

**be anything.**





*"Nothing is impossible,  
the word itself says I'm possible."*  
-Audrey Hepburn

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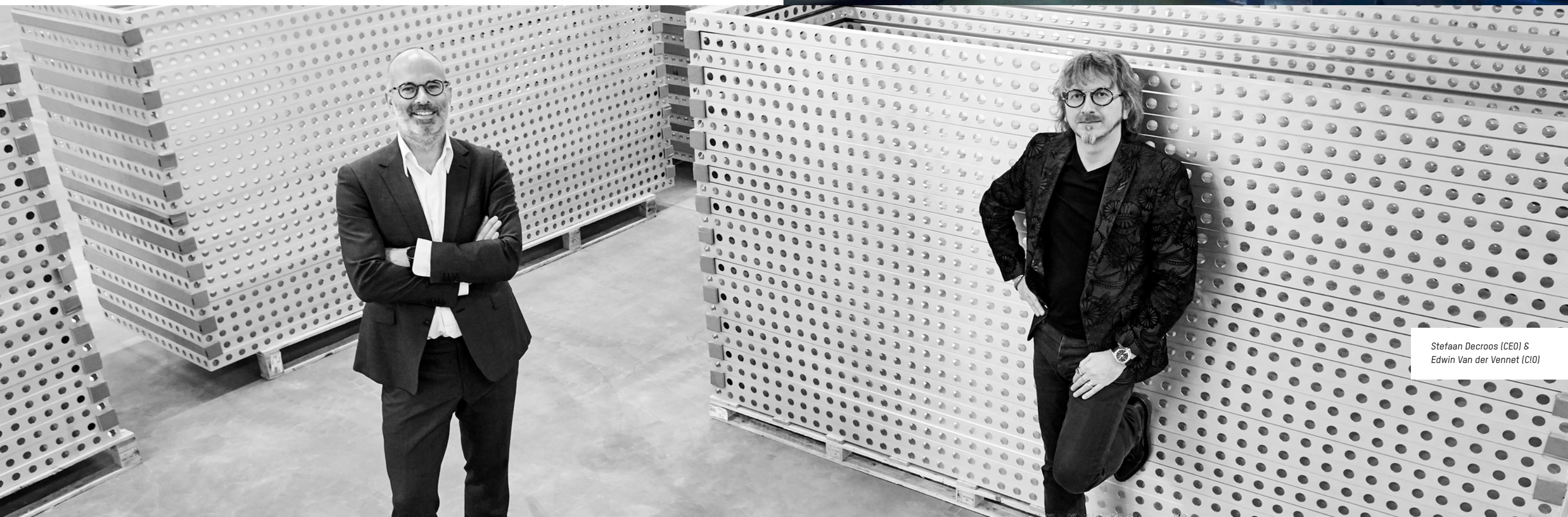


## Authentic, open-minded and international

beMatrix is the one and only true heir of the original frame system with big holes, launched on the market in 1993.

As a manufacturer, supplying top quality products is a main priority for beMatrix. Since we produce the frame system in-house from A to Z, we are in control of every step in the production process. Apart from 3 manufacturing plants, beMatrix also has several service hubs across the globe, for rental, sales and technical support. We are always nearby, no matter where you are!

The exhibit building industry evolves constantly. That is why the beMatrix R&D team operates in close collaboration with customers and suppliers alike, to optimize existing products and to develop new solutions. In 2018, we invested in a new and fully automated machine park, further perfecting the way our frames are finished.



Stefaan Decroos (CEO) &  
Edwin Van der Vennet (CFO)



be anything

Endless options for exhibit builders and exhibitors

Assembling the beMatrix frame system is so much faster than assembling a traditional profile-based system. It is also very low in weight and does not require any tools for assembly.

Thanks to the big holes, the frames can easily be connected to each other, in all directions, whereas the 62 mm matrix delivers the ultimate solution in modularity, with countless configuration options.

Panels, fabric or light walls are fixed onto the frames and not in between structures, rendering the frame nearly invisible. The result is an attractive and minimalist look allowing for maximum amplitude in visual communication.



*The beMatrix system is the ideal system for temporary constructions such as exhibits, displays, congress walls and all kinds of various uses during events and in pop-up stores.*

Modularity and customization in one

The beMatrix exhibit building system offers a plethora of creative finishing options. It also combines all the benefits of a modular system, with the possibilities of made-to-measure solutions. Almost any kind of shape and construction is achievable and can easily be created. In short: one single frame allows you to create a multitude of exhibit concepts.





# +SKIN

With the infills, **the 'skin'**, you create the actual look of your exhibit, just the way you envisioned it. One single frame can be finished using both fabric and panels on either side. **Panels** are attached using hook and look tape, and **fabric** graphics are attached with a silicon edge. Our **'Seamless'** concept is one step ahead, totally hiding the structure behind the skin, rendering any seams invisible. Large fabrics can be stretched over several frames to accomplish your 'Seamless' finish.

Light and motion will definitely catch anyone's attention. beMatrix designed lightboxes to do this, which can be used on their own or integrated in the frame system. Our **MOTIONskin®** adds a dynamic element to your exhibit, using technology based on programmable LEDs to accentuate specific parts of an image.

beMatrix was also the first to develop a method to integrate a LED wall into an existing modular frame system: **LEDskin®**, a top product in which frame and infill blend into a single digital communication solution for dynamic content. The beMatrix **LEDskin®** solution was awarded with several prestigious prizes:



# BODY

With the frame, **the 'body'**, you can create any shape imaginable, in any size, straight or curved. Walls, floors and ceilings all blend together seamlessly. Moreover, the system is extremely sturdy, allowing it to be reused countless times. Wear and tear won't affect the life span or functionalities, since the system can be easily hidden in the exhibit's set-up. The aluminium frame system is light in weight, making it ergonomically user-friendly as well as eco-friendly. There is no longer any need for the exhibit builder to carry around heavy structures, while the transport weight and CO<sub>2</sub> emissions remain limited as well.



© Commercon  
Messebau e.K (DE)



# Sustainable

## beMatrix goes sustainable, all the way

At beMatrix, sustainability is definitely a main focus area. Whether it be strategic decision making or while running everyday operations, we always remain mindful of our ecological, economical and social impact.

beMatrix made the first big step towards sustainability when launching the aluminium frame system with big holes in 1993. The typical features of this system are in full compliance with the 3 P's (People, Planet, Profit).

### LIGHTWEIGHT

One standard 922 x 2480 mm aluminium frame weighs 6.955 kg. This low weight is one of the reasons why our frames are regarded as very user-friendly. Another perk: the exhibit builder requires less personnel for assembly. Also during transport, the weight is kept low, with the obvious economic and environmental benefits.





### LONG LIFE CYCLE

Our frames can be used up to 200 times, in all kinds of configurations. This long life cycle lowers our demand for raw materials and energy, since less new frames need to be manufactured.

### MODULAR

The beMatrix frame system allows a 360° configuration: the frames can be used for floors, ceilings and walls. Moreover, one group of frames can be used in different kinds of set-ups, so the exhibit builder has no need to acquire new frames every time. Still today, a large number of exhibit booths are constructed in wood, of which most end up in a trash container at the end of the event. That amount of waste is staggering. The beMatrix frame system actually slows this waste from accruing.



© More Than Event (DK)

### LOW CARBON FOOTPRINT

At the start of 2018, beMatrix asked an external organization to compare the level of CO2 emissions of the beMatrix frame system and wooden constructions (calculated using the Bilan Carbone® method), including production, transport, deployment and end-of-life phase.

This study demonstrated that emissions when using a wooden construction are in fact almost twice the level of the aluminium frame system with a Forex infill. When only taking the aluminium frames without infill into account, it is very clear the footprint of aluminium frames is significantly smaller than when wooden frames are used.



Download the sustainability report on [www.beMatrix.com/en/downloads/](http://www.beMatrix.com/en/downloads/)



## be different

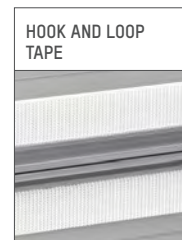
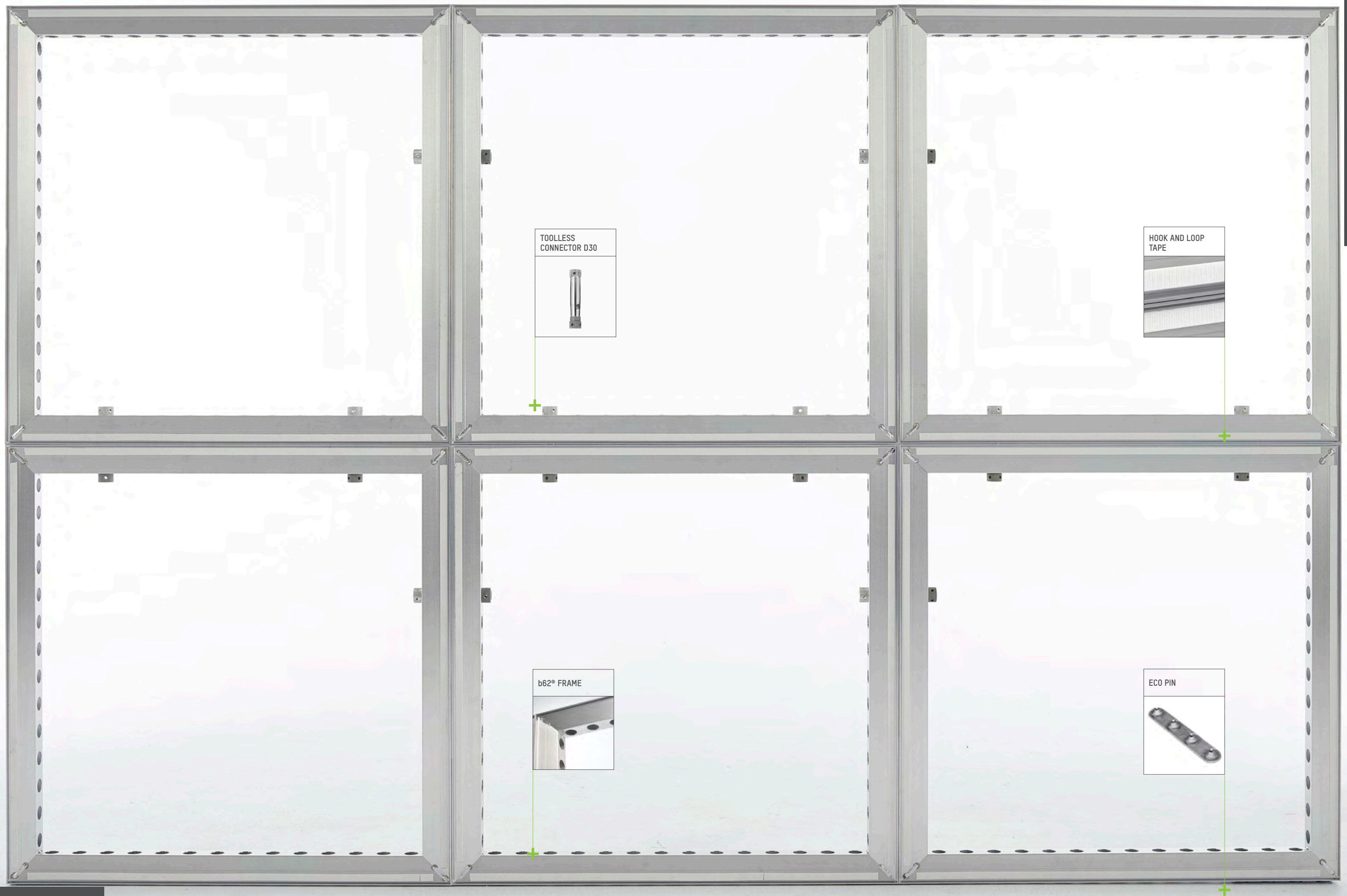


No two shows are the same. So you may not want to use the same identical exhibit every time – even when this would generate significant ecological and economical benefits; it simply isn't always feasible. Unless you opt for the innovative beMatrix frame system, offering you endless possibilities with the same frame system.

Of course we wouldn't want any system to hamper your creativity. The beMatrix system allows an exhibit to be built in almost any shape conceivable. In case what you like isn't part of our standard portfolio, we will find a custom-made solution.

1 / THE BODY



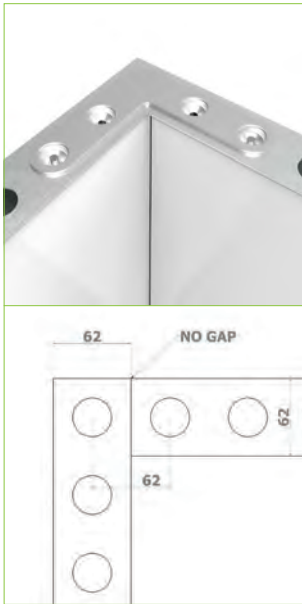






As the name suggests, all dimensions of the b62® frame system have been based on the perfect 62 × 62 mm matrix. The width, length and height of the exhibits that have been designed and built using these frames are always in multiples of 62. This means that each construction is always a perfect fit, in all directions and in any kind of combination. It doesn't matter how complex the design is, the finished result always has a clean look, with clean lines that make it truly stand out.

The b62® frames allow you to use panels, fabric and just about anything else to turn your exhibit into an attractive and effective crowd pleaser. This frame system is incredibly strong, practical and imposes almost no restrictions on designers!



