

# be anywhere.

**pop-IN solution**



Pop-IN to the future

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Trade Show

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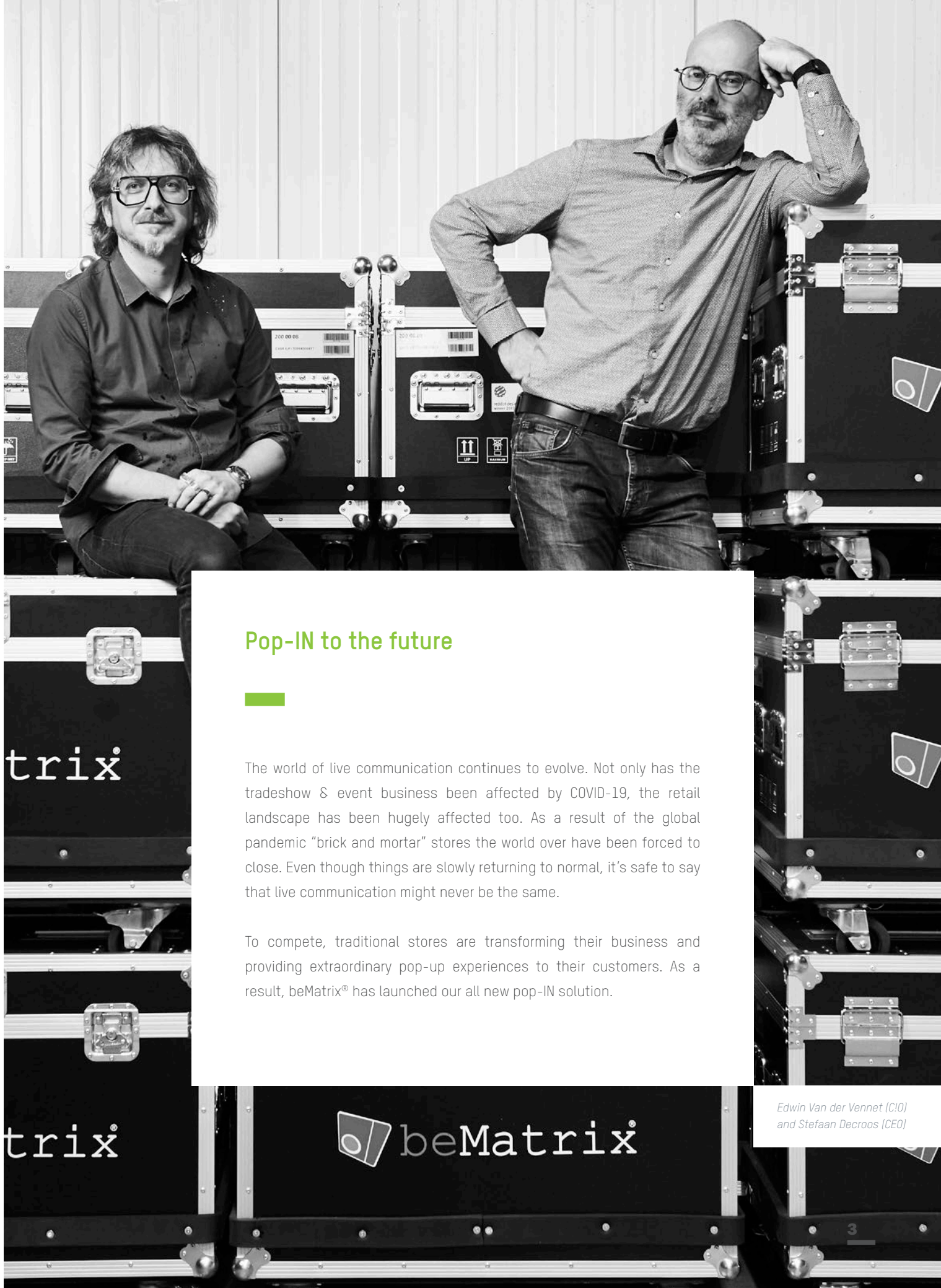
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## Pop-IN to the future

The world of live communication continues to evolve. Not only has the tradeshow & event business been affected by COVID-19, the retail landscape has been hugely affected too. As a result of the global pandemic “brick and mortar” stores the world over have been forced to close. Even though things are slowly returning to normal, it’s safe to say that live communication might never be the same.

