

# MOTIONskin

creating impact

combining graphics, motion & light



**beMatrix**<sup>®</sup>  
re!nventing stand building systems

# There's no force more powerful than light and motion!

You have three seconds to make an impression on those walking past your stand!

The graphic elements of your stand must be powerful, so that it reflects who you are and also draws visitors to your trade show booth in the midst of a loud, crowded exhibition hall filled with distractions and competitors.

While trained booth staff, pre-show marketing and at-show promotions serve to attract potential prospects, the appeal and image of a booth graphic can make or break sales results.

There are five key elements that make exhibit displays and banner stands visually gripping to make an impact on the exhibition floor: color, lighting, motion, sound and smell. **MOTIONskin groups the first 3 elements combining lighting, graphics & motion!**



▲ What appears to be a simple textile infill in the beMatrix frame system.



▲ The graphic comes to life thanks to programmed LEDs that highlights specific parts of the picture.



▲ MOTIONskin brings dynamism to your stand in a very simple yet innovative way.

# You don't need to be a wizard to use MOTIONskin

## MOTIONskin INFORMATION

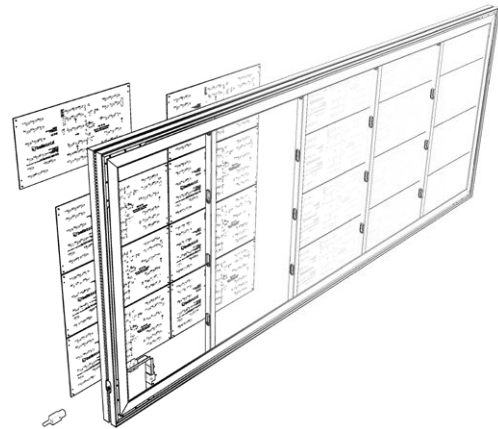
Lamp bead spacing (pitch)	10,333 mm
Module resolution	48 x 24 pixels
Exact module dimension	492 x 244 mm
Modular module dimension	496 x 248 pixels
Pixel density	± 9365 pixels/m <sup>2</sup>
Input mode	Ethernet (.gif, .mp4, ...)
Installation	Plug & Play

## MECHANICAL AND OPTICAL RATINGS

Color Display	RGB
Gray level	256
Brightness (without fabric)	≥ 1000 cd/m <sup>2</sup>
Work environment	
• Temperature	• -20 to 60 degrees
• Humidity	• 10% - 95% rh

## POWER SUPPLY

Operation power	100-240V AC / 50-60Hz
Max. power consumption	230w/m <sup>2</sup>
Average power consumption	130w/m <sup>2</sup>
Platform	> 50.000 hours
No need for an external controller	

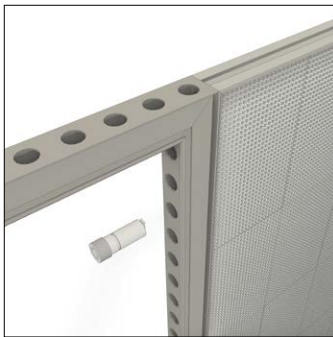


# The dynamic lightbox that fits seamlessly to the beMatrix concept and its frames

The MOTIONskin dynamic lightbox is available in 4 different standard beMatrix dimensions and is 62 mm thick. This means that the MOTIONskin frame fits perfectly the familiar b62 frame system in terms of height, width and thickness. It's so easy to connect various cabinets in any direction with the same tools that you use to build your beMatrix stand. So MOTIONskin fits perfectly into the frames with big holes!

## STANDARD DIMENSIONS

- 1984 x 992 x 62 mm - resolution: 192 x 96
- 2480 x 992 x 62 mm - resolution: 240 x 96
- 1984 x 1984 x 62 mm - resolution: 192 x 192
- 2480 x 1984 x 62 mm - resolution: 240 x 192
- *Other dimensions available on request*



▲ The lightboxes can easily be connected to our frame system by using our (standard) connectors.



▲ The back of the MOTIONskin lightbox can be covered with panels or textiles.



▲ beMatrix works with selected partners for the printing of textile sheets. For more information: [bematrix.com/en/partners/](https://bematrix.com/en/partners/)

# MOTIONskin, the best of both worlds

## Textile, panels, light ... and LED walls!

Combining our MOTIONSkin dynamic lightbox with printed panels or textiles, LEDskin® or a standard beMatrix lightbox gives you an ultimate freedom creating stopping power into your design. Double-sided printed textiles give a magical result.

## Keep the body, Change the skin

beMatrix is the first and only modular stand building system that is genuinely invisible and leaves maximum possibilities for creative finishes.

With the skeleton – the **'body'** – you create every conceivable shape in any size, straight or rounded. Walls, floors and ceilings all run together seamlessly.

With its infills – the **'skin'** – the stand takes on exactly the kind of finish your customer has in mind. The same frame can accommodate both textile and panels on both sides. Panels are fixed in place with hook and loop tape and textile with a silicone strip.

The **'Seamless'** concept takes us a step further, with the structure disappearing totally behind the skin, making the joins totally invisible. This can be done with a textile application in which large textiles are stretched over multiple frames up to 5 metres in height. Or with "Panelskin", a seamless wall system in click-laminate.

beMatrix also developed the first genuine integration of a LED wall into an existing modular frame system, called **"LEDskin"**. Frame and infill blend into a single great product: a digital medium with dynamic content.

LEDskin® was awarded the prestigious **Red Dot Award: Product Design 2017 & iF Design Award 2018**.



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