- 1 30 MM CONNECTOR HOLES
- 2 62 MM
- 3 SURFACE TO ATTACH HOOK AND LOOP TAPE (TO MOUNT PANELS)
- 4 SLOTS TO MOUNT FABRIC
- 5 62 MM



*Our modular frames:  
your solid base for  
all possible exhibits.*



## A sustainable step forward

### ECO FRAME

We live in a world of continuous change. Every day, our R&D team focuses on product and process optimization, always bearing our ecological footprint in mind.

Some years ago, we introduced the ECO frame as an ecological alternative to the anodized frame. Anodizing is an additional step in the production process, adding an extra finishing layer to the frame. Since this chemical treatment pollutes the environment and is unnecessary when the frame is used indoors, beMatrix decided at that time to market the ECO frame as their standard product.

### ECO+ FINISH: A CLEANER LOOK

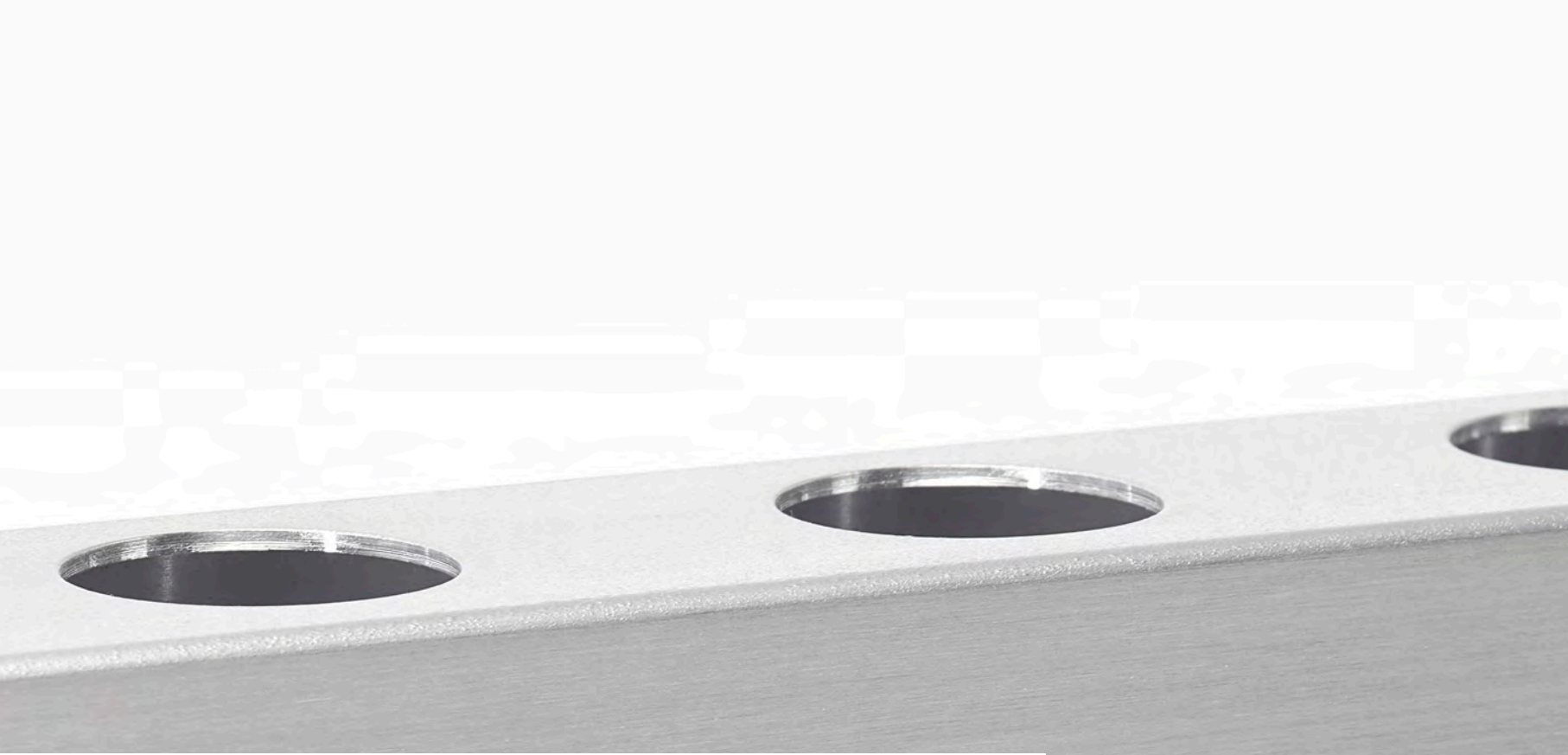
To attain the level of finishing of the anodized frame, we add an additional surface treatment to the production process. This is a brushing technique which respects the environment and still provides the ECO frames with a decorative look almost identical to the look of our anodized frames. Thanks to this treatment, the frames with the ECO+ Finish are fully compatible with the existing frames.

### DESIGN OPTIMIZATION

Typically, our frames are welded, since this is the strongest solution. This renders the slots used to manually mount the frames obsolete, so we omitted them from the design. As of January 2019, our frames not only have a nicer look, but are even lighter and more ergonomically sound than before.

*"The same clean look  
with an eco twist."*





**HOOK AND LOOP TAPE**

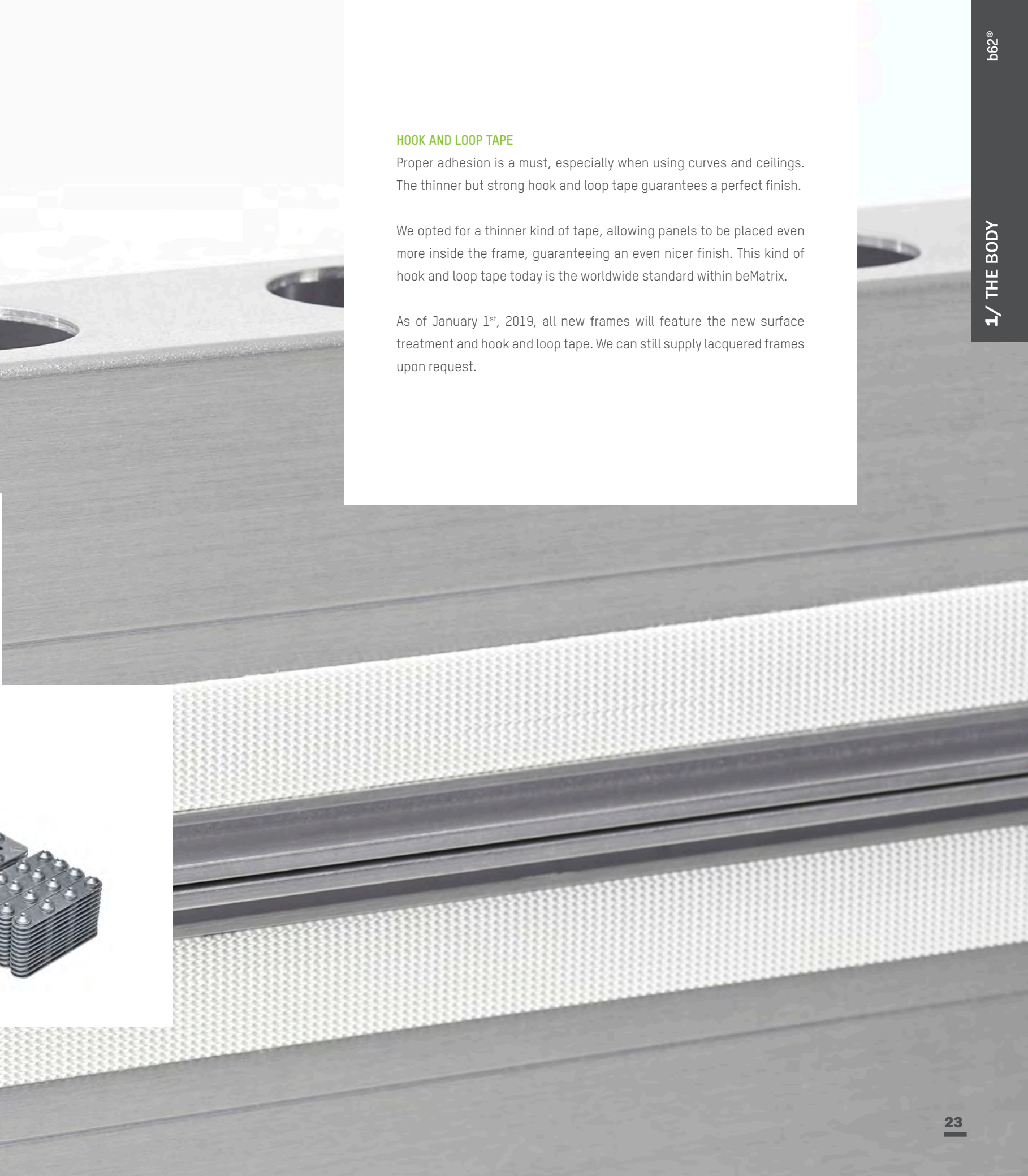
Proper adhesion is a must, especially when using curves and ceilings. The thinner but strong hook and loop tape guarantees a perfect finish.

We opted for a thinner kind of tape, allowing panels to be placed even more inside the frame, guaranteeing an even nicer finish. This kind of hook and loop tape today is the worldwide standard within beMatrix.

As of January 1<sup>st</sup>, 2019, all new frames will feature the new surface treatment and hook and loop tape. We can still supply lacquered frames upon request.

**LIGHT AND STACKABLE PINS**

We also revised the connector pins. In accordance to our sustainability policy, these pins are no longer chromium-plated, but are manufactured out of a special alloy consisting of zinc, aluminium, magnesium and copper. These pins are very light and their special design makes them perfectly stackable. Not to mention, compared to the chromium-plated pins, their carbon footprint is 8 times lower.





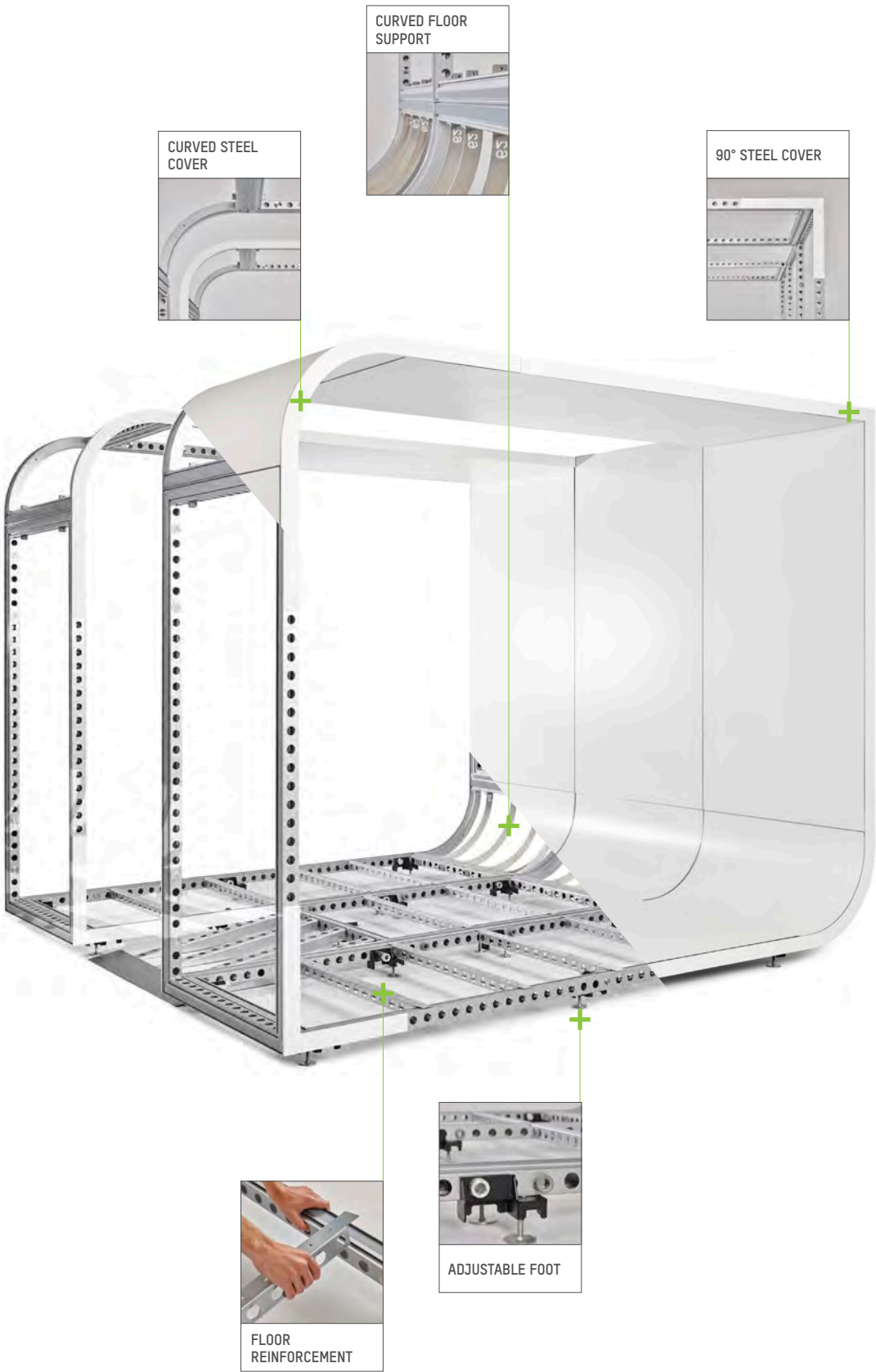
# 360° concept

Wall, ceiling, floor? One frame, three applications.

beMatrix redefined the art of exhibit building with its 360° concept. The strong, light and modular aluminum frames can be assembled into a unique exhibit where walls, floors and ceilings harmoniously blend into one. Each separate frame can be used for three applications, making the system flexible and inexpensive.



