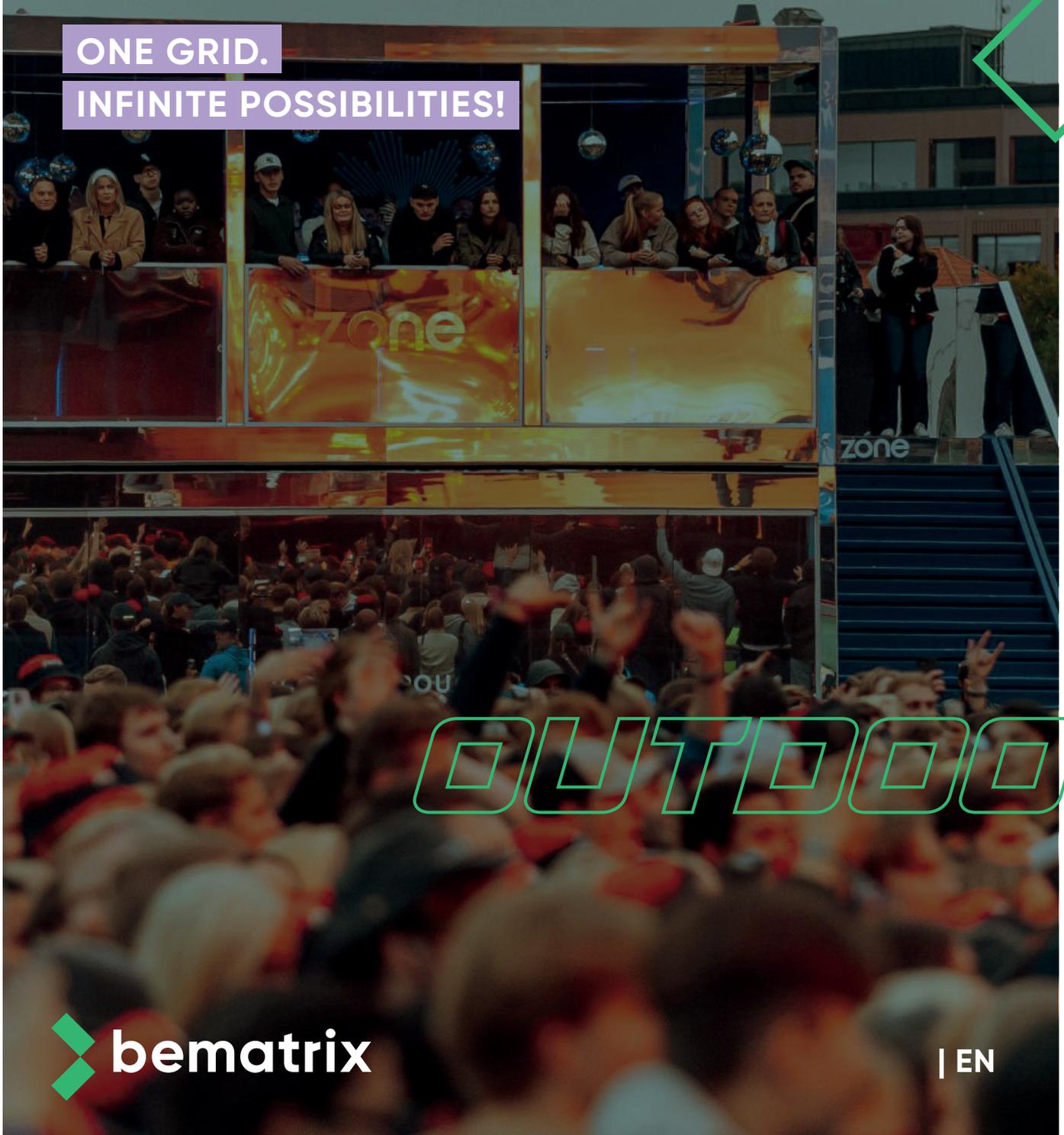


OUTDOOR SOLUTIONS

ONE GRID.

INFINITE POSSIBILITIES!



OUTDOOR

***THE LEADING SYSTEM FOR
EASY AND SUSTAINABLE
EVENT BUILDING.***

Intro

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pop-OUT

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EASY & SUSTAINABLE EVENT BUILDING



BEMATRIX IS THE INVENTOR AND BELGIAN MANUFACTURER OF THE FRAME SYSTEM WITH BIG HOLES, LAUNCHED IN 1993.

Bematrix leverages the event industry towards positive transformation with a higher convenience and return for customers in a sustainable manner.

OUR MISSION IS TO BE THE LEADING SYSTEM FOR EASY AND SUSTAINABLE EVENT BUILDING!

The bematrix system offers event builders and exhibitors endless possibilities with endless kinds of concepts for exhibition stands, congress walls, expositions, indoor and outdoor events and pop-ups.

A SUSTAINABLE STEP FORWARD: FRAMES WITH ECO+ FINISH

Bematrix introduced the ECO frame as an ecological alternative to the anodised frame.

Anodising is a chemical surface treatment harmful to the environment. We invented a brushing technique with the same look as the end result, but without environmental risks.

MORE ON OUR EFFORTS TO MINIMISE OUR IMPACT ON THE ENVIRONMENT IN OUR SUSTAINABILITY REPORT



Scan the QR-code for impact

"The bematrix system offers endless possibilities with endless kinds of concepts for exhibition stands, congress walls, expositions, indoor and outdoor events and pop-ups. You have one frame, but infinite possibilities."



All dimensions of the b62® frame system have been **based on the perfect 62 x 62 mm matrix.** The width, length and height of the constructions are always multiples of 62.

The 62 mm matrix delivers **the ultimate modularity with countless configuration options.**



reddot award
winner



Why bematrix?

FAST & EASY

BUILDING

Less sweat, more wow. Our **lightweight, tool-less system** lets builders set up faster, drink their coffee warmer and still deliver more projects in less time.

NO LIMITS TO

CREATIVITY

Designers love bematrix because we say “yes” where others say “impossible.” **One grid, infinite possibilities** – from jaw-dropping brand stories to experiences that get people talking.

YOUR BUSINESS

ACCELERATOR

Our frames don't just build stands, they build companies. By investing in **long-lasting solutions**, entrepreneurs cut costs, scale smarter and grow without needing an army of extra hands.

