

Press

Prolight + Sound Guangzhou
Guangzhou International Professional Light and Sound Exhibition
Area A, China Import & Export Fair Complex
Guangzhou, China, 22 – 25 February 2017

Hong Kong, February
2017

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Prolight + Sound Guangzhou's 15th edition garners extensive support from 1,250 worldwide exhibitors

New and expanded product zones enrich sourcing options for attendees

Dynamic fringe events highlight industry practices, product innovation and market intelligence

Teeming with much enthusiasm, Prolight + Sound Guangzhou will open from 22 – 25 February 2017 at the China Import and Export Fair Complex. Sprawling across 130,000 sqm in 13 thematic halls and the extended area of Y Channel, 1,250 prominent companies from 26 countries and regions will stage their latest pro audio and lighting advancements. New and expanded product zones, as well as a revamped fringe programme introduced at this edition will broaden sourcing options and expose attendees to new dimensions in the entertainment industry.

Into its 15th edition, the show continues to go from strength to strength with a strong line-up of renowned exhibitors from Australia, Austria, Belgium, Bulgaria, Canada, China, Czech Republic, Denmark, France, Germany, Hong Kong, India, Italy, Japan, Korea, Liechtenstein, Lithuania, Malaysia, the Netherlands, Portugal, Slovakia, Spain, Switzerland, Taiwan, the UK and the US. Some of the participating brands and companies include ACE, Allen & Heath, Audiocenter, Avid, Beta Three, Beyerdynamic, Bosch, Bose, Celestion, Clay Paky, Creator, d&b audiotechnik, DAS, dBTechnologies, EAW, Electro-Voice, Fidek, Gonsin, Harman International, HiVi, IAG, Kling & Freitag, König & Meyer, Kvant, Laserworld, Martin Professional, MIPRO, Montarbo, NEXO, Peavey, Powersoft, QSC, RCF, Redx, Sabine, SE Audiotechnik, Seikaku, Sennheiser, SGM, Shure, Soundking, T.D Taichee, Taiden, Takstar, TJ Media, TOA, TW Audio, VUE and Yamaha.

Messe Frankfurt (HK) Ltd
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Ms Judy Cheung, Deputy General Manager of Messe Frankfurt (Shanghai) Co Ltd, shared her remarks and vision of the show, “I am pleased to see our efforts rewarded by the unwavering support of the industry. Over the past 15 years, through introducing conceptual and structural changes to the fair, Prolight + Sound Guangzhou has successfully evolved from a regional event to a global business platform that bridges the local and international markets. As we welcome a new chapter of the show in this edition, we will continue to upgrade our offerings under the motto of ‘Shine on the World Stage’, placing a stronger focus in product quality and variety, brand appeal as well as internationality.”

New and expanded product zones enrich sourcing options for attendees

This year, the show organiser further broadened the fair’s product profile in response to the burgeoning demands for the karaoke and theatre markets in China. The newly launched “Theatre K. Pub” will showcase mini and home theatres, customised installations, smart digital AV and system integration products. Visitors will also be able to explore a wider variety of lighting and stage technologies at the expanded lighting zone.

A full spectrum of audio and lighting equipment will also be unveiled in thematic halls and zones including the Audio Brand Name Halls, Pro Audio Halls, Lighting Halls, KTV Hall, Enping Microphone Hall together with product zones for microphones, conference and PA systems, headphones as well as microphones.

Dynamic fringe events highlight industry practices, product innovation and market intelligence

With an extensive network of partners from all over the world, this year’s Prolight + Sound Guangzhou will boast an enriched fringe programme that integrates the best practices and technologies in audio engineering, sound production, KTV, stage design, installation and system integration as well as event safety. Important speakers from the following notable brands, key industry associations and trade media will be invited to share their expertise and first-hand market insights to the audience:

- Acoustic Block, China
- Audinate, Australia
- Audio Engineering Society of China (AESC), China
- China Association of Performing Arts, China
- China Association of Recording Engineers, China
- Event Safety Alliance, the US
- Guangdong Association of Performing Arts, China
- Guangdong Association of Recording Engineers, China
- Guangdong University AV & Lighting Technology Institute, China
- HDAV, China
- Korean Broadcasting Equipment Industry Association (KOBEDIA), Korea

Prolight + Sound Guangzhou
Guangzhou, 22 – 25 February 2017

- Riedel Communications, Germany
- Shanghai Performance Trade Association, China
- The German Association for Entertainment Technology (VPLT), Germany
- Taiwan Association of Theatre Technology (TATT), Taiwan
- Zhejiang Stage and Audio Institute, China

One of the highlights is the **PLSG Annual Training Course**, where reputable experts from Asia, Europe and the US will disseminate market information and address the latest market trends. The course will revolve around three major themes, including the application of sound systems and acoustic technology, the enhancement of event and stage performance, as well as real-time networking and media networking technology.

The four-day event will also be augmented by a series of technology-oriented forums and seminars including:

- Audio Engineering Design and New Acoustic Technology
- Audio Technology Forum 2017
- Audio Technology in Digital Age – Development and Opportunities
- China Mini Theatre and KTV Industry Forum 2017 (Guangzhou Section) & Outstanding Mini Theatre and KTV Brand Award Presentation Ceremony
- Guangdong Association of Performing Arts Meeting (Performance Venues)
- Guangzhou Recording and Multimedia Technology Forum 2017
- Practical Measurement for Pro Audio Equipment

Industry peers can also benefit from the show's extended communication platforms and interactive demonstration sessions. **Vision X Network** will continue to offer invaluable opportunities for visitors to conduct business, forge partnerships and acquire advanced technologies in top-notch pro audio, KTV and conference systems. The **International Outdoor Line Array** and **Oriental Outdoor Line Array** spanning three demonstration areas will feature more than 30 domestic and international brands, providing attendees a complete overview of the best audio systems available in the market.

Visitors can also optimise their trade fair experience and win attractive prizes by joining the "PLSG 15th Anniversary Lucky Draw Campaign" in the WeChat Hotspot located at the podium between Area A and B.

Prolight + Sound Guangzhou is organised by Messe Frankfurt and the Guangdong International Science and Technology Exhibition Company (STE). For more details and information about the show, please visit www.prolightsound-guangzhou.com or email plsgz@hongkong.messefrankfurt.com.

Other shows under the Prolight + Sound brand include:

Prolight + Sound

4 – 7 April 2017, Frankfurt

Prolight + Sound NAMM Russia

14 – 16 September 2017, Moscow

Prolight + Sound Shanghai

11 – 14 October 2017, Shanghai

Prolight + Sound Middle East

17 – 19 October 2017, Dubai

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Background information on Messe Frankfurt

Messe Frankfurt is one of the world's leading trade fair organisers, generating around €640* million in sales and employing 2,364* people. The Messe Frankfurt Group has a global network of 30 subsidiaries and 55 international Sales Partners, allowing it to serve its customers on location in 175 countries. Messe Frankfurt events take place at approx. 50 locations around the globe. In 2016, a total of 138* trade fairs were held under the Messe Frankfurt umbrella, of which more than half took place outside Germany.

Comprising an area of 592,127 square metres, Messe Frankfurt's exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds. Messe Frankfurt is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at www.messefrankfurt.com.

*Preliminary figures for 2016