© Earl Brandspace (AU)







CURVED STEEL COVER

360°

1/ THE BODY

© Choup's  
(Silver Partners) (BE)

CURVED FLOOR SUPPORT

## Wall

The beMatrix frame system allows for any shape to be created. No tools are required to build a sturdy but lightweight structure in a minimum amount of time, with the option of shelves, flatscreens, lightboxes or even integrated LED screens.

## Floor

The same modular frames and connectors can easily be used to build a solid floor. Unique curved or straight floor connections are also possible and allow floors to almost seamlessly blend with the wall.

## Ceiling

The walls are ready, the floors are too ... now you can use the same modular frames to create a ceiling. This makes the exhibit a strong, clean and spatial unit that will definitely stand out from the traditional exhibit designs often used at trade shows.



# Doors

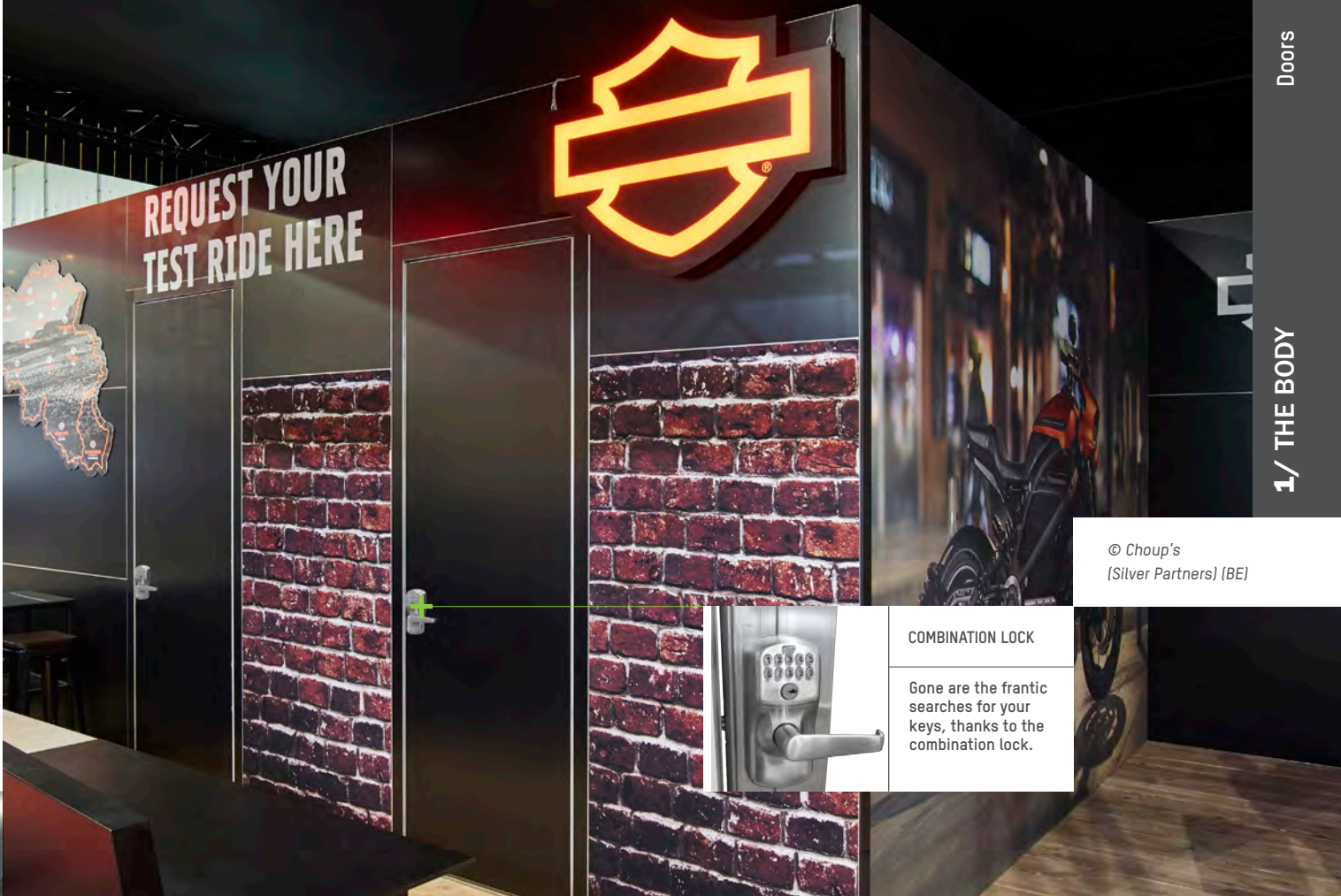


During a trade show or an event, you obviously need a storage space where you can safely keep your stock and other (valuable) objects. The different types of doors in the beMatrix range allow you to lock your storage space or to create a separate meeting room.

The pivot door comes in a single, double or curved version. We also offer two types of sliding doors. Whichever type you choose, they all offer the benefit of being user-friendly for the exhibit builder and exhibitor.



© La Sphère (FR)



© Choup's  
(Silver Partners) (BE)

## COMBINATION LOCK

Gone are the frantic searches for your keys, thanks to the combination lock.

## DOOR FRAME

The beMatrix door frame perfectly allows you to create an opening in your exhibit. The door frame's edge can be seamlessly finished with a panel, so it will blend perfectly with any kind of exhibit design.

## PIVOT DOORS

The pivot door is based on the same DNA as the beMatrix frames and will be a great match for your modular exhibit.

The **single pivot door** has been designed to make the life of the exhibit builder more comfortable, from both a technical and visual point of view. Thanks to the rounded door profile, the space between door and outer frame is very small. Connection holes are only provided where needed, so you end up with a sleek result.

The **double door** offers the same benefits as the single door, but opens up a wider passageway. The use of a roller lock and two moveable positioning pins allow all kinds of configurations: the doors can open on the right or left hand side, swivel inwards or outwards and when you remove the positioning pins, the door can even swivel both ways.





CURVED PIVOT DOOR

One of the biggest advantages of the beMatrix frame system will always be its modular character, which pertains to all products in our portfolio. Hence why, apart from standard straight doors, beMatrix also offers curved pivot doors that can be seamlessly integrated into curved exhibits.



SLIDING DOORS

Improve efficient use of your storage space thanks to a sliding door.

No more loss of space due to pivot doors, but still a separate and elegant space! The **standard sliding door** consists of a door frame that can slide to the right or the left over a rail. A great extra this sliding door offers is the ability for the frame to be adjusted in height. That way, regardless of the surface the frame rests on, the door will always open and close with ease.



You want to go all the way? No problem at all! We also offer a range of Pro sliding doors. This **Pro sliding door** will slide into the reinforced frame and is completely aligned with the exhibit wall. Another advantage: no need to install this door separately, since this solution comes in one piece.



ADD-ONS

Want to further customize the door of your exhibit to fit your needs or preferences? No worries! The beMatrix standard door range can be complemented with several accessories.

Download the complete door brochure on [www.beMatrix.com/en/downloads/](http://www.beMatrix.com/en/downloads/)





# Xtreme solutions

The world of exhibit building never ceases to evolve. Exhibits become increasingly large in size, more conspicuous, with influences from the AV world demanding more load bearing capacity of the actual structures.

Since beMatrix closely monitors trends in the industry, we are offering another great solution: the **Xtreme solutions**.

Download the complete Xtreme solutions brochure on  
[www.beMatrix.us/us/downloads/](http://www.beMatrix.us/us/downloads/)





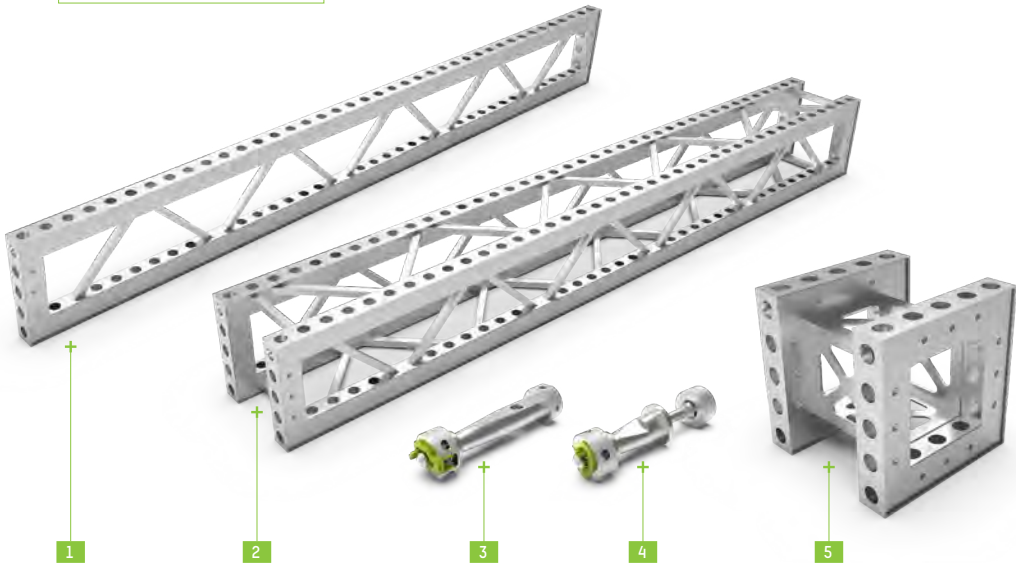
# b310

beTruss allows you to build exhibits of any size, no matter how big, with one single (exhibit construction) system. No more breaking a sweat over mounting points! From now on, you can build your load bearing exhibit with ease, in no time at all.

Identical to the b62 frame system, all dimensions are based on 62 × 62 mm, so beTruss is perfectly usable with existing frames thanks to the especially designed load bearing connector.

The b310 structure can be finished with panels as well as with fabric, making it seamlessly integrated into your exhibit design.

- 1 b310 frame
- 2 b310 square
- 3 b310 180° connector
- 4 b310 90° connector
- 5 b310 corner piece



© Commercon Messebau (DE)





© Conceptexpo (BE)

# Double deck

A second floor really allows you to get everything out of your exhibit's surface. beMatrix' double deck system doesn't only increase the number of square footage, but is also wholly compatible with existing product ranges, easy to integrate and to finish with the beMatrix frame system. That way, the structure and look and feel of your exhibit totally come together!

Profiles, poles, beams, floor brackets, staircases and railings: we offer you entire modules which you can easily add to your exhibit design.

beMatrix provides all the support you need to set up your exhibit. Stability, safety as well as perfect aesthetic integration are equally important. We will make sure your exhibit's look is impeccable and compliant with all rules and regulations.



# Specials

The beMatrix frame system allows for any kind of shape, outlines and constructions conceivable to be actually feasible. You cannot find a certain frame in our standard portfolio? Not a problem, we'll manufacture a bespoke frame. There even is no need for such made-to-measure solution to only be used once: you can easily integrate them in another exhibit with a different configuration. That will no doubt make your exhibit stand out!