To compete, traditional stores are transforming their business and providing extraordinary pop-up experiences to their customers. As a result, beMatrix® has launched our all new pop-IN solution.

Edwin Van der Vennet (C/O)  
and Stefaan Decroos (CEO)



# 1 / INSPIRATIONS

## Inspirations



Pop-IN is a flexible concept for indoor pop-up activities. With the addition of just 2 elements to our existing range, you can open up a new world of opportunities using your existing inventory.

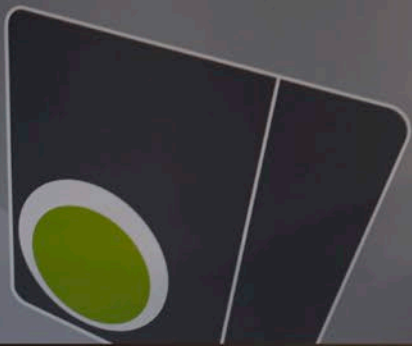


*With pop-IN you can create a unique pop up shop concept, that entertains consumers with short-term 'wow' experiences.*





be anything.



*Your office interior needs to adapt to your company's growth and employee's needs. Pop-IN offers you a solution without the need for large-scale refurbishing.*

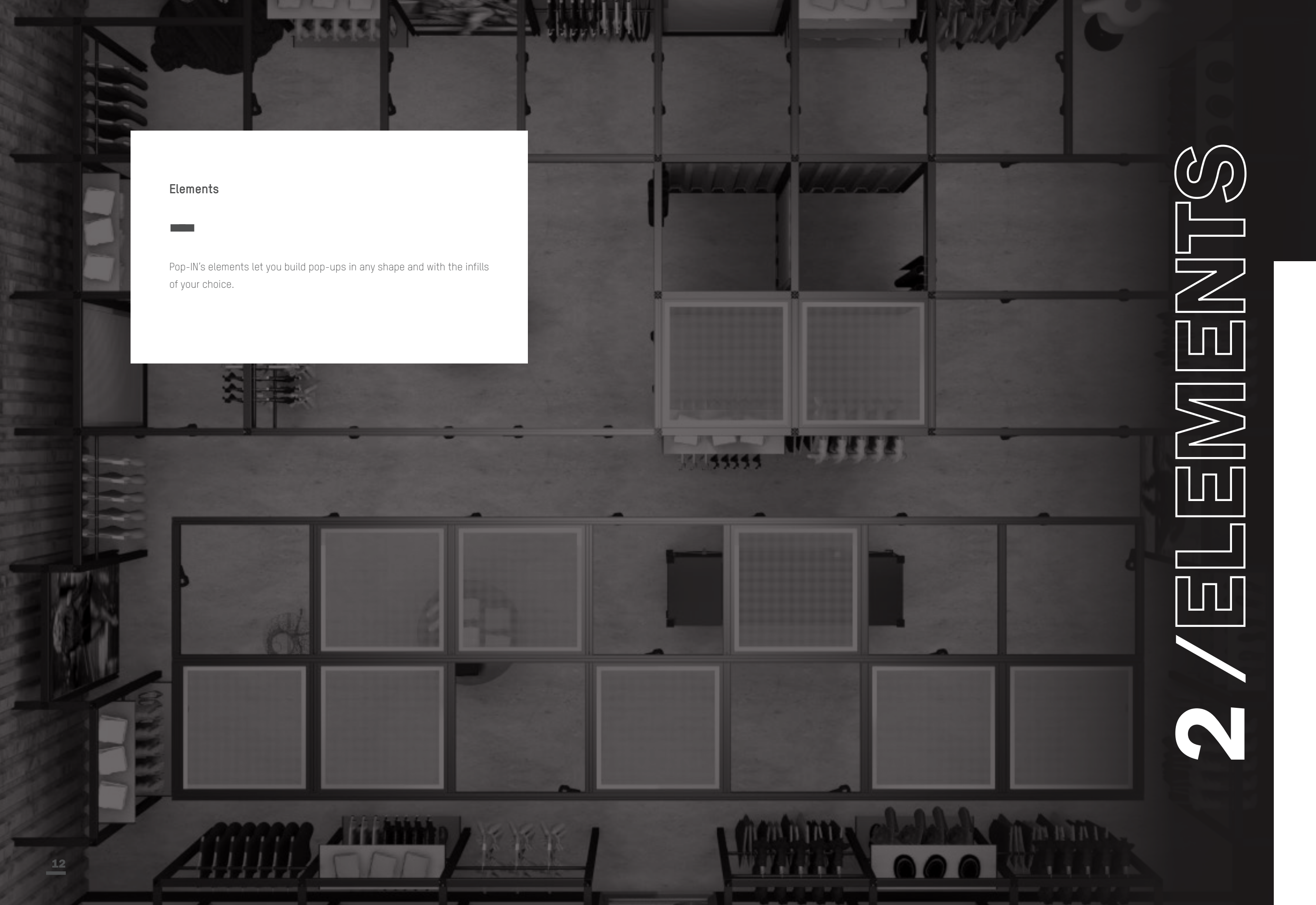






Pop-IN's elements are fully compatible with the existing beMatrix frame system letting you integrate pop-IN into your next event or exhibit design.





Elements



Pop-IN's elements let you build pop-ups in any shape and with the infills of your choice.

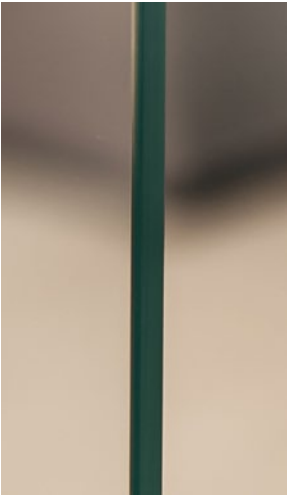
2 / ELEMENTS



# Infill Profile

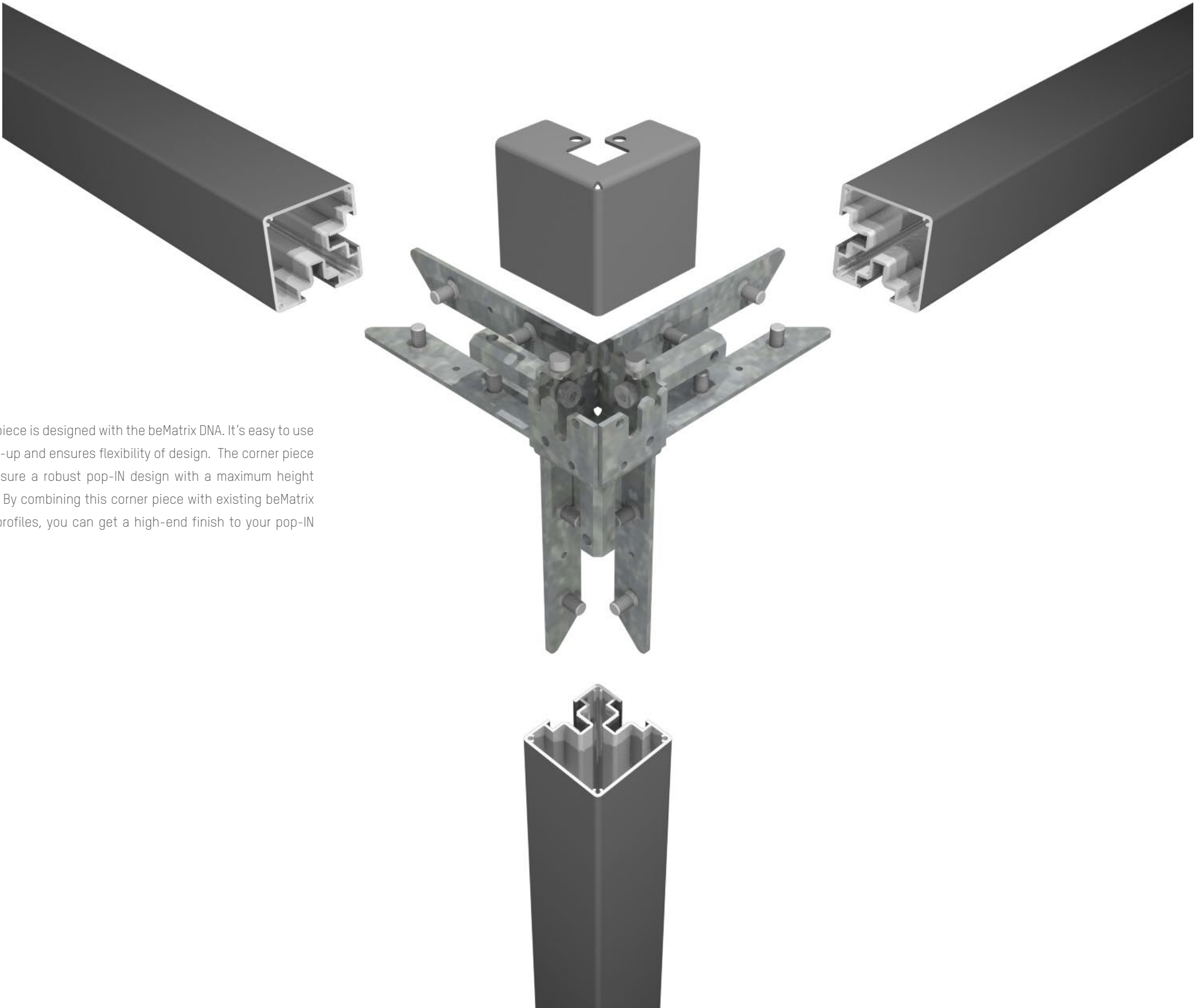
Our infill profile opens up a world of new possibilities. For example, adding a slim designed glass section to your design is now as easy as all other beMatrix solutions.

