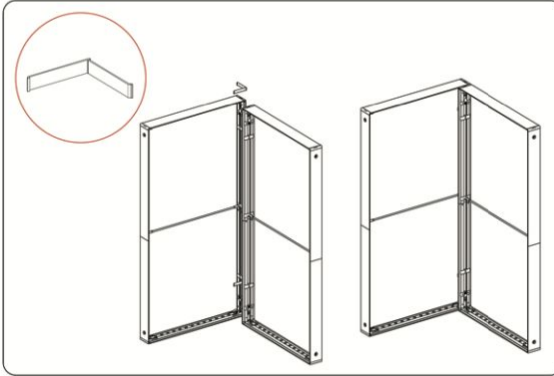
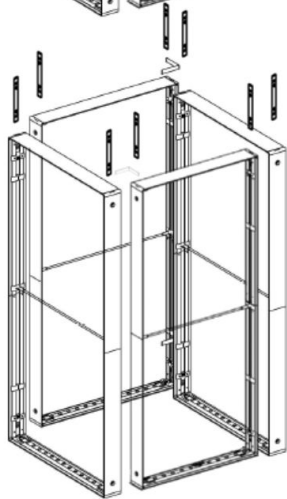
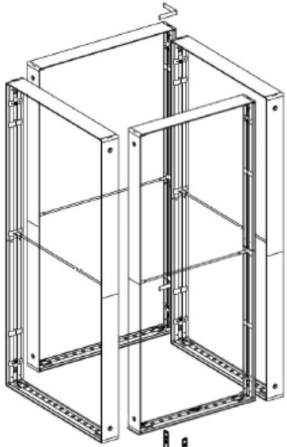
SIMPLE TOOL FREE ASSEMBLY  
W/DRAW LATCH CONNECTION



TRAVEL BAG W/BLACK FOAM PADDING

Tower configuration includes 8 travel bags

# FRAME CONNECTION



Each corner will require (qty 2) SEGO-ILCON  
(qty 8) SEGO-ILCON is required for the bottom level  
and (qty 8) SEGO-ILCON is required for the top level

We recommend show site installation team of 3-4  
people for configuration setup  
2 tall ladders or scissor lift will also be required

1. Start by assembling each frame individually
2. Connect the 4 bottom level frames to form the base
3. Insert the SEGO-SPOLES into the each corner slot
4. Stack each top level frame individually and connecting the SEGO-ILCON as you go
5. Once tower frame has been assembled, skin each frame individually to complete setup

# GRAPHIC INFO

- **Material:**
  - Backlit Fabric (SKU: FAB-BL)
- **Print Process:**
  - 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 Graphics Only
    - Each exterior panel is custom printed

**SEG GRAPHIC FINISHING**  
12mm x 3mm silicone keder  
sewn around graphic perimeter



## Dye Sub Backlit - OC

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