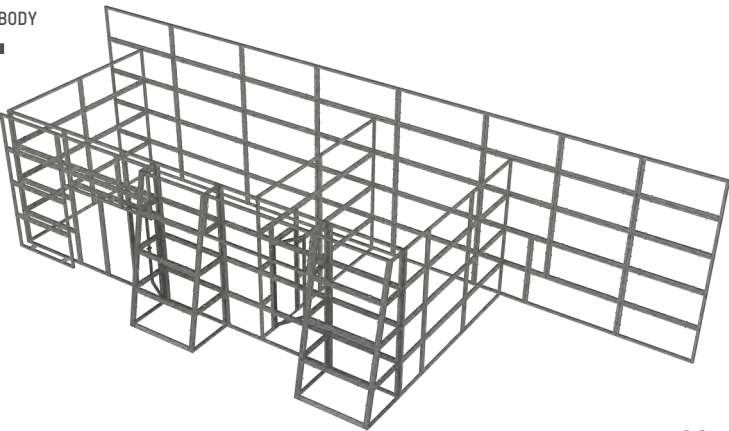


SPECIAL FRAME

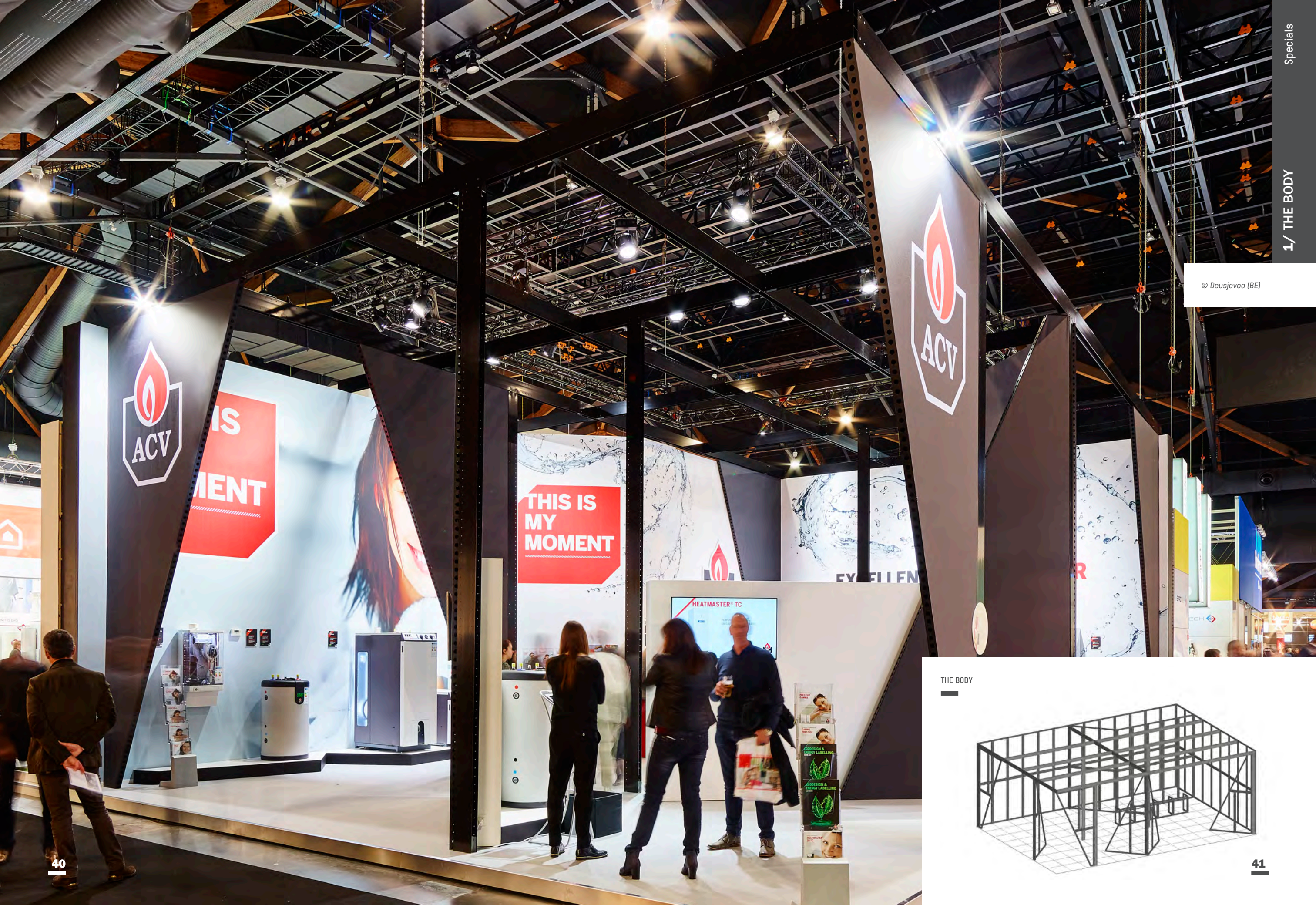
Customised  
trapezoid frame

© Choup's  
(Silver Partners) (BE)

THE BODY

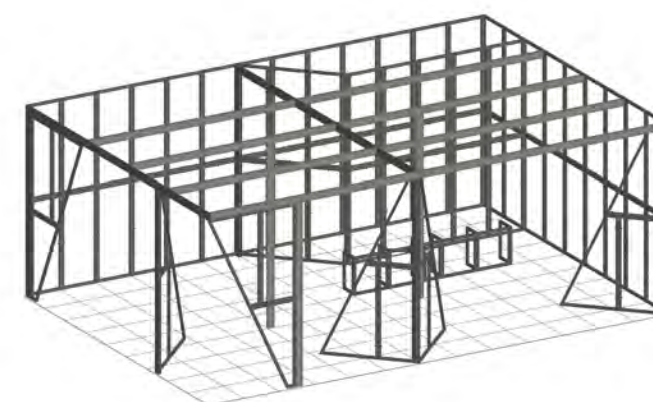






© Deusjevoov (BE)

THE BODY





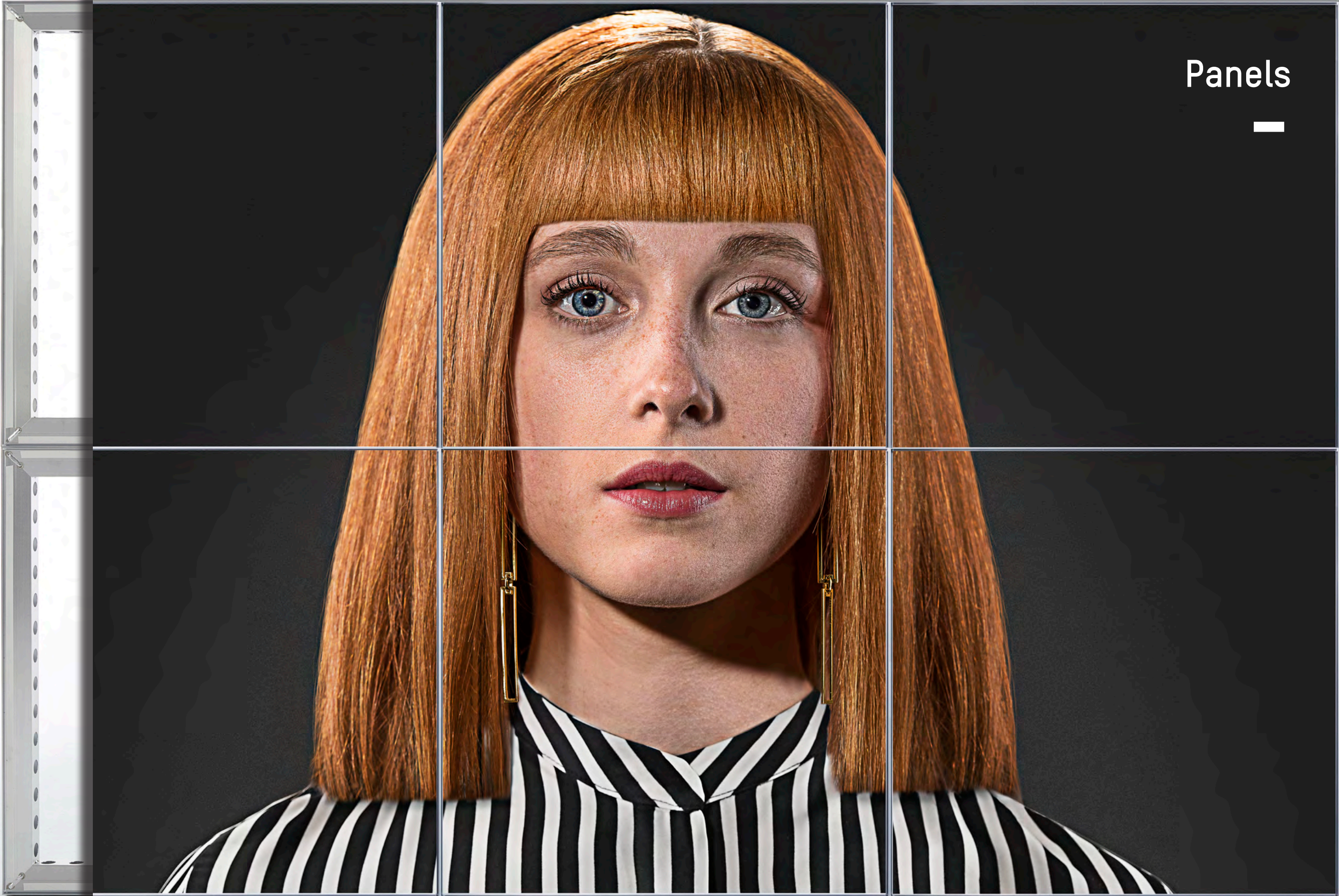
## Your exhibit, a unique looker



Once the frame has been set up, your beMatrix construction is ready to be finished. You can choose to cover the frames with **panels or fabric, with or without prints.**

Why not go one up or add some extra **allure** to your exhibit? Integrate a lightbox, or let your creativity loose with **MOTIONskin®** or **LEDskin®**.





Panels





# Panels



Whilst your exhibit's body can be reused over and over, you can adjust the skin to what is specifically needed for a certain fair or event. Panels in PVC, dibond, wood, (acrylic) glass... it's all up to you.

Panel infills can be printed, have vinyl attached to them, be painted, used with wallpaper and accent lighting... you name it.

In short: anything to attract the eye of passers-by and convey your message quick and efficiently.



© Bulik Standbouw (BE)

Panels

2/ THE SKIN



ATTACHMENT

Panels are attached to the body with hook and loop tape.





© Conceptexpo (BE)

Panels

2/ THE SKIN





Seamless fabric



Seamless fabric

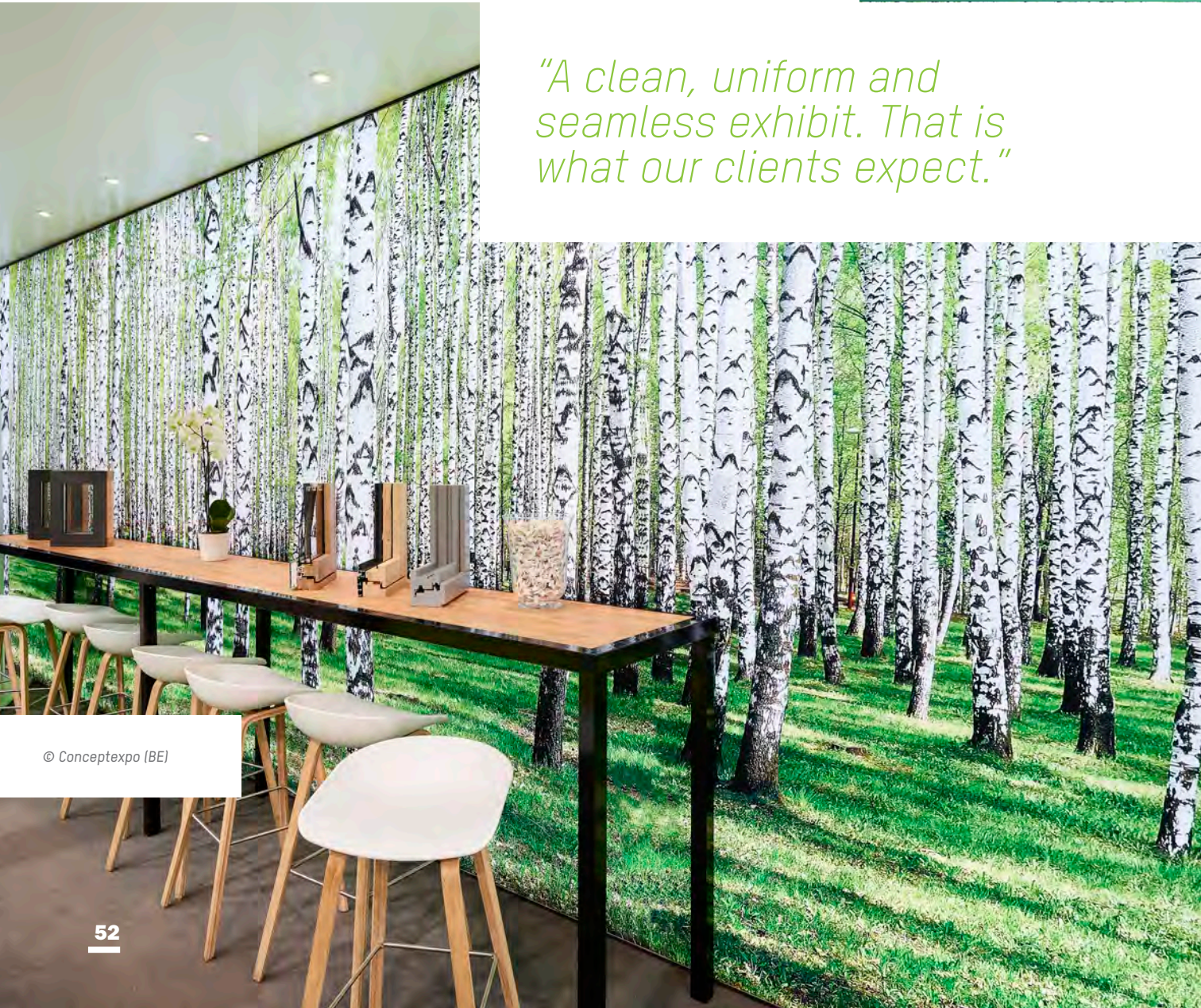
2/ THE SKIN



# Seamless fabric



The beMatrix Seamless concept drastically changes the options of exhibit building: the effect of images and graphics obstructed by ugly seams is now a thing of the past, thanks to the Seamless system. Seamless continues on from the existing and widely known beMatrix exhibit building system.



© Conceptexpo (BE)

*“A clean, uniform and seamless exhibit. That is what our clients expect.”*



© Total-e (BE)



Seamless creations

Using a silicone edge, fabric infills are stretched over one or more frames. This type of finishing in fabric is ideal for a seamless print over multiple panels, with a fabulous result, both for large and small surfaces. Installation is easy, thanks to the silicon edge and the T-REX.



ATTACHMENT

Fabric infills are attached to the body with a silicon edge.



© Conceptexpo (BE)

Seamless fabric

2/ THE SKIN



T-REX, handy and simply indispensable

Together with the Seamless Fabric concept, beMatrix launched a special tool, the T-REX: a strong and durable cutting tool to cut silicon edges at the aluminium flanges.