BACKED BY A GLOBAL

FAMILY OF INNOVATORS

Working with bematrix means joining **the original innovator** in modular frame systems – and a movement that's always first with the next big thing. With 12 rental hubs, a global bePartner and beMaster network, and 300+ passionate beManiacs, you're never alone. **Wherever you are, we've got your back.**

SUSTAINABILITY

WITH A SMILE

We were **reusable** before it was cool. Our frames are designed to last, be reused again (and again), and eventually upcycled or recycled. **Good for the planet, great for your karma.**

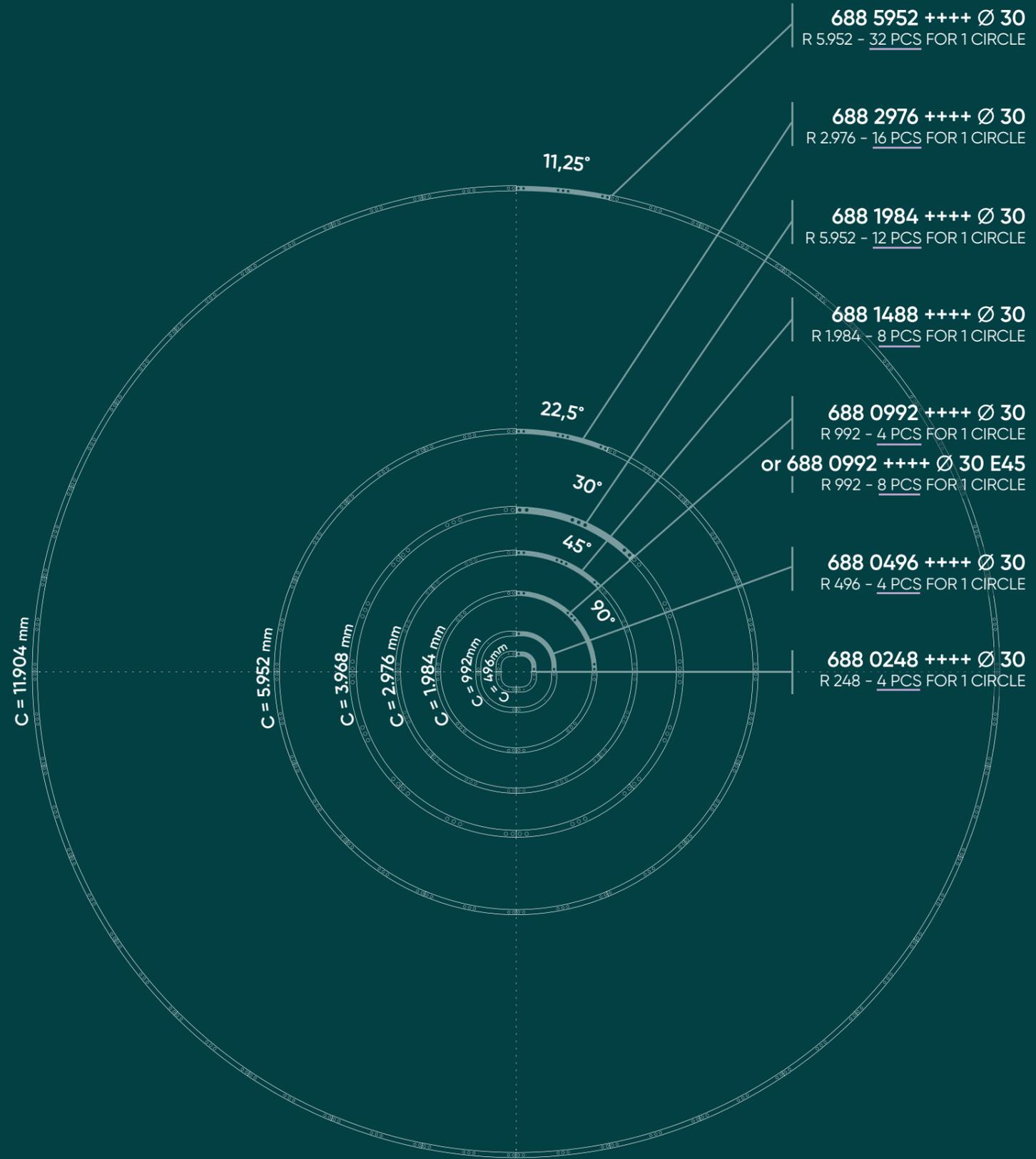
***BUILD FASTER, GROW SMARTER,
CREATE WITHOUT LIMITS, REUSE FOREVER!***

– AND KNOW WE'VE GOT YOUR BACK, WHEREVER YOU GO.

Building curved sections made easy

No matter the intricacy of your ideas or design concept, with our **b62®** **curved frames range with 7 radii**, any project can come to life thanks to the endless possibilities when combined with standard frames.

Straight and curved frames are fully compatible because of the perfect 62 x 62 matrix and any infills will fit seamlessly.



C = Circumference
 R = Radius
 Ø = Diameter

PRODUCT PRINCIPLES





b62

The 62 mm grid assures a perfect fit in any direction. Create any shape imaginable.

1



360°

Use the frame for walls, ceilings and floors. It harmoniously blends into one.

5

Toolless

Hardly any tools needed. The fastest system to build.



Welded frames

Lighter, stronger and faster assembly than standard frames.



System & custom

Unique merge of the modular system and custom elements.

3



Bematrixify, our dna

Easy to finish (panels/textile) and always connectable to the rest of the system.

7

ClimatePartner Certified frame

Calculate product carbon footprints, set reduction targets, implemented reduction measures and finance climate projects.



Keep the body, change the skin

Endlessly reusable, just change the graphics!



8

POP-OUT



Turning outdoor spaces into shared experiences

- pop-OUT
- Available in 10' or 15' sizes
 - Complete with all the hardware you need
 - Pop-OUT will connect to your existing LED display or be a standalone unit
 - Transportable and easy to install
 - ETL/CEC/CES compliant
 - Delivered with a standard 3-year warranty
 - Available in 10' or 15' sizes
 - Available in 10' or 15' sizes

