

be anywhere.

pop-OUT solution



pop-OUT, stand out!

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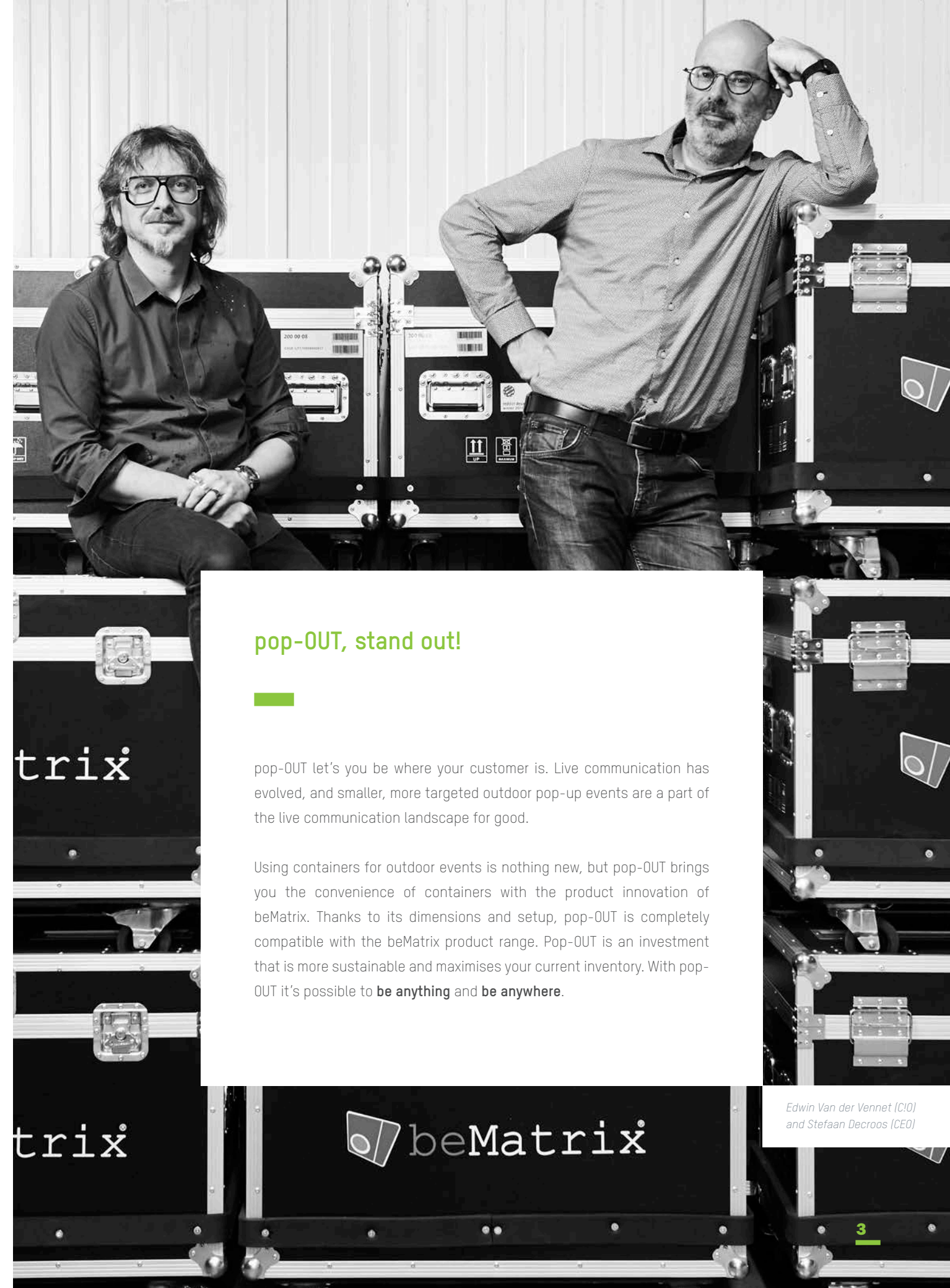
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pop-OUT, stand out!

pop-OUT let's you be where your customer is. Live communication has evolved, and smaller, more targeted outdoor pop-up events are a part of the live communication landscape for good.