# Lightboxes

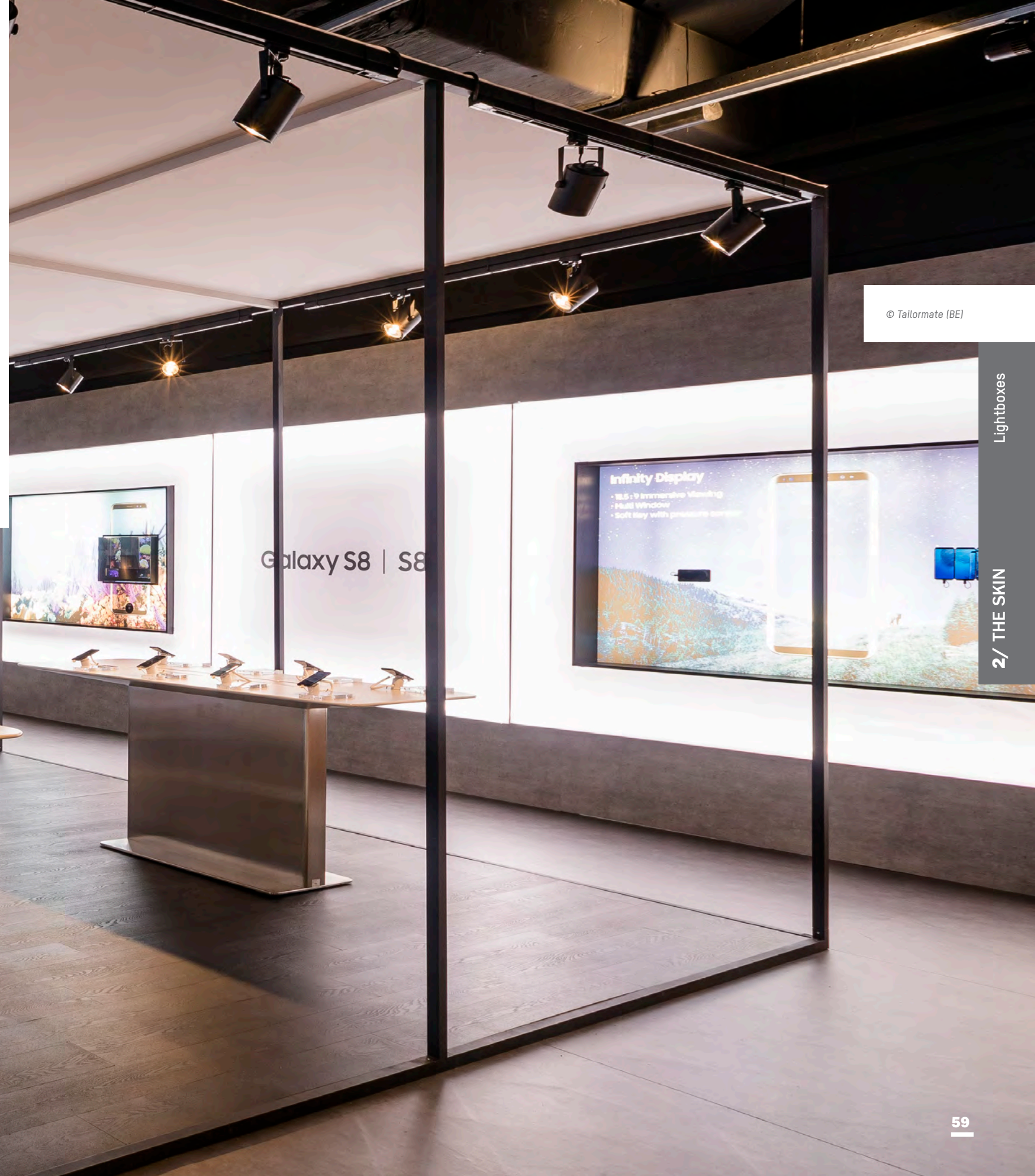
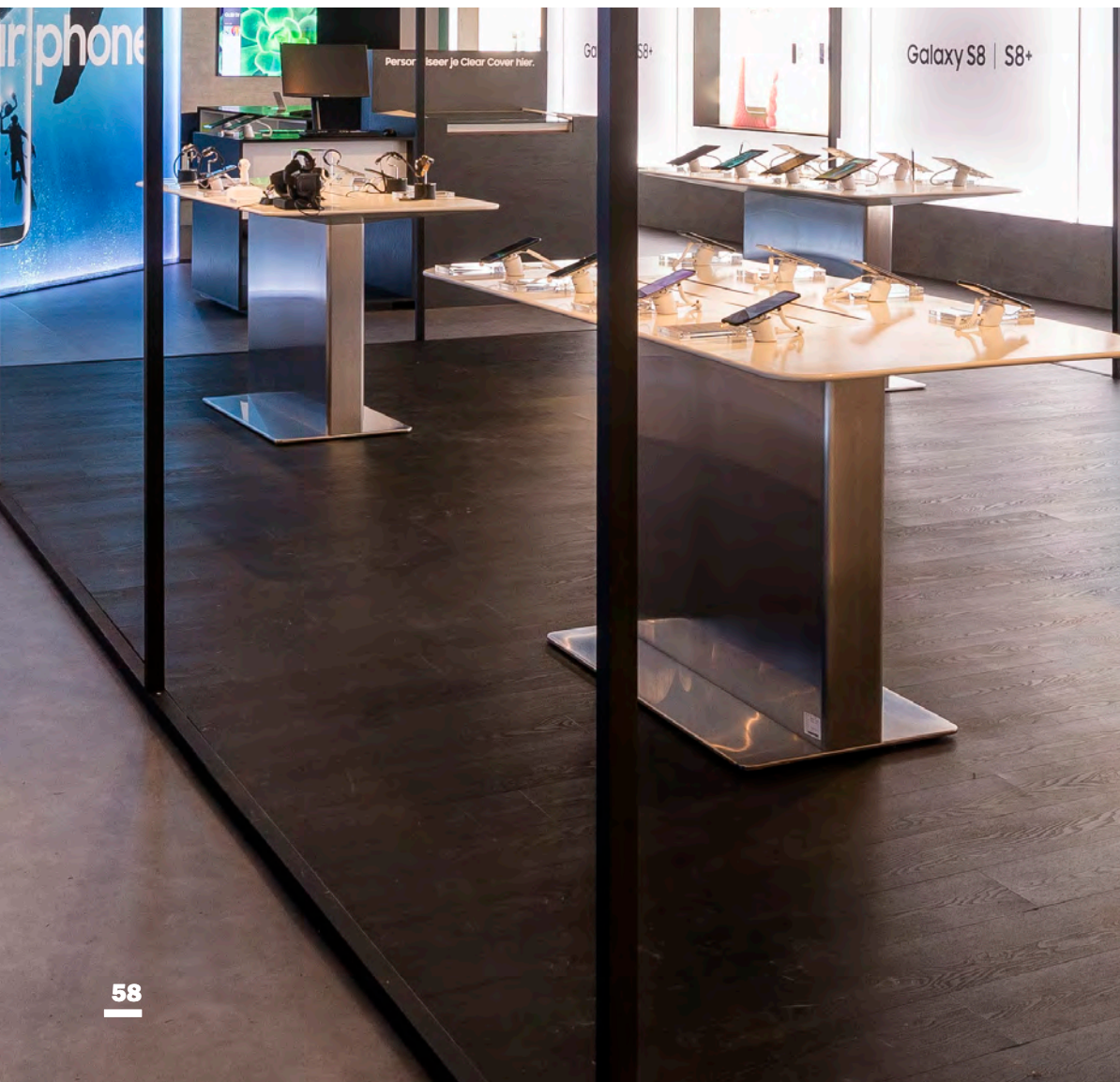




# Lightboxes

## Light up your exhibit

The beMatrix lightboxes can easily be integrated in our frame system, without any tools. Thanks to the handy baseplate, you can also use the lightbox as a stand-alone item. You can choose between a single or double sided lightbox, the single sided version leaving you the opportunity to finish the back with a panel or fabric infill.



© Tailormate (BE)

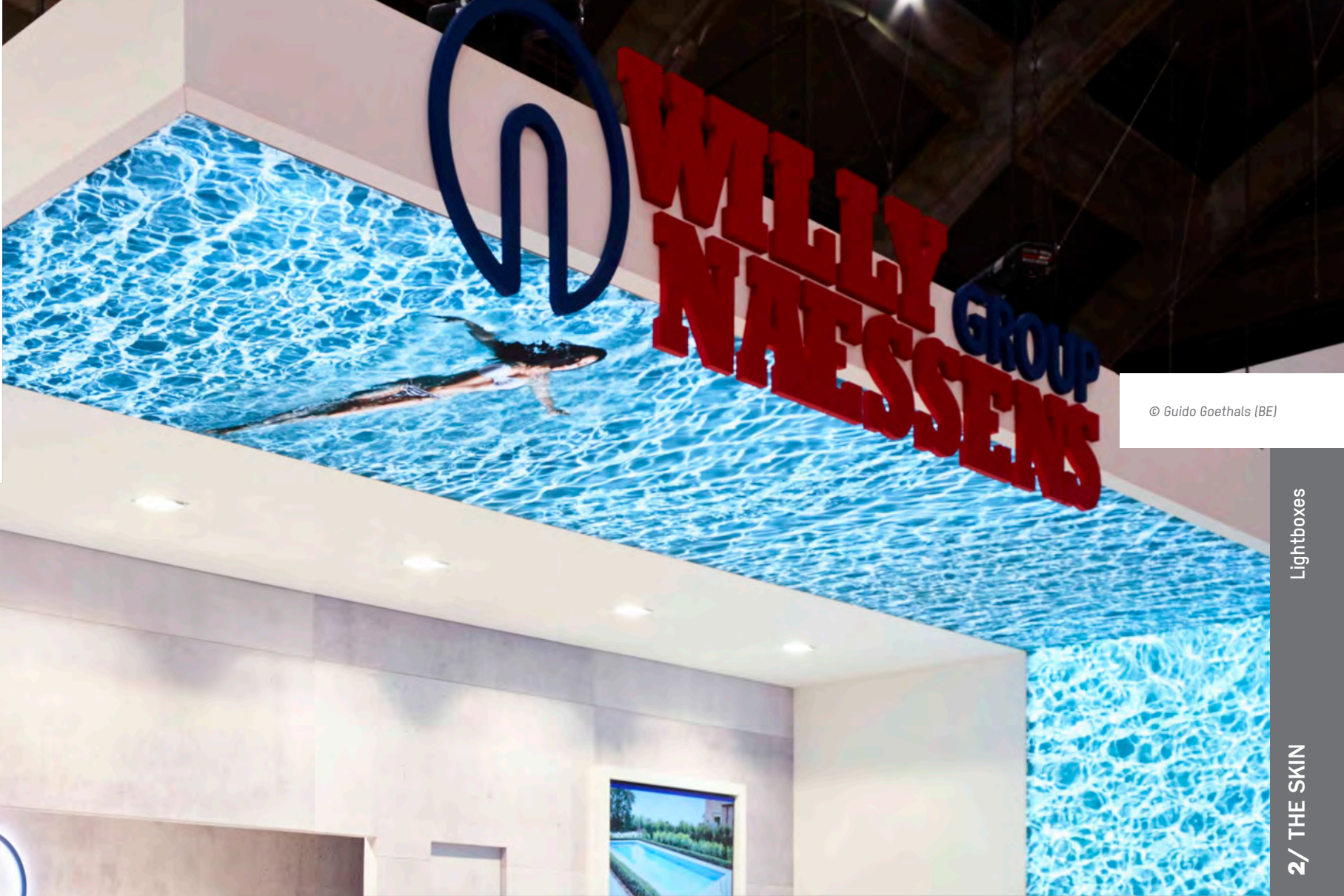
Lightboxes

2/ THE SKIN



No boundaries to your creativity

There is no end to the creative ways in which you can use our lightboxes. From a perfectly aligned lightbox and frame, for a minimal and flawless look, to a unique combination of a number of lightboxes in all shapes and sizes, for a fabulous and eye-catching 3D effect.



© Guido Goethals (BE)



SideLED or backLED

beMatrix lets you have the choice between sideLED and backLED lightboxes. The sideLED lightboxes are easy to mount onto the beMatrix frame system, thanks to the large holes, but you can just as well use them as a freestanding item.

The main advantage of the backLED lightboxes is their tremendous brightness, since they are equipped with specially developed high performance LED modules. They come in the same width as the beMatrix frame system. Why not place the backLED lightboxes on top of the frame system, as a banner for instance?





MOTIONskin®



b62® frame

Panels

Seamless fabric

Lightboxes

MOTIONskin®

MOTIONskin®

2/ THE SKIN



# MOTIONskin®

There is no force more powerful than light and motion

Getting all the attention and having real impact? Combine images, light and motion, thanks to MOTIONskin®.

The – at first sight – very basic fabric panel hides programmable LEDs to specifically accentuate certain parts of an image. That way, MOTIONskin® adds a certain dynamic to your exhibit in a very simple yet innovative way.



The dynamic lightbox that fits seamlessly to the beMatrix concept and frames

With its 62 mm thickness, the MOTIONskin® frame fits with the conventional b62® frame system perfectly, in terms of height, width and thickness. The dynamic MOTIONskin® lightbox comes in 4 different standard beMatrix dimensions. It's so easy – and so beMatrix – to connect various boxes in any direction with the same tools you use to build your beMatrix exhibit.



Discover the impact of MOTIONskin® on the beMatrix YouTube channel.





LEDskin®



b62® frame

Panels

Seamless fabric

Lightboxes

MOTIONskin®

LEDskin®

LEDskin®

2/ THE SKIN



# LEDskin®



## Animation, motion and great feeling

LEDskin® transforms your beMatrix exhibit into a real hotspot, full of animation and motion, so your exhibit becomes a true experience. With LEDskin®, beMatrix once again revolutionises exhibit building. From now on – and in the blink of an eye – you can combine LED cabinets and frames to create an impressive video wall, which can be seamlessly integrated into your new or existing beMatrix exhibit. No more individual screens, which in fact in many cases are more of a disruptive element than added value in a sleek exhibit design. Also, you are no longer limited to the maximum (standard) dimensions of individual screens. Instead, you can turn the whole thing into a totally seamless video wall.