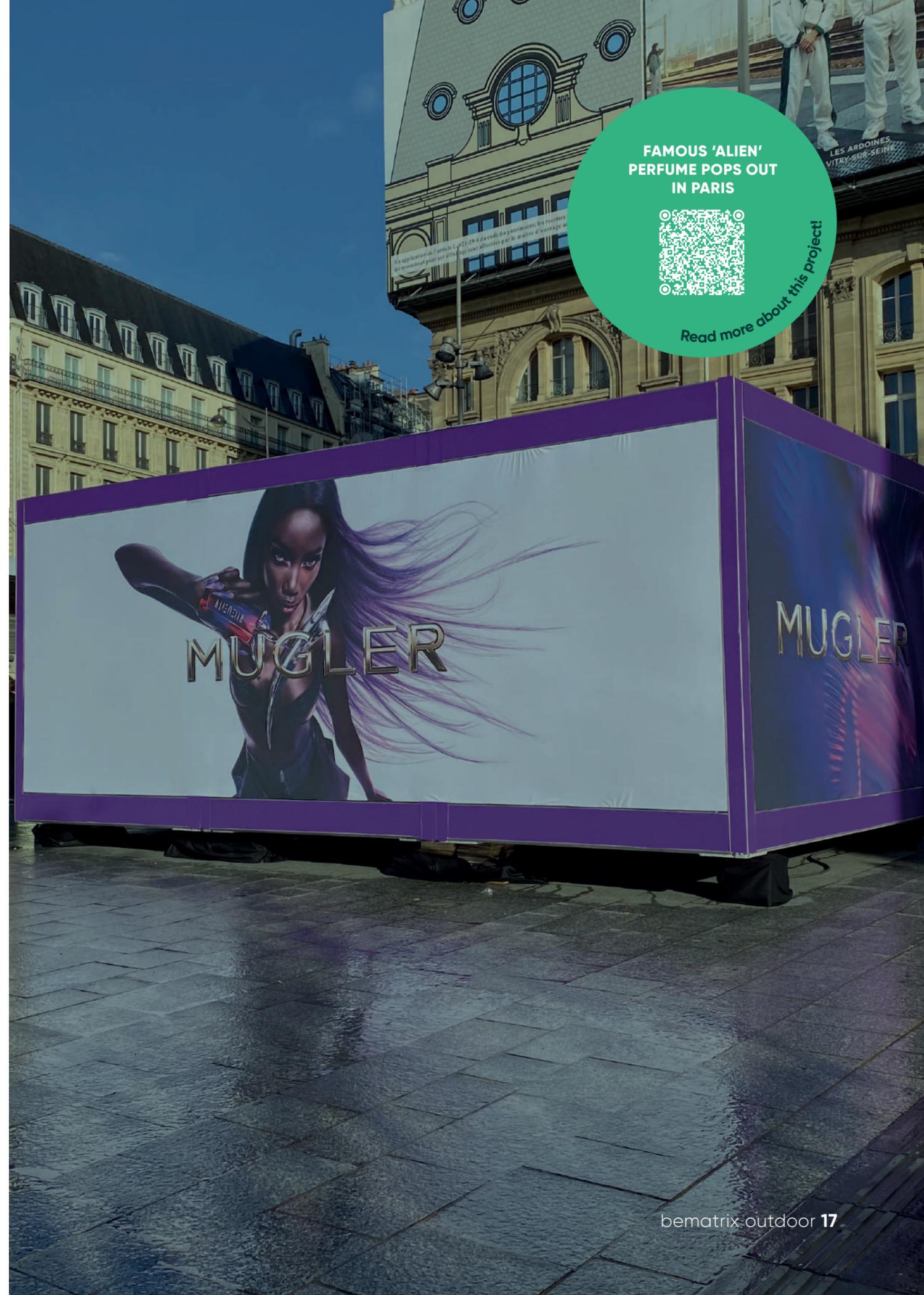
Bringing modular designs outdoors

Live communication is constantly evolving and so can your bematrix setup. With just a few additional components, you can extend your existing bematrix inventory beyond the show floor and into the great outdoors. Unlock new possibilities while enjoying the same flexibility and convenience you already rely on.

pop-OUT takes the bematrix system outdoors and opens a **new world of creative freedom**. This modular, weather-resistant structure lets brands and event builders design pop-ups, stages, lounges, festivals or retailspaces anywhere: fast, stable and reusable. Fully **compatible with the bematrix system**, pop-OUT turns imagination into architecture, bringing the flexibility of indoor design to the open air.



© Brandnewcoat



FAMOUS 'ALIEN'
PERFUME POPS OUT
IN PARIS



Read more about this project!

One structure, multiple experiences

RETAIL

Create pop-up shops for short-term retail experiences. A flexible space to showcase products and test concepts.

OUTDOOR EXPO

Build professional exhibition spaces in open-air environments. Reliable and suited for outdoor exhibitions and trade fairs.

BRAND ACTIVATION

Create interactive activations focused on experience and engagement. Suitable for sampling, demos and audience interaction.

HOSPITALITY

Host guests in comfortable outdoor hospitality spaces. Designed for lounges, VIP areas and reception zones.

PRODUCT LAUNCH

Launch new products in a compact and eye-catching setup. Ideal for introductions, demos and sampling.

FESTIVAL

Create elevated structures that stand out at festivals. Adds visibility and function in busy event environments.

SPORT EVENTS

A modular solution for fan zones, brand activations and viewing platforms, designed for high-traffic sports events. Open layouts, clear sightlines and elevated structures ensure maximum visibility and crowd flow.



© Kosmonaut



© W Display

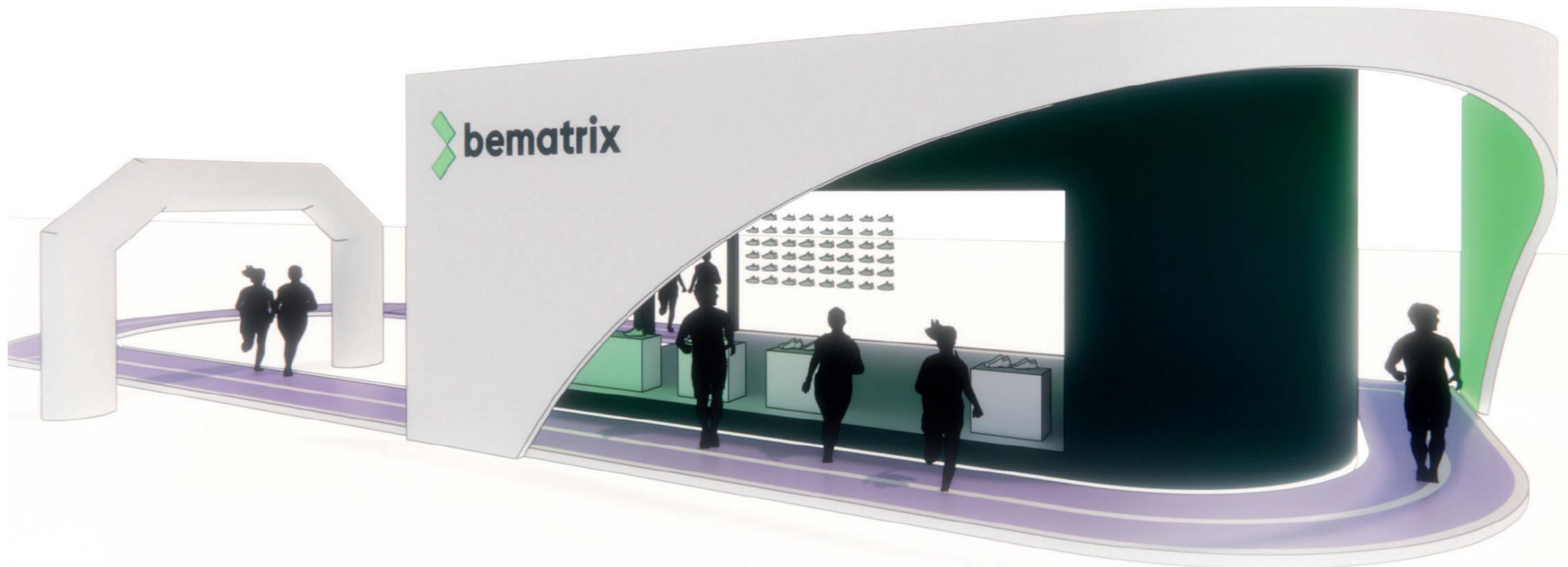


© The 4 One Group



Story-driven brand activations

Create interactive activations focused on experience and engagement. Pop-OUT allows you to design activation spaces that invite people to participate, explore and interact. From product sampling and live demonstrations to personalised experiences or social moments, the structure supports **engagement** while providing **clear visibility** and a **strong presence**.