Using containers for outdoor events is nothing new, but pop-OUT brings you the convenience of containers with the product innovation of beMatrix. Thanks to its dimensions and setup, pop-OUT is completely compatible with the beMatrix product range. Pop-OUT is an investment that is more sustainable and maximises your current inventory. With pop-OUT it's possible to **be anything** and **be anywhere**.

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



trix

beMatrix

Inspirations

pop-OUT is a flexible product for **outdoor pop-up activities**. With the basic pop-OUT structure and our other beMatrix products, you open a new world of possibilities for your existing beMatrix inventory.

INSPIRATIONS





With pop-OUT you can create unique pop-up shops that entertain consumers with short-term 'wow' experiences.

Create a meeting room or office space anywhere you need to, while maximising available brandable spaces and surfaces.



Outdoor event



pop-OUT can accommodate lounge areas through VIP areas and be customised to meet your needs and to your wildest imagination.

Product presentation

*No need for a merchandising team 24/7,
pop-OUT is also perfect as a product display.*



Structure

pop-OUT comes standard in one size and colour. The structure contains a **floor plate, a ceiling plate and four beams**. Once the structure is placed, you choose how you finish the structure and if you close it up with **walls of frames or glass**. For maximum fit with the beMatrix DNA, the pop-OUT elements can be linked or stacked depending on the need.

STRUCTURE 2

Advantages

FLAT PACKED OR PREBUILT

pop-OUT can be transported flat packed to **save space** or prebuilt for **fast setup** on site.

LEVEL IT UP

Every corner has a hatch so you can place the pop-OUT level, **wherever you want**.

BEMATRIX DIMENSIONS

As with our other products, you can finish your pop-OUT with **3mm panels** or **SEG textile** that fit the standard b62 frames.

DOUBLE DOOR

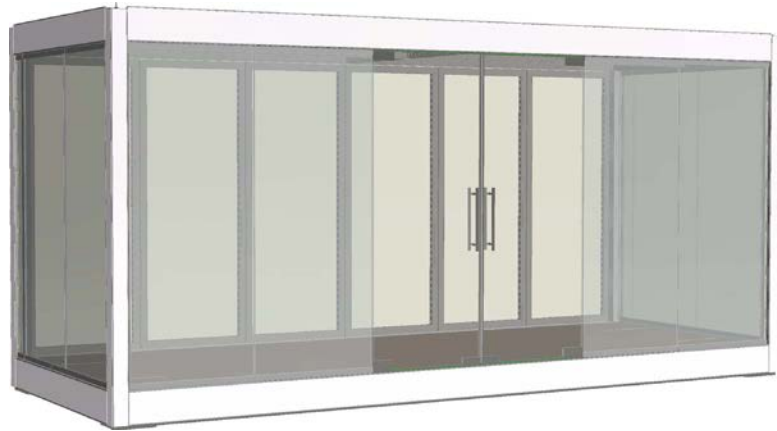
pop-OUT is delivered with a standard **double door and lock**.

TRACK LIGHT

Lighting the interior is easy with the beMatrix **Track Light System**.