Discover the impact of LEDskin® on the beMatrix YouTube channel.



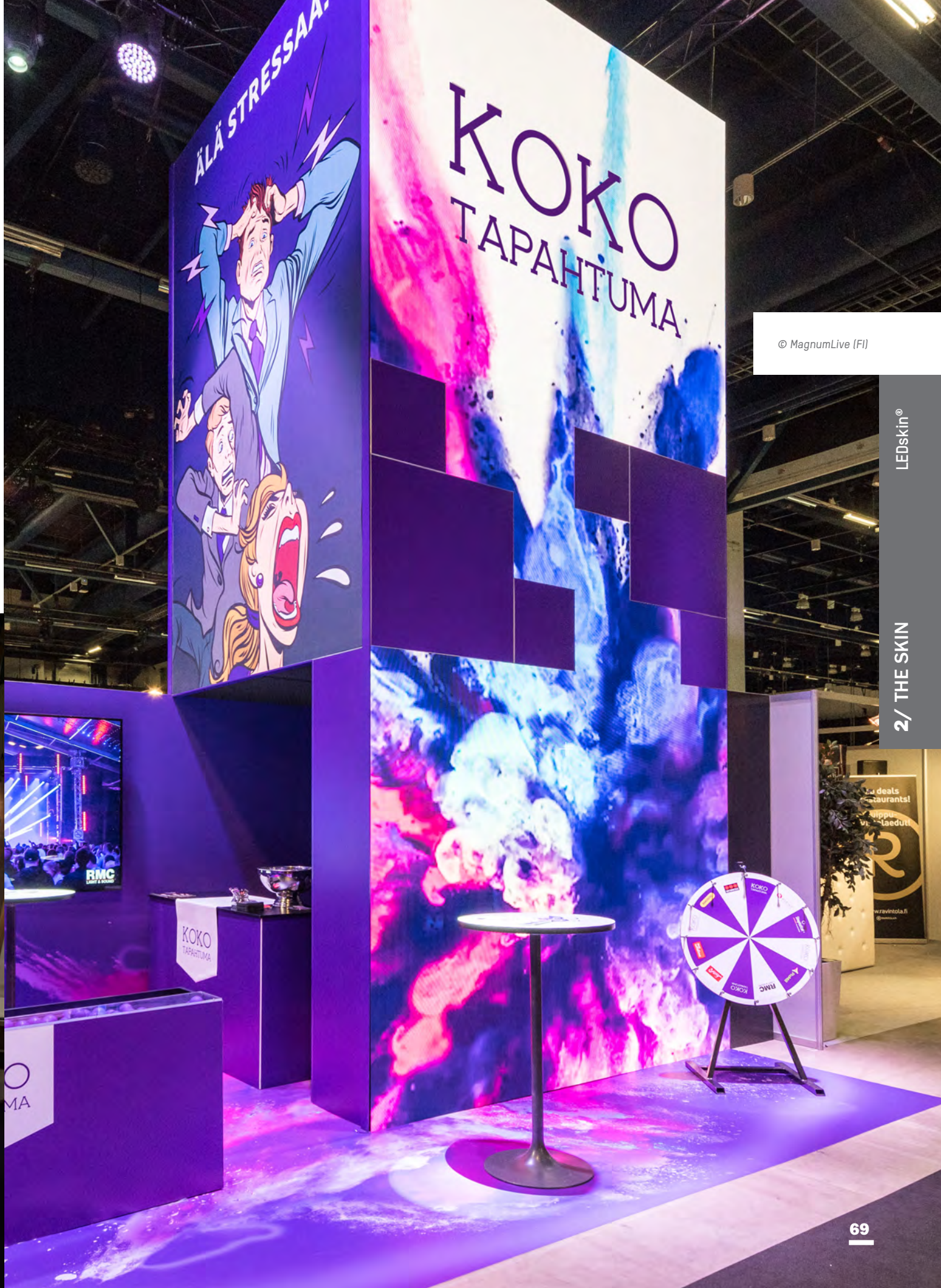
reddot design award  
winner 2017



DESIGN  
AWARD  
2018

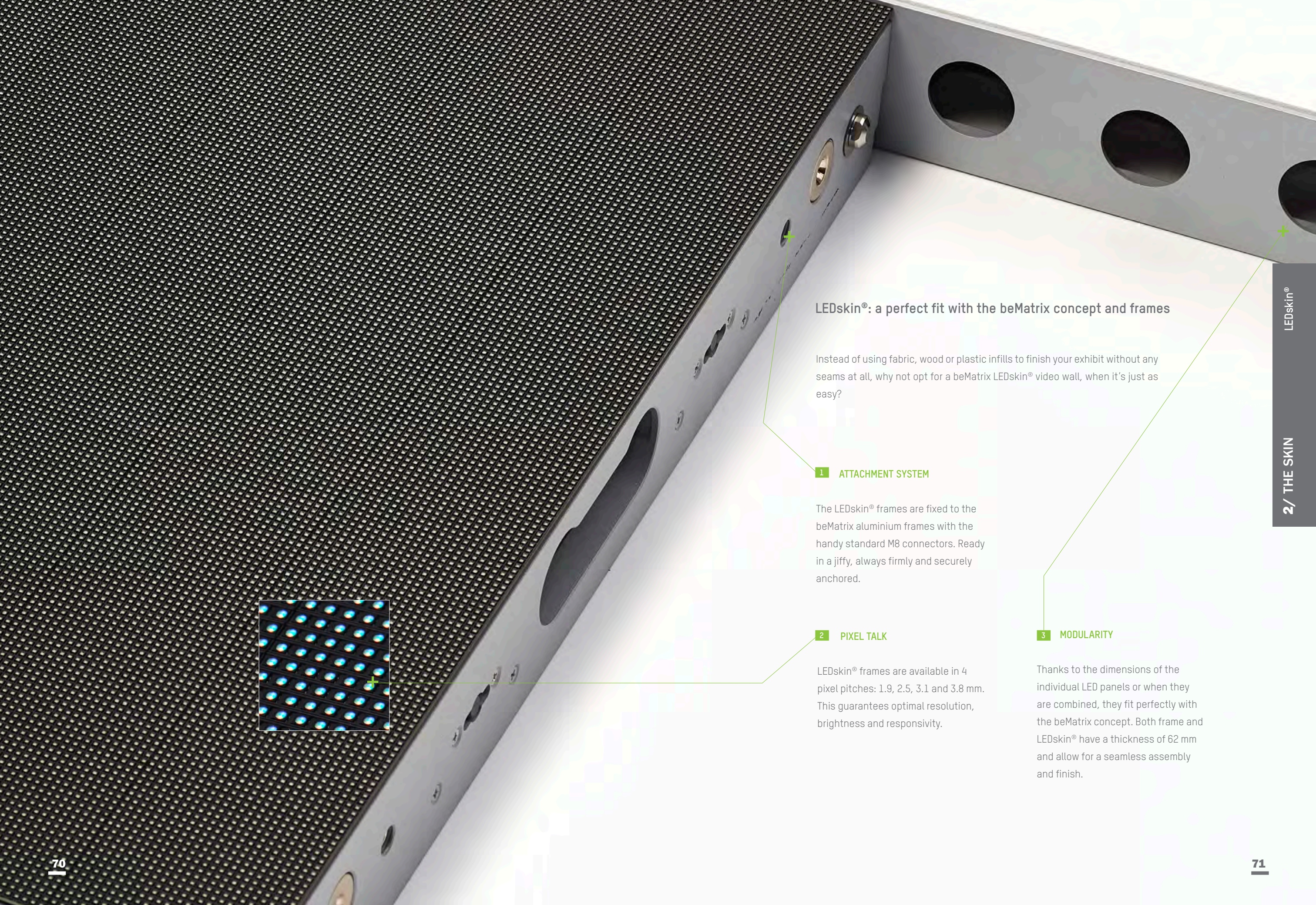


© Lesena (SI)  
& Priority Exhibition (UK)



© MagnumLive (FI)





## LEDskin®: a perfect fit with the beMatrix concept and frames

Instead of using fabric, wood or plastic infills to finish your exhibit without any seams at all, why not opt for a beMatrix LEDskin® video wall, when it's just as easy?

### 1 ATTACHMENT SYSTEM

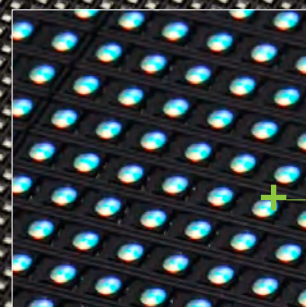
The LEDskin® frames are fixed to the beMatrix aluminium frames with the handy standard M8 connectors. Ready in a jiffy, always firmly and securely anchored.

### 2 PIXEL TALK

LEDskin® frames are available in 4 pixel pitches: 1.9, 2.5, 3.1 and 3.8 mm. This guarantees optimal resolution, brightness and responsivity.

### 3 MODULARITY

Thanks to the dimensions of the individual LED panels or when they are combined, they fit perfectly with the beMatrix concept. Both frame and LEDskin® have a thickness of 62 mm and allow for a seamless assembly and finish.



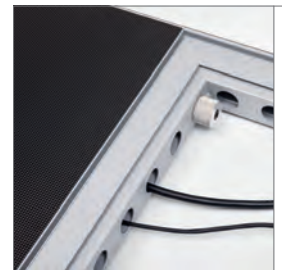




© Messekompaniet (NO)



The tiles are aligned using magnets, whilst two manual connectors ensure a strong connection.



The holes in the beMatrix frame also serve as a cable duct and connection spot, so you no longer need to worry about unsightly cable spaghetti at the back.



LEDskin® frames can easily be finished at the back using fabric or panels (**patented design**), which can be easily attached using silicon edges or hook and loop tape.



The sides of the LEDskin® can be finished with the existing corner profiles.



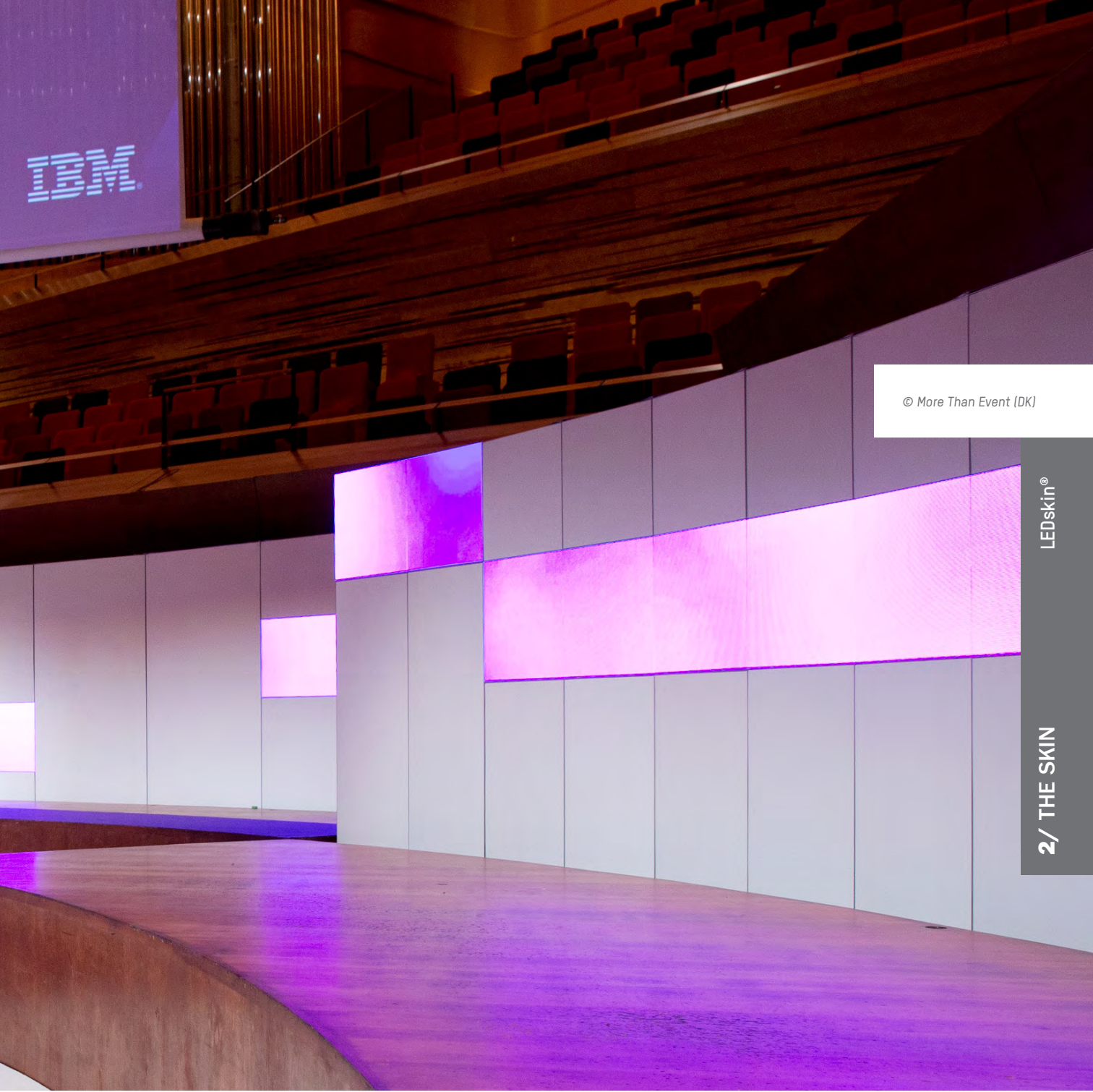
The GEKKO is a specially designed tool enabling you to replace the LED modules at the front with ease.