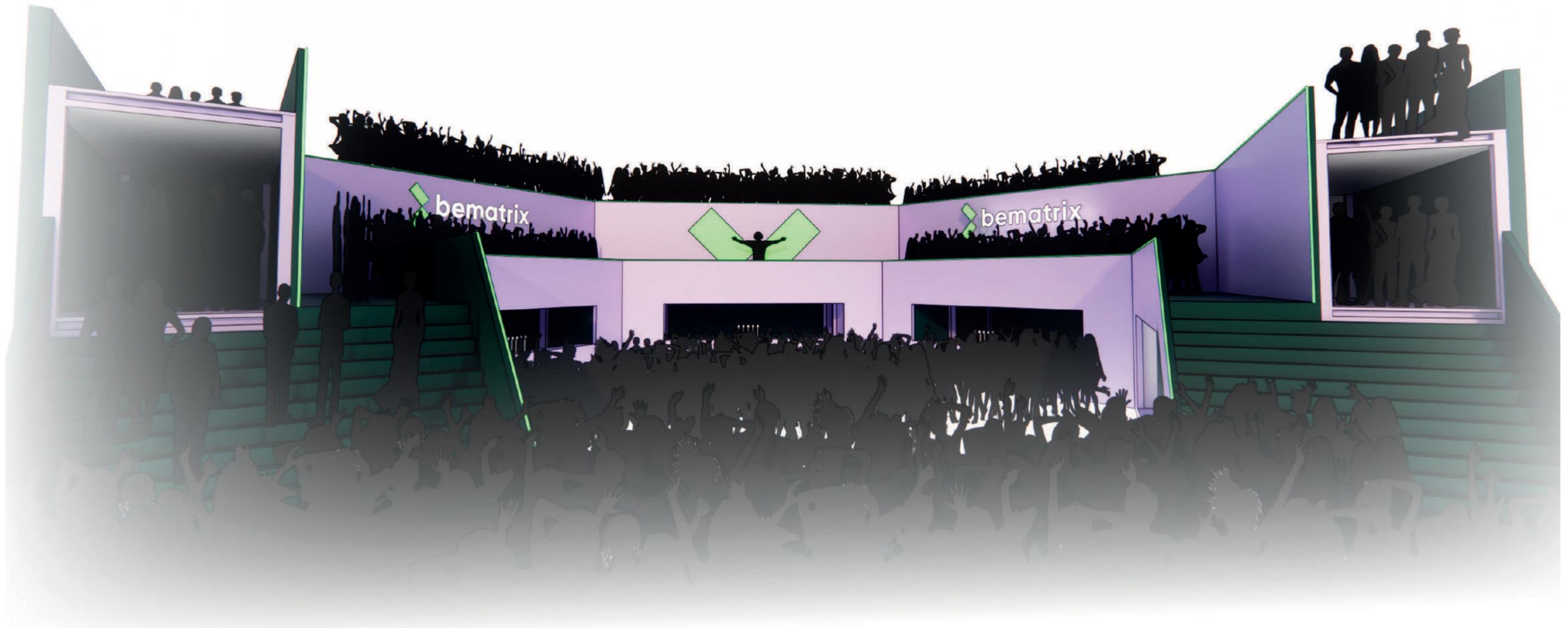
Retail beyond the shop floor

Create pop-up shops for short-term retail experiences. Pop-OUT offers a flexible and controlled space to showcase products, test retail concepts and **connect with consumers in temporary locations** such as city centres, shopping areas or event sites. The modular setup allows you to adapt the layout, finish and branding depending on the retail concept and location.



Rising above the festival crowd

Pop-OUT makes it possible to build high-impact structures that add visibility and function to busy festival environments. The modular system supports elevated platforms, multi-level constructions and open structures that can be used for stages, DJ booths, lounges or viewing points. **Designed to handle high visitor flows** and **dynamic surroundings**, pop-OUT helps create clear, recognisable spaces within complex festival sites.



Where **product launches** come to life

Pop-OUT creates a focused and controlled environment for introducing new products in a wide range of locations, from city centres to event sites. The modular structure supports **product demonstrations**, **sampling** and **hands-on experiences**, allowing visitors to discover the product up close. With clear visibility and a strong visual presence, pop-OUT helps make product launches engaging, memorable and easy to adapt to different contexts.