Your ideas don't have to just be limited to glass. The infill profile allows you to include materials from .23 inches to .63 inches into your design. Maximum height 8.2 feet.





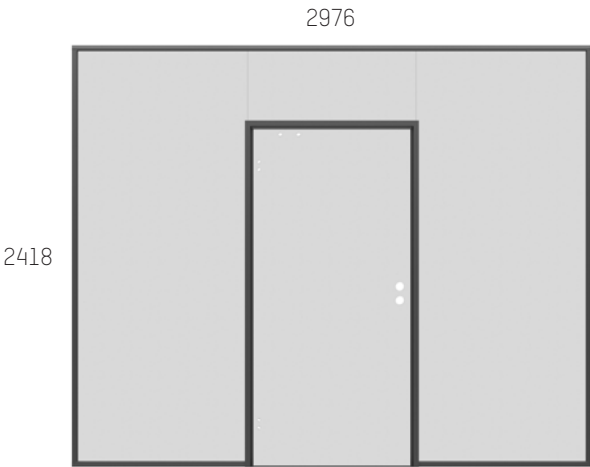
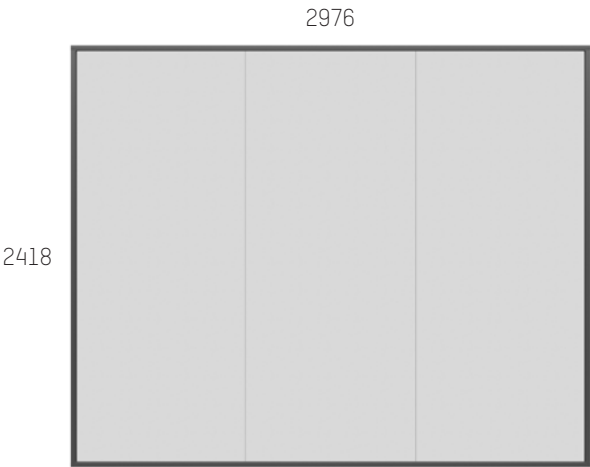
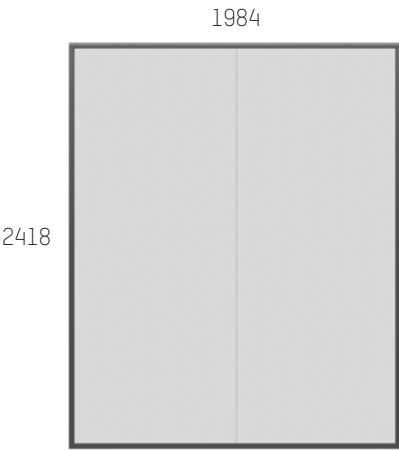
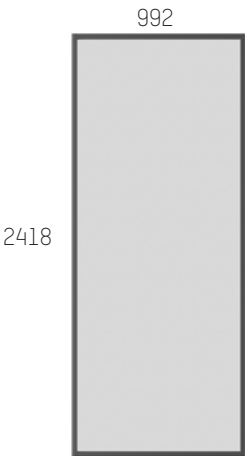
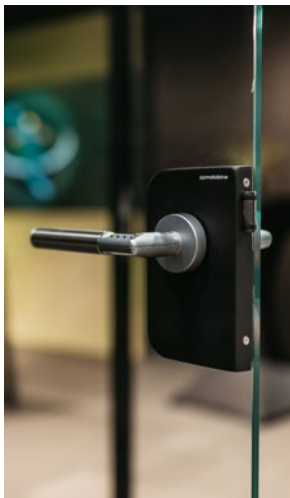
# Square 62 Profiles & NEW Corner Piece