Very user-friendly

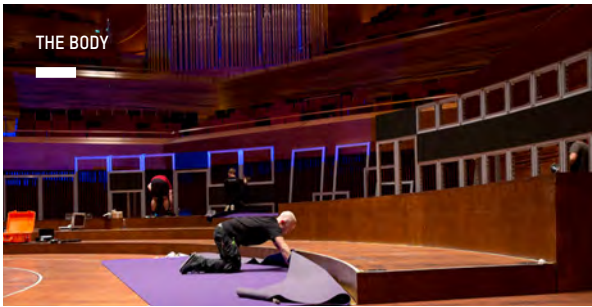
You don't need to be a wizard to use LEDskin®. Our LED wall is plug & play: you only need to mount the tiles, plug it in and connect to your video device/computer.

The dedicated LEDskin® Novastar platform is compatible with both Mac and PC operating systems, as well as with all popular video standards. You simply connect your familiar device in the usual way, start the video or application and the walls of your beMatrix exhibit instantly come to life!



LEDskin®

2/ THE SKIN



For optimal handling we kept all LED panels as light as possible. One individual LEDskin® tile weighs only 7.3 kg and has a handy handle.



Each led tile is packed in a shock absorbing foam protector, to prevent any damage to the LEDs or LED panel during transport.



For transport and storage the LED panels are supplied in a light and handy flight case, holding 8 LEDskin® tiles (2 m²) and cables.



Freedom of form

The creative ways in which you can use LEDskin® are almost endless and allow you to play with shapes. Think outside of your conventional cube, but more like a exhibit in LED mosaics or rectangular shapes that fade into a dynamic edge. Moreover, thanks to LEDskin® you don't need to shy away from corners or curves: you can create the perfect inner or outer corner and curved shapes. LEDskin® offers you maximum freedom in design.

INNER AND OUTER CORNERS

By combining the LEDskin® frames with the beMatrix corner profile, an inner corner is easily created. beMatrix has created a welded frame, in which LED modules can be attached to create an outer corner.

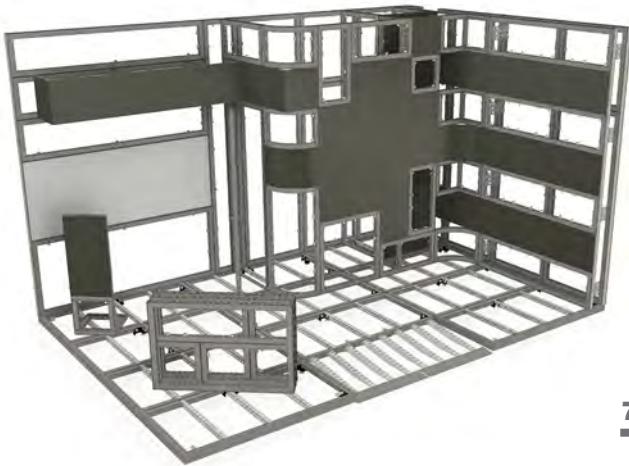
CURVES

With the curved LED modules and convex or concave LEDskin® frames, you can even integrate curves that perfectly fit into the aluminium frame system.

INNER CORNER	OUTER CORNER
	
CONCAVE	CONVEX
	



THE BODY





# Alternative infills

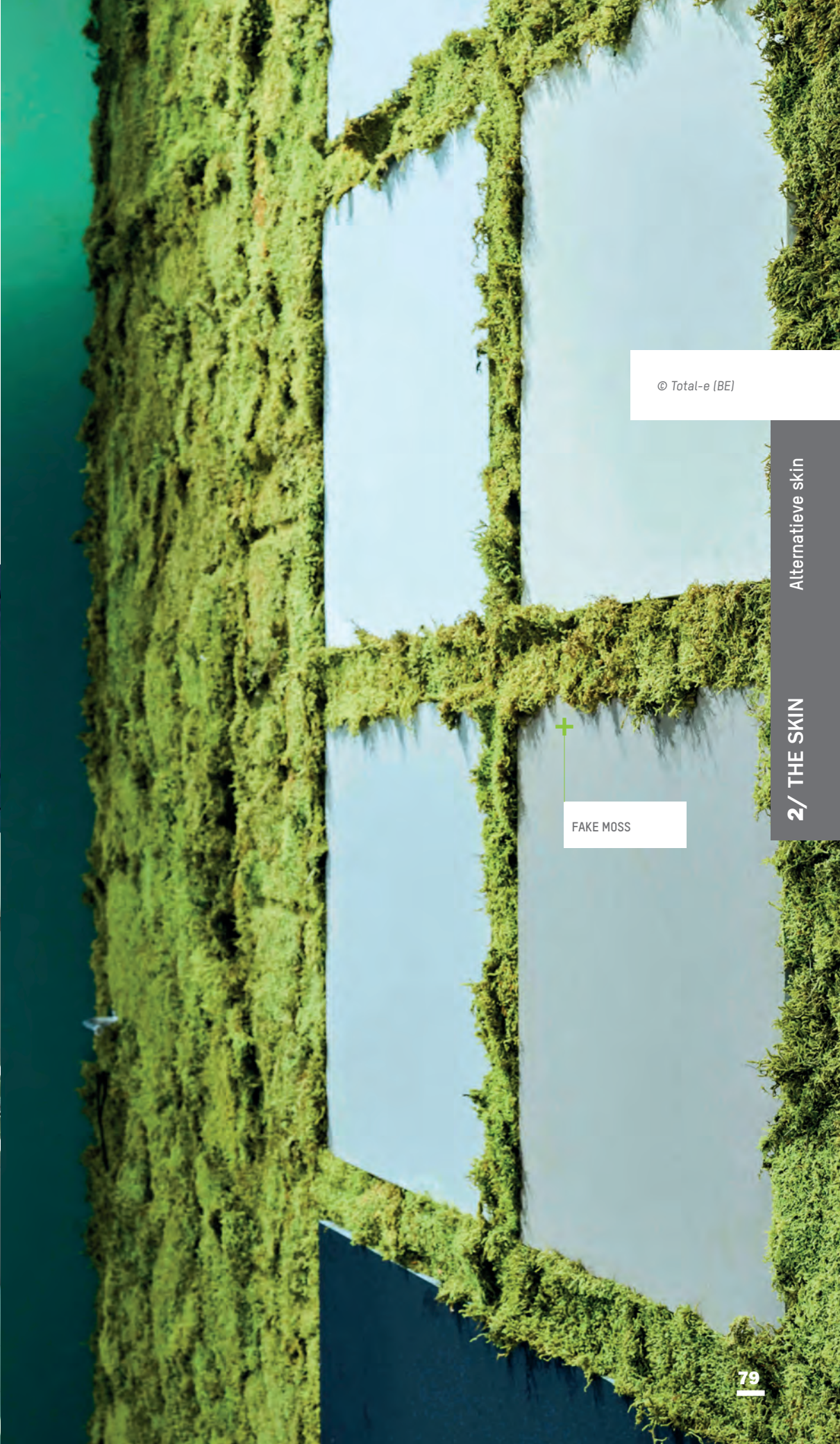


The beMatrix frame system offers endless possibilities. The aluminium frames with big holes can be combined with panels, fabric or LEDskin®. However, almost any other kind of material – even thicker than 3 mm – can be mounted onto the frame system. Go loose and think alternatives: moss, wood, Alcantara tiles, rope, plexi... the list of options doesn't stop.



ALCANTARA TILES

© Art & Press (BE)



© Total-e (BE)

FAKE MOSS

Alternative skin

2/ THE SKIN



## The finishing touch

beMatrix has also come up with handy, user friendly and sustainable accessories, allowing you to set up your exhibit and storage space as efficient as possible, with all your material neatly put away or hung up. **Shelf brackets, shelves, brochure or book holders...** you name it, we have it.

What about our fetching **Boxscreens**: sturdy hanging constructions that can be finished with printed fabric. The seamless finishing renders the actual frames totally invisible. The **Boxscreen as well as the Boxscreen MINI** can be easily (dis)assembled – and add that extra eye-catching must-have to your exhibit.

When it comes to lighting, beMatrix also is your partner for smart solutions. With **SAM Light**, the **Track Light System** and **Big Light**, our product range includes accent as well as general lighting.

beMatrix has developed parts to finish your exhibit as well as a large range of **assembly accessories** for extra stability or for mounting flatscreens and panels.





Lighting

The modular nature of temporary constructions requires **simple lighting solutions, fast to install**, suitable for all kinds of exhibits, large or small, and for any type of lighting (**accent, atmospheric or general lighting**).

SAM LIGHT

Illuminating walls and/or products becomes a simple task thanks to the **SAM light**. This revolving LED light truly exhibits out, thanks to its minimalistic design and diverse ways in which it can be mounted on the frame construction.

The biggest advantage this design spot offers, is its **'2 in 1' principle**: one single switch allows you to change from **cold** to **warm** light, a choice you can make either during or after assembly – and which you can still adjust afterwards. Moreover, the integrated LED modules **revolve 340°**, so a surface can be lit up from any angle.

TRACK LIGHT SYSTEM

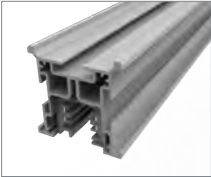
There simply is no better way to seamlessly add adjustable lighting systems to your exhibit than the beMatrix **Track Light System**. The Track Light profile is a perfect fit with the modular frame system, so very easy and fast to integrate.

For a perfect result, you can finish the Track Light system with panels.

The Track Light System is **compatible with existing track lighting systems**, of which we added a number of standard models in our product range.

BIG LIGHT

For uniform lighting of large surfaces, beMatrix also has the solution. The **Big Light** is a floodlight you can easily mount onto the big holes of the beMatrix frame system.



SAM LIGHT

Geïntegreerd  
modulair  
ledsysteem



© Bulik standbouw (BE)

Lighting

3/ THE FINISH





## Shelf brackets

With the beMatrix shelf brackets you have a choice of **different types of shelves and brochure and book holders** that can be integrated in your exhibit or storage space.

Another option is to use these shelf brackets to support a table top, for instance the top of your welcome desk.

All **shelf brackets** have been given a modern look in a light grey colour (RAL9006 TEC), have been powder-coated with a light grain and are extremely scratch resistant.

© Verel (NL)

SHELF SUPPORT

LARGE SHELF  
BRACKET SET

SHELF & TUBE  
BRACKET SET

TUBE FOR  
COAT HANGERS

Shelf Brackets

3/ THE FINISH

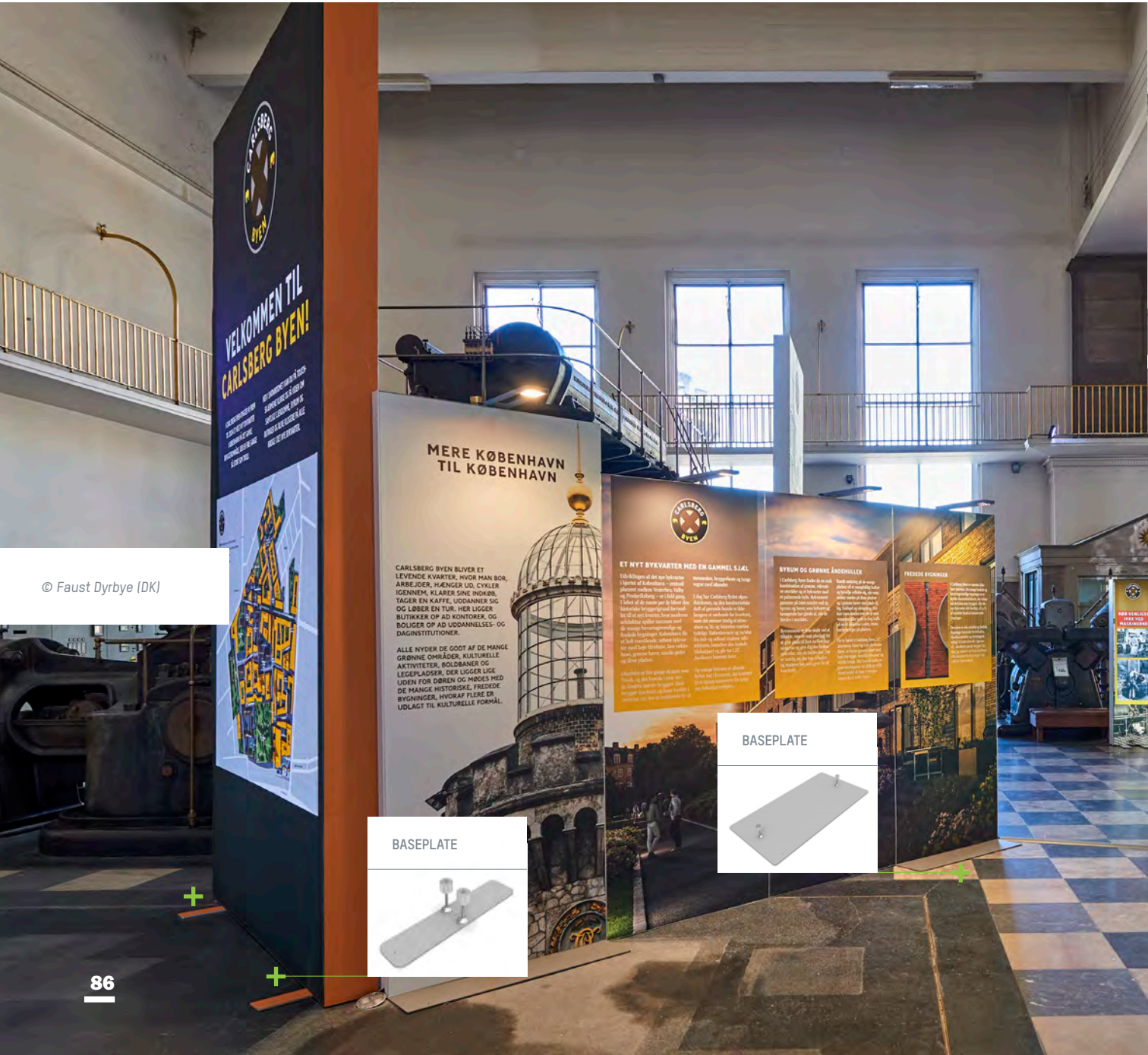


Accessories

A perfect exhibit means no detail has been looked over; that also goes for the assembly accessories for extra stability or for mounting flatscreens and panels.