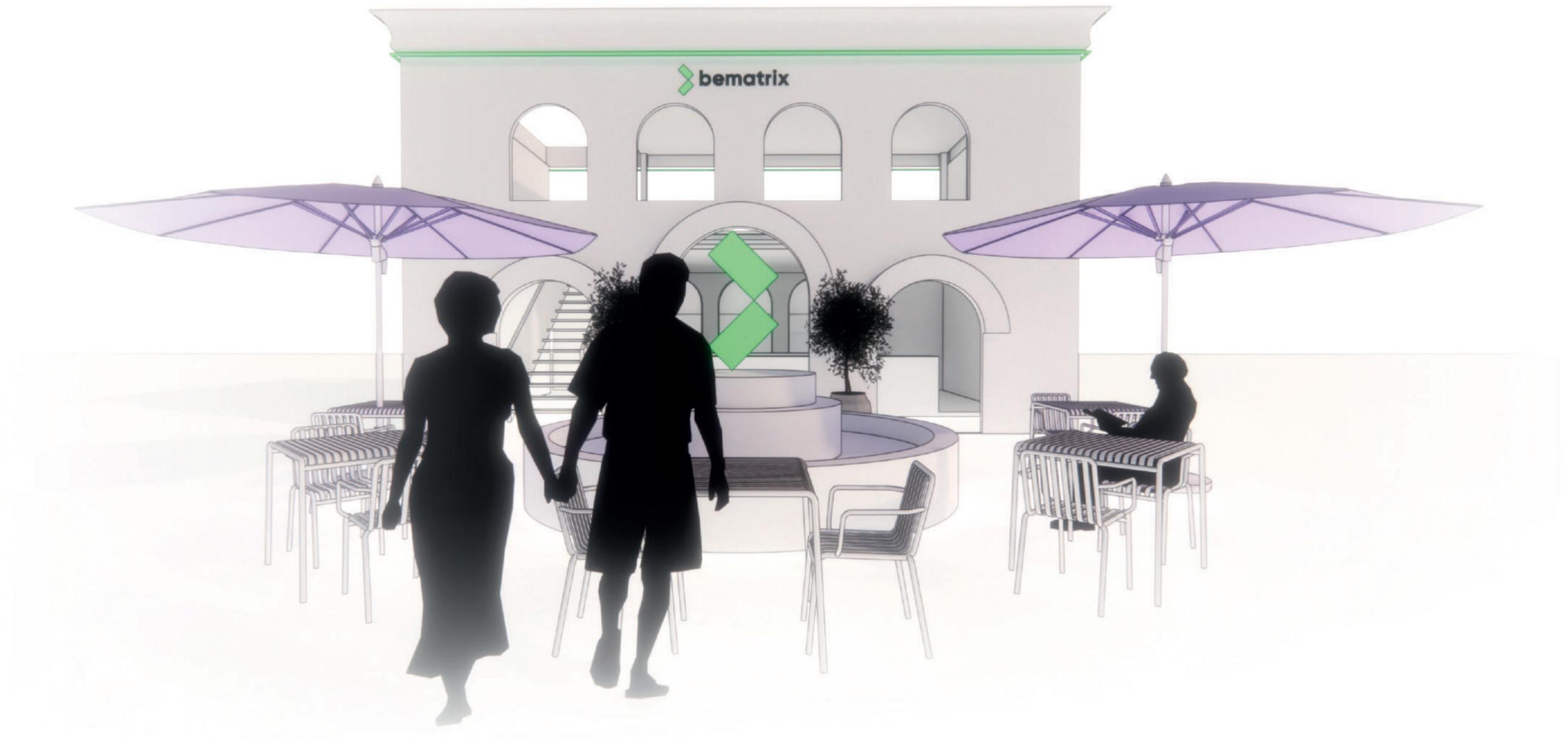
Exhibiting beyond the show floor

Pop-OUT offers a stable and reliable solution for outdoor exhibitions and trade fairs, where weather conditions, terrain and visitor flow play an important role. The modular structure can be installed on **different surfaces** and integrates seamlessly with existing bematrix range, allowing you to create clear, professional exhibition spaces that perform outdoors while maintaining a clean and structured look.



Hospitality that puts guests first

Pop-OUT makes it possible to create welcoming environments focused on comfort, service and flow rather than selling. The open and modular structure supports **lounge areas**, **VIP zones** and **reception spaces**, while clear sightlines and an open layout contribute to a relaxed and premium atmosphere. With flexible configurations and a clean architectural look, pop-OUT helps shape outdoor hospitality spaces where guests feel invited to stay and connect.



Designed for sport events

Pop-OUT supports a wide range of sports-related applications, from **fan zones** and **sponsor activations** to **viewing platforms**, registration areas or hospitality spaces. The modular design allows for open layouts, clear sightlines and elevated structures that work well in **dynamic environments** with high visitor movement. Easy to adapt and reuse, pop-OUT helps shape organised and visible spaces that enhance the overall sports event experience.



Choose the pop-OUT structure

Start with the structure, shape the experience. 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.

Building blocks

Robust steel structures that can be **configured and finished as desired**. The system is available in multiple standard unit sizes. These units can be finished to create pavilions that seamlessly match the look and feel of the brand. The possibilities are virtually unlimited, as all units are fully compatible with our complete product range.



POP-OUT MODULE: MODEL 1X1

2396 (W) x 2396 (L) x 2957 (H)



POP-OUT MODULE: MODEL 1X2

2396 (W) x 4816 (L) x 2957 (H)



POP-OUT MODULE: MODEL 1X3

2396 (W) x 7234 (L) x 2957 (H)



EFFICIENT TRANSPORT: CHOOSE FLAT-PACKED OR PREBUILT

We transport your pop-OUT module flatpacked or assembled, depending on whether you want to **save space** during transport or want to be able to **use the pop-OUT quickly**. Overall, we strongly recommend assembling the pop-OUT using a crane.



KEY FACTS BEFORE INSTALLATION

- 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.
- 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 can install an air conditioning using the bema-trix frame.
- Structural calculations have been performed in accordance with the EUROCODE.



Elevate the experience with a terrace

Elevated terraces create a natural place to **step up and take in the surroundings**. They work just as well as viewing platforms as they do for hospitality or brand moments. By adding height, a terrace improves visibility and gives your structure a more open, premium character – turning it into a place people naturally gravitate towards.

The terrace is built on a **solid base plate** and finished with **guardrails** designed to **carry loads up to 2 kN**, meeting safety requirements for public events. This makes the structure suitable for receiving visitors and supporting controlled crowd capacity in event environments.



Stairs that connect the levels

Stairs provide **easy and intuitive access between levels**. Integrated directly into the pop-OUT structure, they support smooth movement and safe circulation, even in busy environments. The result is a layout that feels logical, **accessible and comfortable for visitors**. The stair system is fully modular and can be divided into different sections, allowing for flexible layouts across multiple positions within the structure.



Landing platforms can be integrated to create clear transitions between levels. Stairs can be configured in a straight layout or with a turn, depending on the available space and design requirements. Each stair unit is **delivered with guardrails and handrails** and the area beneath the stairs can be finished using frames for a clean, cohesive look.

© Kosmonaut Events





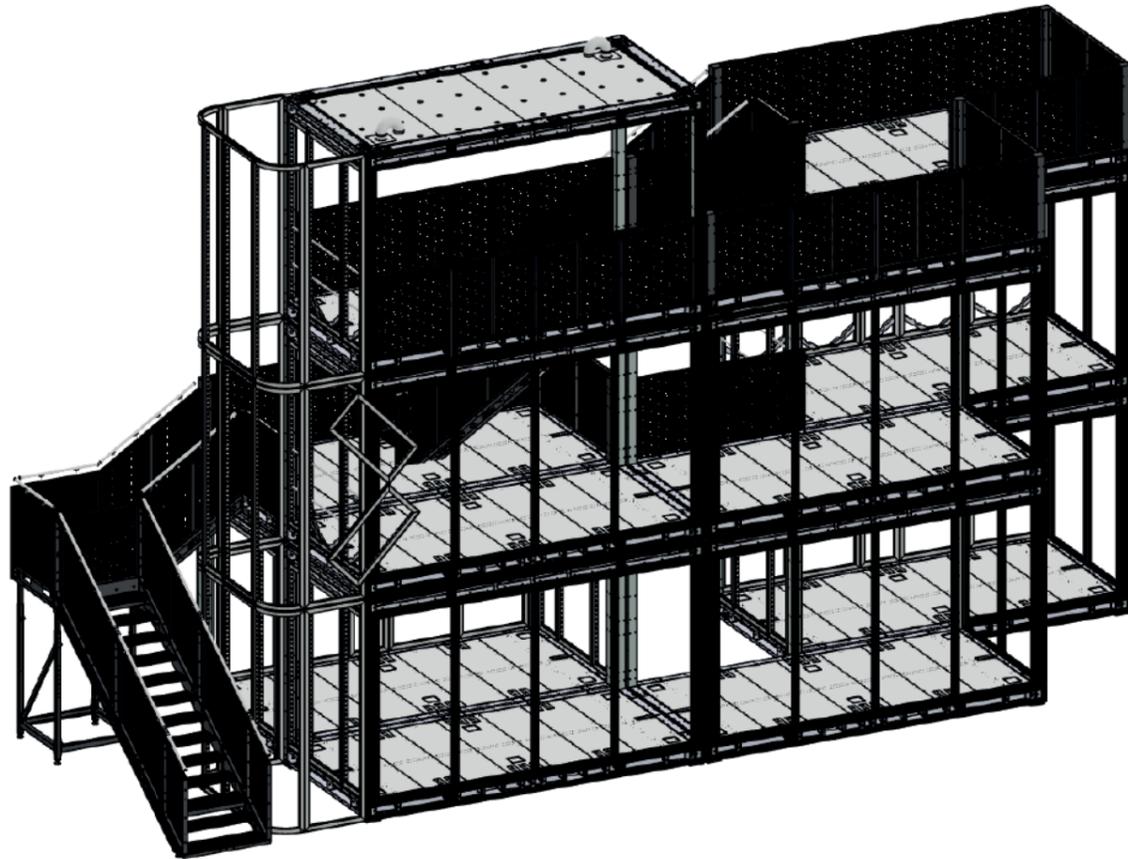
ELEVATING THE FESTIVAL EXPERIENCE WITH POP-OUT