The corner piece is designed with the beMatrix DNA. It's easy to use during build-up and ensures flexibility of design. The corner piece helps to ensure a robust pop-IN design with a maximum height of 8.2 feet. By combining this corner piece with existing beMatrix Square 62 profiles, you can get a high-end finish to your pop-IN design.

Glass Sections

Enter the pop-IN through the door located in one of the glass sections. The adjustable door with door pump, and digital lock, has a slim design so it integrates easily into each pop-IN design.





### pop-IN features



The core of beMatrix is innovation and modularity and pop-IN is no different. Every side can be finished with our beMatrix products giving designers true design freedom.

# 3 / FEATURES

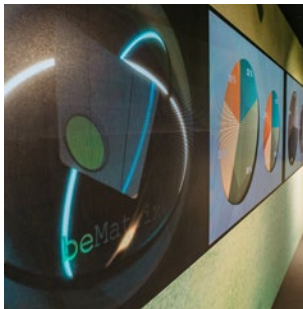


# Modularity

Pop-IN is part of the beMatrix family and can be connected to your existing frame inventory. Finish your pop-IN module the way you want, or start building from your pop-IN to make your brand stand out.

### TRACK LIGHT SYSTEM

With the beMatrix Track Light System cabling is no longer an issue. The track profile allows you to add adjustable, and seamless lighting to your pop-IN design. The beMatrix 62 x 62 profile matches the existing EUTRAC profile. Thanks to the beMatrix modular DNA, it's possibilities are endless. Mount a number of standard Delta Light models available in our range to your pop-IN.

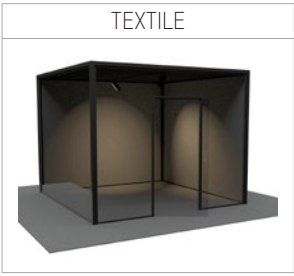


### LEDskin®

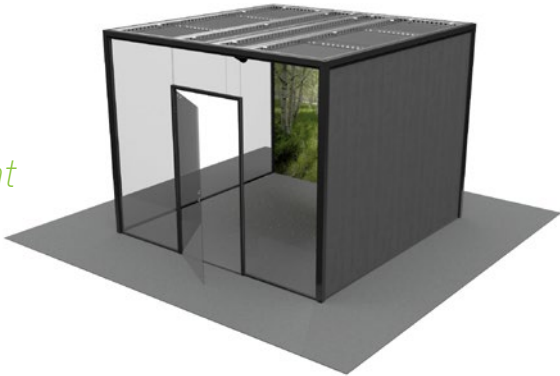
Pop-IN perfectly integrates LEDskin®, as shown on the inspiring designs down below. LEDskin® frames are available in 3 pixel pitches: 1.9, 2.5 and 3.1 mm. This guarantees optimal resolution, brightness and responsivity. Thanks to the dimensions of the LED panels they fit perfectly within the beMatrix concept. Both frame and LEDskin® have a thickness of 62 mm. LEDskin® can be purchased or rented on a short-term or long-term basis with our international bePartner network.