BASEPLATES

These heavy steel baseplates are used for extra stability or as a plinth for freestanding constructions. Baseplates are available in different shapes and sizes.



© Faust Dyrbye (DK)



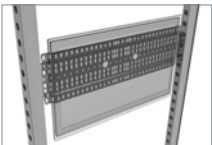
© Schettler Messebau (DE)

FLATSCREEN AND PANEL SUPPORTS

Flatscreen support

Flatscreens in modern stand building simply are a must. Our universal bracket allows you to integrate your flatscreen in two ways:

- Built-in: the screen is fully integrated and totally aligned with the frame system (recess in the panel)
- Built-on: the screen jots out from the panel (no recess required)



Universal brackets

A universal steel bracket used for mounting wooden panels onto our frames. Thanks to these brackets also heavier items can be mounted (such as product samples).

GLASS HOLDER

The glass holder has been designed especially to easily integrate infills such as glass or plexi in the frame system. The glass holder perfectly fits in the D30 holes of the frames.





Covers and corner profiles

beMatrix frames are handy and easy to assemble. However, on most occasions, exhibit holders want to camouflage the ‘body’ or frame, making the construction almost invisible. Apart from the Seamless concept for a seamless finish of your exhibit, the beMatrix product range consists of a wide choice in additional finishing options and accessories, allowing you a top quality finish, right to the smallest detail.

Our conventional **covers** are typically used to hide the beMatrix holes pattern. The perfect cover guarantees a perfect finish for wide fronts, ideal for finishing double walls.


We also offer a large selection of solutions to finish corners, apart from the cover. For a quick assembly and attractive look, you could go for the **straight or rounded corner profile** as well as the **Panel & Fabric Square**: your perfect solution for panels or fabric on the outer corner. The **Perfect Corner** is a 90° welded corner frame on which a folded panel is mounted or a fabric is stretched over the corner. Another option is to construct a (rounded) corner with a standard **curved frame**.





The cover clip is a special tool to effortlessly attach covers to the frames in no time at all. Simply attach the cover clip onto the holes, click the cover onto it and you're done. The rubber outer of the clip prevents the cover from moving.





PERFECT COVER

The perfect way to finish a double wall



PERFECT CORNER

A 90° welded corner frame



iZi-range

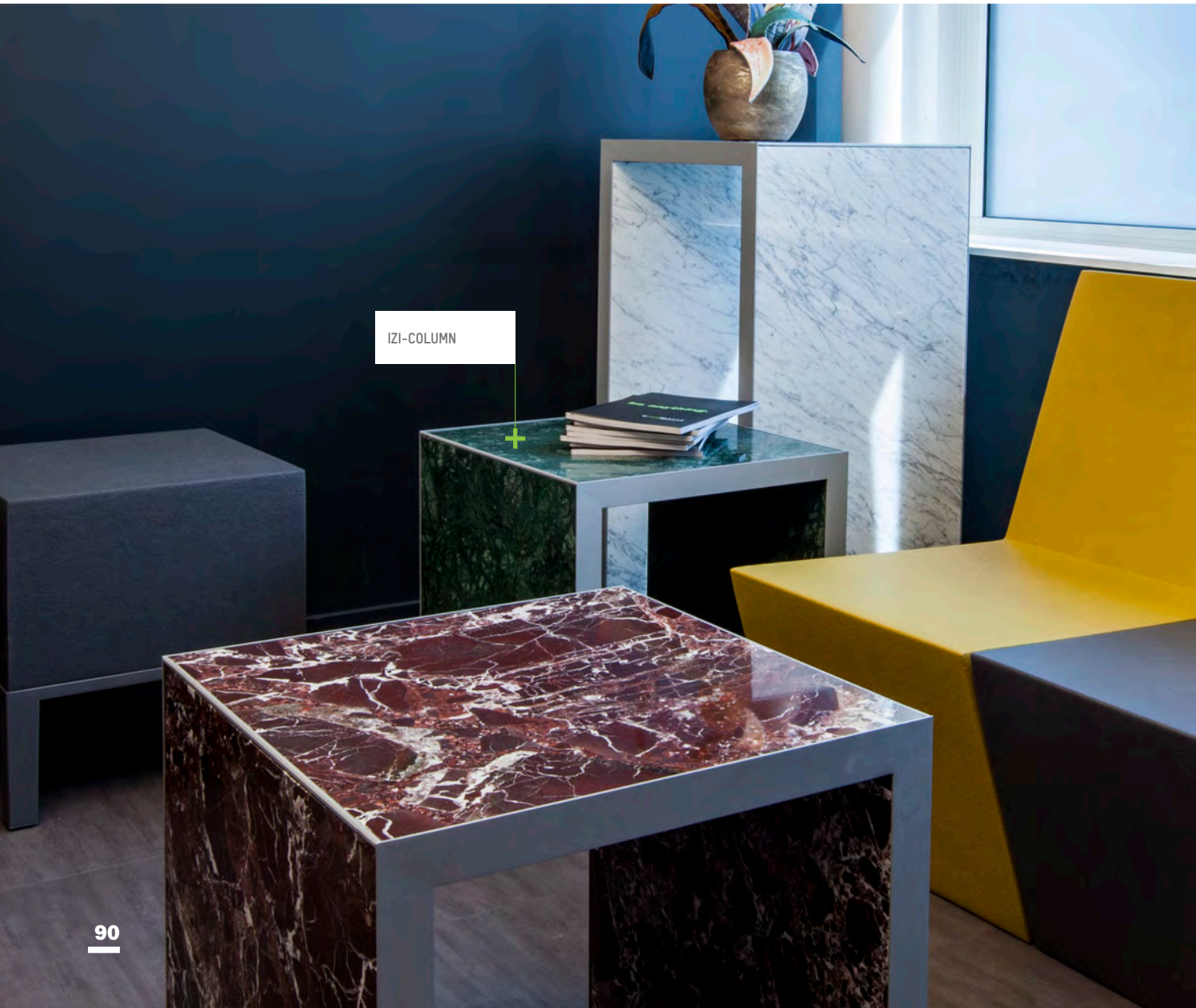


In addition to the versatile beMatrix frame system and its endless options, we now also offer the **iZi-range**: modular furniture such as bars, tables, displays and signage to add that final touch to your exhibit.

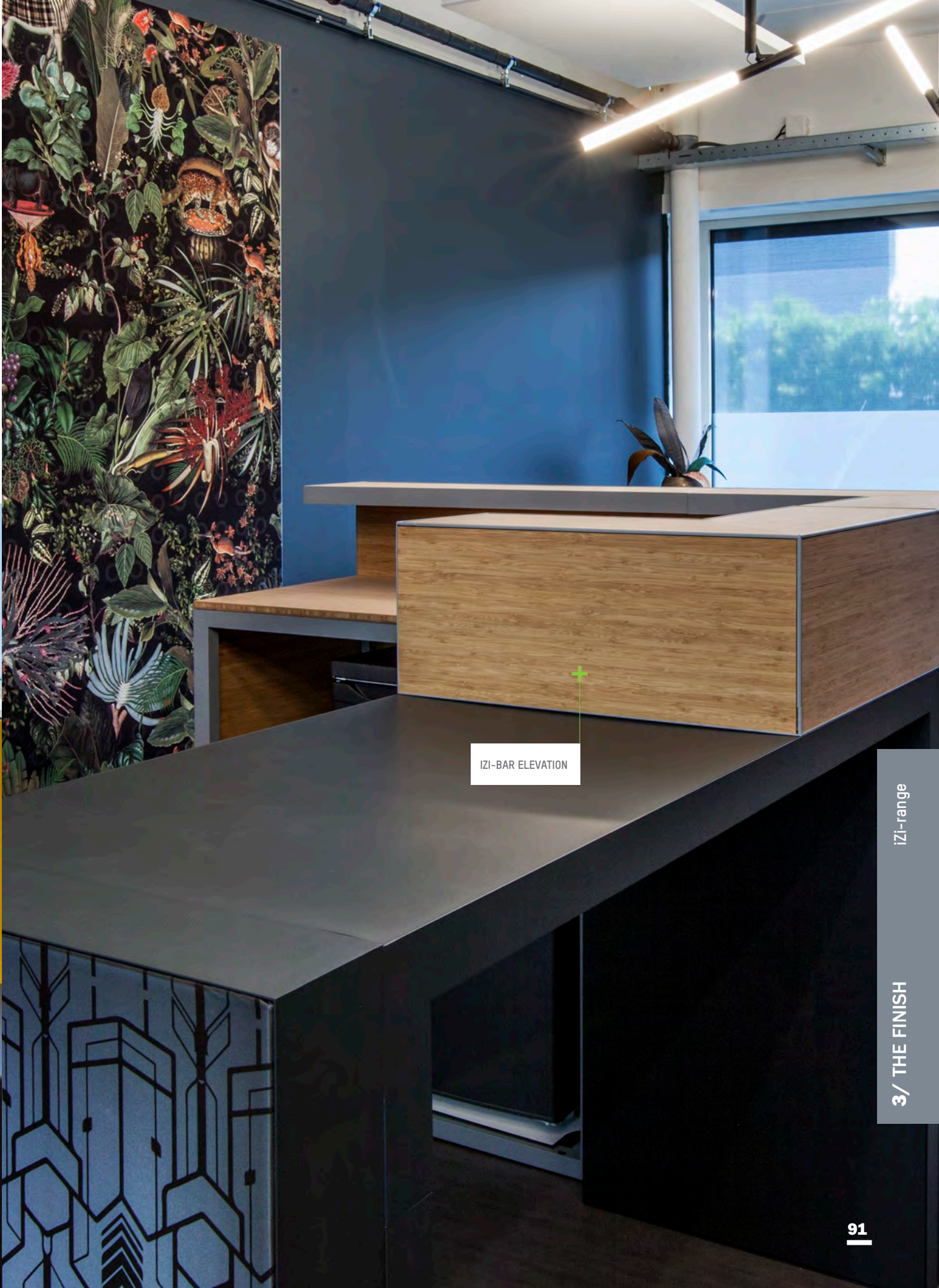
The iZi furniture boasts the same features as our frame system: it is modular, ideal for temporary constructions, customisable with plain or printed panels or fabric, very fast to assemble, ...



Download the complete iZi-range brochure on [www.beMatrix.com/en/downloads/](http://www.beMatrix.com/en/downloads/)



IZI-COLUMN



IZI-BAR ELEVATION



# 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 exhibit 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 exhibit concepts.



## Top finishing

The beMatrix exhibit building system comes with a large range of tools and accessories to finish your exhibit 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 exhibit 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 exhibit. Isn’t that what makes you stand out most at a fair?





### Long life cycle

Our frames can be used up to 200 times, in all kinds of configurations. This long life cycle lowers our demand for raw materials and energy, since less new frames need to be manufactured.



### Ecologically sound

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 exhibit is set up.



### International network

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.







## bePartners



Our bePartners are carefully selected based on several criteria and go through an annual review cycle.

### bePartner • BUILD

As a manufacturer, we rely on the expertise of our customers – **the exhibit builders** – to design dynamic and eye-catching booths with our frames, accessories and LEDskin®. At this point in time, we are proud to be able to call a lot of our customers **real ambassadors of the beMatrix system**. They have a large stock of frames and accessories, integrate our latest innovations, are able to think outside the box and consider optimal service to be of paramount importance.

### bePartner • LEDskin®

Our LEDskin® bePartners all stock a minimum amount of LEDskin® and have years of expertise in the audiovisual industry. They are more than happy to help you **perfectly integrate LEDskin® in your beMatrix exhibit** and create eye-catching content.

### bePartner • LEDskin® CONTENT

Do you already have LEDskin® available, but are you still looking for a partner to help you with content? Our content partners will advise and assist you, from **content creation** up to and including optimal display quality on your LEDskin® system.

### bePartner • PRINTED FABRIC

Printing **customised fabric** takes real precision. Our bePartners for printed fabric have proven they totally master this specialised skill and guarantee perfect service, time and again.

### bePartner • PRINTED PANELS

Printing infill panels for our beMatrix frames might seem simple, but this specialised job really has to be executed in a very precise way. Our bePartners for **printed panels** have already proven they totally master this specialised skill and guarantee excellent service, time and again.

### bePartner • RENTAL

Are you confronted with a **temporary stock-out of frames** or would you rather not pay **high shipping fees** to get your pallets of frames to the other side of Europe? In both cases, the bePartner Rental network is your answer. They store all standard frames and accessories and will deliver them locally with the utmost care and the urgency you require.





be different  be the same  
be anything.



**beMatrix USA**

4476 Park Drive  
Norcross, GA 30093  
T. 770-225-0552  
F. 770-717-0317  
[www.beMatrix.us](http://www.beMatrix.us)