Read more about this project!

zone

Build the structure, finish with impact



1 STRUCTURE - THE FOUNDATION OF YOUR EXPERIENCE

A modular system designed for impact

- ◆ Stack modules up to **three levels high** to create a bold, eye-catching presence
- ◆ A **flexible and scalable solution** for outdoor structures and pop-up environments
- ◆ Link, expand and reconfigure freely - you're in **control of the layout**

2 COMBINE WITH BEMATRIX - BRING IT TO LIFE

Fully compatible with bematrix range

- ◆ Integrate **Hybrid LEDskin®** with a near-view LED solution (pixel pitch 2.5) for high-impact visuals
- ◆ Add our iconic **b62 frames**
- ◆ Use **LightLines** to highlight key elements and guide the eye
- ◆ Compatible with the **beMAX**, you can build bigger, cleaner and bolder

3 FINISH - MAKE IT YOURS

Design the look and define the feeling

- ◆ Shape your atmosphere with **panels** and architectural elements
- ◆ Dress your pop-out with **textiles** to add warmth and brand identity
- ◆ Choose **glass** for a clean, premium, crystal-clear look
- ◆ Add **custom solutions** for total freedom

Finish it your way

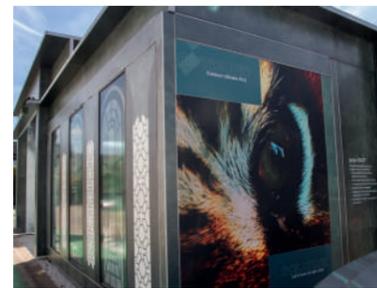
CHANGE THE SKIN

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, textiles, glass, LEDskin®, LightLines and lightboxes.



CREATE IMMERSIVE EXPERIENCES WITH 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: 1.5, 1.9 and 2.5 mm**, including the **new Hybrid LEDskin®**, a bright near-view solution for pop-up events and outdoor exhibitions.



BRIGHTEN THE DETAILS WITH LIGHTLINES

You can highlight accents or create unique features in an easy way. It's all about the details and we like to brighten them!



INTEGRATE WITH OUR XTREME SOLUTIONS

Integrate pop-OUT with the bematrix **beMAX** or **beConstruct** and create new and imaginative experiences. Thanks to the modular DNA, design possibilities are endless.





"pop-OUT adds volume, visibility and versatility, fully in sync with the bematrix system"



Supporting your project at every stage

How we support you

Every pop-OUT project comes with unique challenges. That's why we support you throughout the entire process, from the **first idea to the final build**. With the right tools, expert guidance and a trusted partner network - we help you design, prepare and deliver outdoor structures with confidence.

DESIGN

1

Turn ideas into out-door-ready concepts with full creative freedom, supported by dedicated tools and inspiration.

◆ beCAD® Inventor

Outdoor solutions available in beCAD® Inventor, allowing you to design accurate, build-ready pop-OUT structures with confidence.

◆ Kontainer

A source of inspiration featuring real projects, reference designs and creative use cases.

◆ Ultimate design freedom

Modular components that let you create custom outdoor structures without limitations.



PREPARE

2

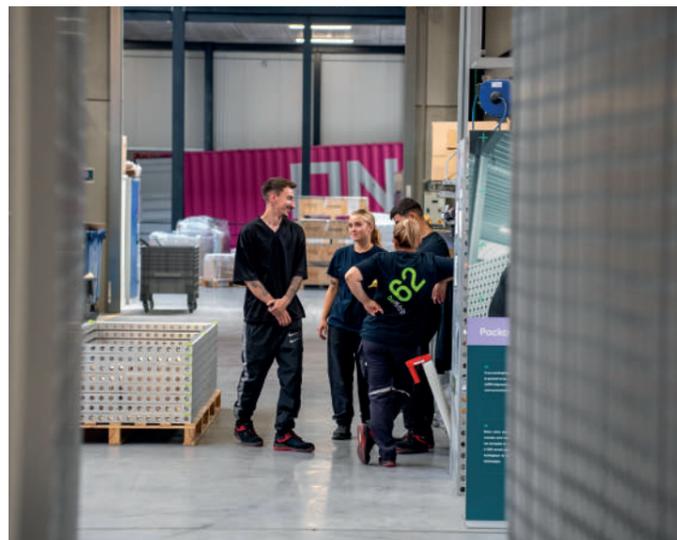
From concept to execution, you're supported every step of the way.

◆ Dedicated support team

Expert guidance to help prepare, plan and validate your project.

◆ bePartner network

A global network of experienced partners to support local execution and logistics.



BUILD

3

Professional execution, delivered on site.

◆ Skilled beMasters

Trained specialists who assemble pop-OUT safely, efficiently and according to plan.

◆ On-site project lead

A dedicated on-site contact ensuring smooth coordination and flawless execution from start to finish.



RIGHT BY YOUR SIDE



LUC LUTTERS

Technical Project Leader

Your on-site project lead, guiding the technical execution from setup to finish. Luc ensures everything is built safely, efficiently and exactly according to plan, keeping timelines tight and quality high, even in complex outdoor environments.



PHILIP QUINTIJN

Business Developer (Outdoor)

Your first point of contact for pop-OUT projects. Philip helps you explore possibilities, answer questions and shape the right solution for your event, from early ideas to practical feasibility.



Purchase pop-OUT your way

BUY

Make pop-OUT a permanent part of your toolkit. Owning the system gives you full control, unlimited reuse and the freedom to adapt your setup for every outdoor project. Ideal for frequent use, long-term value and maximum creative flexibility.

