

Press

Prolight + Sound Guangzhou
Guangzhou International Professional Light and Sound Exhibition
Area A, China Import & Export Fair Complex
Guangzhou, China, 10 – 13 May 2018

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2017

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Prolight + Sound Guangzhou: Refreshed 2018 edition to explore possibilities in technological convergence

Show highlights solutions in communication and conferencing, karaoke and home theatres

To underline the drive towards technological convergence in the pro AV and IT sectors, Prolight + Sound Guangzhou will return next year with a renewed approach in the fair's organisation. In addition to its comprehensive showcase of pro audio, lighting, event and stage products, the 2018 edition will lean more towards integrated solutions in the areas of audio, lighting, communication, conferencing and KTV.

Held from 10 – 13 May 2018, the fair will comprise of 13 thematic halls and the Y Channel, all dedicated to the advancements in the pro AV and lighting market. Over 1,300 companies are expected to showcase their expertise across 130,000 sqm of exhibition space at the China Import and Export Fair Complex, Guangzhou.

Recent economic statistics suggest that the global AV market continues to grow rapidly, driven by the transition from projections to displays, the rising control of integrated building systems, and the incorporation of cloud computing and SaaS. According to the 2017 AV Industry Outlook and Trends Analysis, the global AV market is projected to expand from USD 178 billion in 2016 to USD 230 billion by 2022*. With the second largest market share in the global AV industry, China remains a very lucrative market for exhibitors and visitors to tap into.

In addition, government initiatives have also played a significant role in strengthening the industry. As part of China's 13th Five Year Plan to enhance the technological edge of the cultural sector, increased investment was made in the fields of audio, video, lighting, visual effects and artificial intelligent displays. This has undoubtedly created a broader prospect for the pro AV and lighting market in China.

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* Source: Audiovisual and Integrated Experience Association 2017 AV Industry Outlook and Trends Analysis (IOTA)

Show highlights solutions in communication and conferencing, karaoke and home theatres

The vast possibilities created by the convergence of the AV and IT worlds will be brought to the stage of Prolight + Sound Guangzhou. The latest integrated solutions from China's most burgeoning markets – the communication and conferencing, karaoke and home theatre sectors – will be emphasised in the designated areas at the Y Channel and in the Audio Brand Name Halls.

Communication and conferencing is becoming an increasingly popular segment and important aspect of the fair, particularly with the Chinese government's greater focus on cost optimisation, convenience and clarity in real-data transmission. This special area will cover a wide array of conference systems, networks, as well as AV and communication systems.

As more and more consumers pursue a personalised and integrated entertainment experience both at home and outdoors, the demand for multi-functional karaoke rooms and mini theatres is growing at a staggering rate. The "Theatre K. Pub" which enjoyed great success last year, will expand once again for this edition. High quality karaoke systems, mini home theatres, customised installations, smart digital AV and system integrations will be featured here.

Apart from the aforementioned areas, Prolight + Sound Guangzhou will continue to deliver an all-inclusive platform with its Audio Brand Name Halls, Pro Audio Halls, Lighting Halls, KTV Hall and Enping Microphone Hall. There will also be dedicated product zones for stage equipment, parts and accessories, as well as projection and display. Together, they will offer an unmatched range of advancements for the industry peers.

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 Middle East

17 – 19 October 2017, Dubai

Prolight + Sound

10 – 13 April 2018, Frankfurt

Prolight + Sound NAMM Russia

13 – 15 September 2018, Moscow

Prolight + Sound Guangzhou
Guangzhou, 10 – 13 May 2018

Prolight + Sound Shanghai
10 – 13 October 2018, Shanghai

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Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,300 employees at some 30 locations, the company generates annual sales of around €647 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at:

www.messefrankfurt.com | www.congressfrankfurt.de | www.festhalle.de