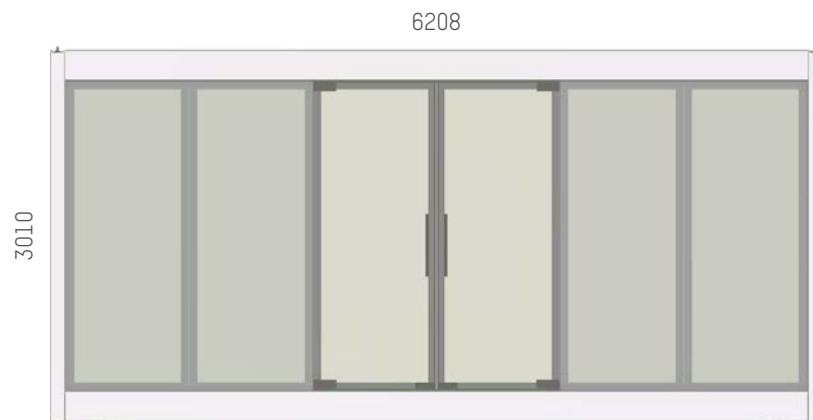
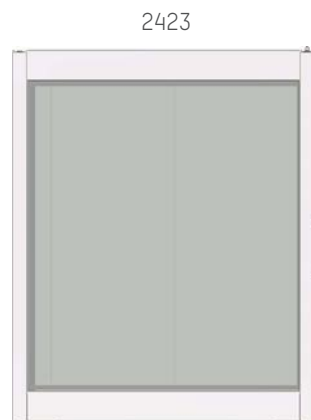
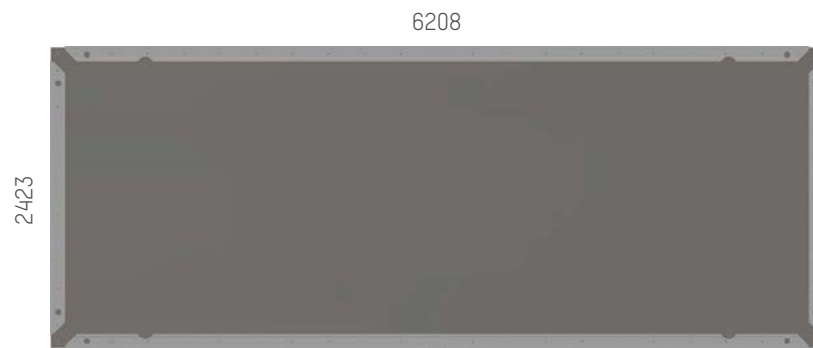
Technical details



- ART. NR:
450 001 TG
- DIMENSIONS OUTSIDE:
6208 x 2423 x 3010 mm
- DIMENSIONS INSIDE:
5960 x 2170 x 2480 mm
- COLOUR:
RAL 9006
- OPTIONAL:
- Glass sections
 - Double door



You're not limited with pop-OUT. Dare to dream big and connect multiple cubes to create one large space.



GOOD TO KNOW

- The pop-OUT is delivered **without electrical wiring**. The structure has the necessary holes and space to offer full flexibility in where you place wiring in the floorplate, beams and ceiling plate. Create a perfect finish with beMatrix frames or panels and textiles.
- Whether you order **glass sections**, the glass needs to be reinforced for outdoor use and have a thickness of 12 mm.
- The pop-OUT is delivered with a **double layer wooden floor** with a total thickness of 36 mm. This structure is strong enough to carry a car. You finish the floor with standard 6 mm flooring material.
- You can install an **air conditioning** using the beMatrix frame.
- Structural calculations have been performed according **EUROCODE**.

DOUBLE DOOR CONFIGURATIONS



1



2



3

Modularity

The core of beMatrix is **innovation and modularity**, and pop-OUT is no different. pop-OUT can be finished with our beMatrix products both inside and outside, giving designers **true design freedom**.

3 / MODULARITY

Design freedom

CHANGE THE SKIN

We always say, **keep the body, change the skin**. This is true with pop-OUT as well. You can finish the outside of pop-OUT with 3 mm panels and a new profile for safety. The inside can be finished with panels, glass, LEDskin®, textile or lightboxes.

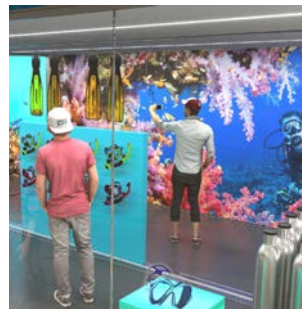


XTREME SOLUTIONS

Integrate pop-OUT with the beMatrix **beTruss** and create new and imaginative experiences. Thanks to the modular DNA, design possibilities are endless.

LEDSKIN®

The interior of pop-OUT perfectly integrates LEDskin®. Next to that, you are able to add LEDskin® behind the glass, pointing outwards. LEDskin® is available in 3 pixel pitches: 1.9, 2.5 and 3.1 mm. This guarantees optimal resolution, brightness, and responsivity. Create an **experience** inside the pop-OUT or **draw attention** using LEDskin®. Everything is possible.



LIGHTBOX

Light up your message with a lightbox. beMatrix lightboxes integrate easily with our pop-OUT system without using any tools. You can choose between single-sided and double-sided lightboxes. The result is a sleek and flawless look.



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 CO₂ 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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