RENT

Need impact without long-term commitment? Renting pop-OUT is perfect for short-term projects. Keep costs low, avoid storage and logistics and still deliver a strong, professional outdoor presence.

LEASE

Lease pop-OUT to use the system over a longer period with the option to purchase at the end of the term. This model combines flexibility with ownership potential, allowing you to spread costs, test the system in real projects and decide later if you want to make it yours.



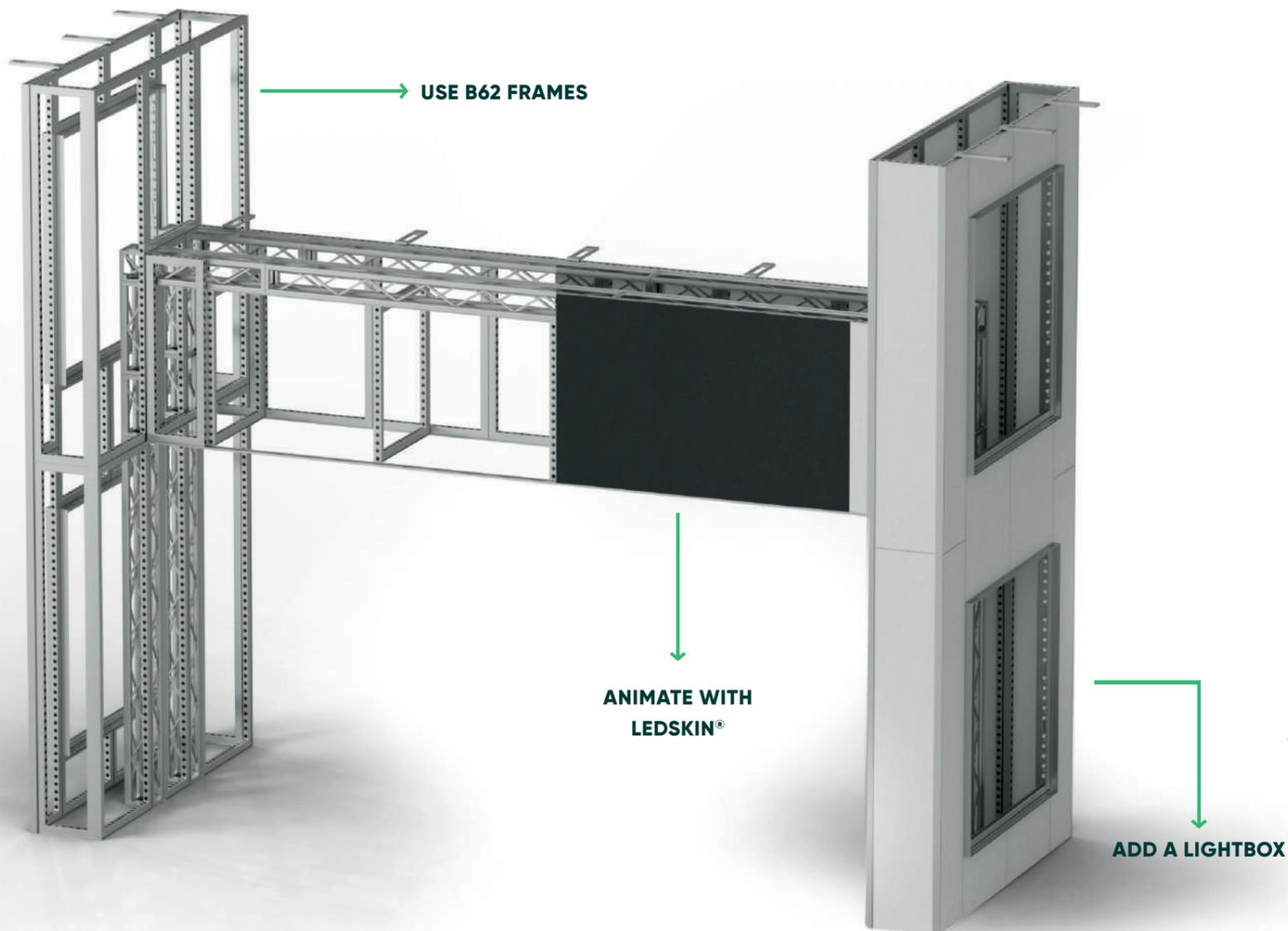
be
matrix

BEMAX

Engineered to build bigger, cleaner and bolder, giving you the freedom to create high-impact structures with maximum performance and minimal complexity

Build bigger with beMAX

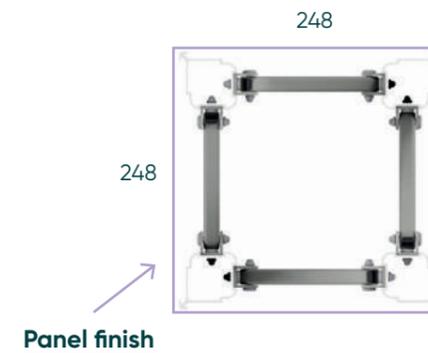
Meet the beMAX, our new Xtreme solution that lets you **build bigger, cleaner and bolder than ever before**. Designed for high-finish structures and impressive one-piece builds, beMAX gives you the freedom to create from the ground up with confidence. And the best part? It integrates seamlessly with the entire bematrix system – same logic, same grid and more possibilities.



The beMAX beam



- ◆ Less effort, smoother finish (panel & fabrics)
- ◆ Minimalist appearance, higher load performance
- ◆ In- & outdoor use
- ◆ Tool-free assembly
- ◆ Riveted technology: deformation-free and temperature-stable by design
- ◆ Integrated connectors



The beMAX beam is a **perfectly symmetrical 248 × 248 mm** frame element that can be installed in any orientation, making assembly faster and error-free. Its slim, minimalist design and slightly rounded profiles ensure comfortable handling and a clean, modern appearance. The dimensions match the standard bematrix 62 mm grid, ensuring full compatibility with the system. The indicated area shows where the panel finish is applied.



LEDSKIN®

*A seamless LED view outside,
even under the open sky*

Powerful visuals with Hybrid LEDskin®

Produced by
INFILED

Bematrix is literally stepping outside with the Hybrid LEDskin®. We are taking our first steps into the world of outdoor LED displays with a **'near view' LED solution** in pixel pitch 2.5. Near view means that visitors can view information and advertisements up close on a bright screen with a sharp viewing angle. With this product, we focus on the market of smaller **pop-up events and outdoor exhibitions** where visitors can pass close to the screen and see the information at a glance.

Bring your outdoor event to life

The high screen brightness typically required for an outdoor screen (4000NIT) together with a stunningly high contrast makes this bematrix product a perfect fit for your outdoor events. Additionally, when there is no outdoor event ongoing, the bematrix Hybrid LEDskin® is also a near to perfect fit for indoor usage and adds seamlessly with the bematrix product range.