### LIGHT BOX

Light up your pop-IN with a lightbox. beMatrix lightboxes can easily be integrated in our pop-IN system without any tools. You can choose between single-sided and double-sided lightboxes. The result is a minimal and flawless look.



4 sides can be finished in different ways





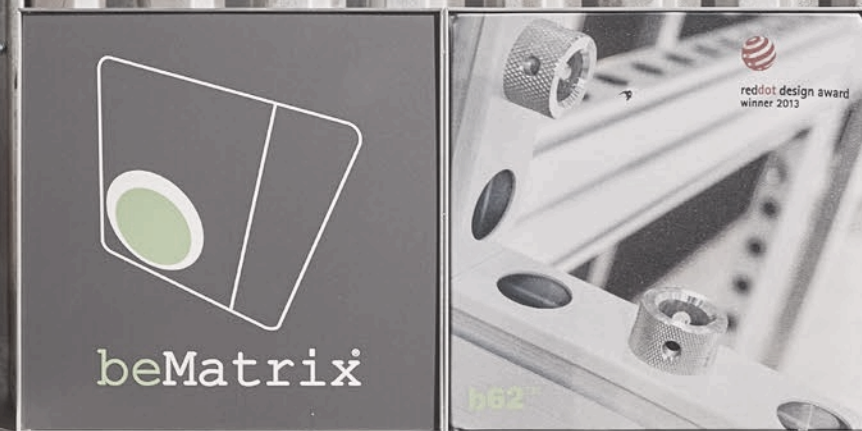
## pop-IN standard modules

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We bundled the pop-IN elements and features into 2 standard pop-IN modules.

Each module offers you:

- Fast set-up and dismantling
- Light, user friendly, and reusable frames (Infills not included)
- Standard black or grey painted profiles (other RAL colours on request)



# 4 / STANDARDS



3 x 3 Module

- ART. NR: 440 000 B/G  
DIMENSIONS: 3100 x 3100 x 2480 mm  
ADDITIONS:
- Ceiling, Tracklight & 2 lights included
  - Door with door pump & digital lock included



6 x 3 Module

- ART. NR: 440 001 B/G  
DIMENSIONS: 6138 x 3100 x 2480 mm  
ADDITIONS:
- Ceiling, Tracklight & 6 lights included
  - Door with door pump & digital lock included





# 8 beMatrix principles



## Quality guaranteed

All beMatrix frames are manufactured in-house, so we are in control of every step in the production process. Continuous optimisation and innovation initiatives ensure the system always complies with the market’s demands.



## Freedom to design

A beMatrix stand combines the benefits of a modular system with the possibilities of made-to-measure solutions. Almost any shape, contour and construction is conceivable and can easily be created. One single frame allows you to create all different kinds of stand concepts.



## Top finishing

The beMatrix stand building system comes with a large range of tools and accessories to finish your stand exactly the way you envisage it. With the infills, the ‘skin’, you can even hide the entire frame system so it becomes invisible to the eye. Thanks to our ‘seamless’ concept, not one seam will be noticeable.



## Lightweight

The aluminium frame system is lightweight, hence very ergonomic and eco-friendly: no need for the stand builder to carry around heavy structures, while the transport weight and CO<sub>2</sub> emissions remain low.



## Fast

Assembly and disassembly of the beMatrix system takes hardly any time. Its weight, simplicity and tool-free assembly save loads of time, leaving you space to focus on the finishing details of your stand. Isn’t that what makes you stand out most at a fair?





### Long life cycle

The system is extremely sturdy, making it endlessly reusable. Wear and tear won't shorten its life cycle, since the frame is not visible to the eye once the entire stand is set up.



### Ecologically sound

Because of its low weight, long life cycle and modular character, the beMatrix frame system is the eco-friendliest system today. Moreover, it is made out of untreated aluminium, so 100% recyclable and reusable without any quality losses.



### International network

beMatrix has 3 production sites worldwide and several service hubs across the world, so we offer support close by, wherever you are. The bePartner network brings together real ambassadors of the beMatrix frame system, each with their own expertise: stand building, textile printing, LEDskin®, ... A creative cross-pollination offering you as our client nothing but benefits.





**be strong <> be stylish**  
**be anything.**



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