CORE SPECIFICATIONS

- ◆ Original bematrix b62 frame compliant
- ◆ High efficiency high brightness outdoor LED
- ◆ Protective and contrast enhancing optical layer GOB
- ◆ 192 x 192 HxV pixels high resolution
- ◆ Brightness of at least 4000 Nits
- ◆ Size 496 x 496 x 62 mm
- ◆ Lightweight 8 kg cabinet
- ◆ Fast and easy installation
- ◆ P65 **outdoor protection class**
- ◆ Outdoor True1 TOP connectivity
- ◆ **Patented**

Product assortment



LEDSKIN® SET 2M2 - P2.5 OUTDOOR SET

Set with 8 straight LEDskin® modules of 496 x 496 mm delivered in a sturdy flightcase

[Art. nr 225 11 08](#)



LEDSKIN® FLIGHTCASE

Sturdy flightcase for 8 modules with in-case protection and cable compartment

[Art. nr 200 20 05](#)



LEDSKIN® GEKKO

Tool to easily replace a magnetic LED module of a LEDskin® tile via the front side.

[Art. nr 200 20 02](#)



LEDSKIN® NOVASTAR CONTROLLER MX20

Get your content running on the LED screens with Novastar

[Art. nr 200 21 16](#)



YOUR RELIABLE PARTNER

SUPPORT

"Before, during and even after the completion of your project, bematrix is always at your service. Bematrix clients can rely on an extensive and innovative product range, creativity that manifests itself in inventive design, thorough technical and commercial support, flexible delivery times and all the benefits of a strong, cohesive international sales network."

My bematrix

BECAD

Easy design, calculation and automation for all your bematrix projects.

CO₂ CALCULATOR

Calculate the CO₂ footprint of your stand and finish.

KNOWLEDGE BASE

A database full of inspiration, instructions, panel plans, 3D files, brochures and FAQ's.

TRAINING

Find a complete training calendar with both online and live training all over the world.

BEPARTNER NETWORK

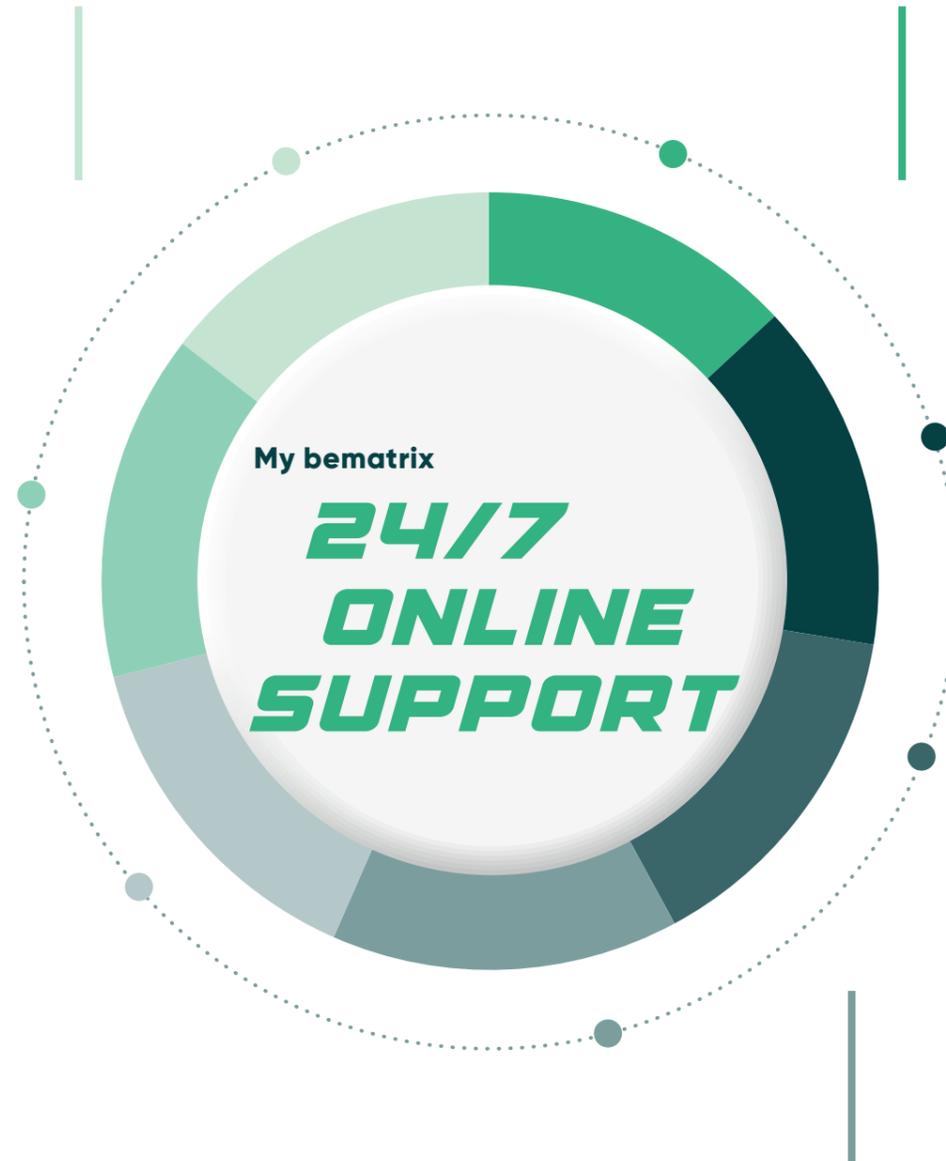
A database of audited partners that can support our customers with LEDskin®, content, printed panels or textiles.

BEMASTER NETWORK

Access highly skilled builders all over the world through the beMasters network.

ORDER SUPPORT

Manage both your purchase and rental quotes in one dedicated area.



Global Rental Network

The Global Rental Network is a **network of service centres** holding a large range of bematrix products, **spread all over Europe, the UK and the USA**. Thanks to this network, you do not have to ship your bematrix stock between locations, but you can use the large stock available locally. Moreover, the availability of frames is almost unlimited, even allowing you to build exceptionally large projects.

LOCATIONS

EU locations + USA locations:
Atlanta & Las Vegas.

We offer two different renting options at a favourable price and, maybe even more interesting, the possibility to spread the cost of your bematrix project.

Short-term renting has a typical run time of 1 day to 6 months.

Long-term renting has a minimal run time of 6 months with a minimum of 50 frames. Both rental plans can also be combined, to meet your specific needs.



BENEFITS

- ◆ Short-term or long-term rental (or combine both)
- ◆ Large local stock
- ◆ Local showroom near to you
- ◆ Technical advice and excellent service
- ◆ Test builds possible
- ◆ No extra storage space needed

START EXPLORING
THE GLOBAL RENTAL
NETWORK
ON OUR WEBSITE



Scan the QR-code for locations

Find and contact us

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COME AND DISCOVER

**ALL THE
INFINITE POSSIBILITIES!**

COME SAY HI

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