

Press

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

Hong Kong, March
2018

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PLSG18_PR3

Prolight + Sound Guangzhou fringe programme to facilitate industry development and converge talent

Prolight + Sound Guangzhou 2018 will continue to uphold its philosophy of attracting technology pioneers to share their industry insights this year, with a series of concurrent activities exploring technical advancements and solutions in the cultural, entertainment and broadcasting area. The upcoming show's fringe programme will offer attendees an impressive range of insiders' perspectives and business opportunities.

Complementing its position as a leading platform for the audio visual, professional light and sound industries in China, the four-day show is expected to accommodate 1,300 exhibitors and more than 75,000 visitors in 13 thematic halls and the Y Channel spanning over 130,000 sqm. The 2018 edition will be held from 10 – 13 May in Area A at the China Import and Export Fair Complex in Guangzhou. The highly anticipated fringe programme comprises the following highlights:

PLSG Annual Training Course 10 – 12 May

While the number of major music festivals is growing rapidly in China, the desire for the Chinese entertainment industry to further uplift its event planning skill and technical standards continues to grow. As such, the PLSG Annual Training Course serves to address the various needs of enthusiastic amateurs to professionals, hoping to sharpen their production knowledge from industry masters around the globe.

Part 1: A Blueprint to Success in Music Festival Production

Multiple overseas experts will dissect festival event planning from an organising and production angle. Featured topics will include planning and organising music festivals, project management, social media promotion, risk and safety assessment, as well as technology applications such as audio recording and production, Ao-IP deployment, visual design, lighting solutions and stage setup.

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road
Wanchai, Hong Kong

Part 2: Dante Certification Training @ Guangzhou

Also part of the PLSG Annual Training Course is a full day of Dante Certification Training. Following the success from last year, Mr Kieran Walsh, Audinate's Director of Application Engineering (Europe, Middle East and Africa), will further extend the course by providing China's first-ever Dante Level 3 Certification Training for designers, engineers and industry players.

A wealth of advanced Dante networking concepts and best practices will be addressed, as well as a tailored session for the mixed use of networks and troubleshooting techniques. A simulation on the Dante Domain Manager will also be shared to the trainees.

Audio Visual New Technology and Development Forum 2018

10 May

Speakers:

- Mr Hungmin Wang (Professor of Beijing Film Academy; Chairman of China Association of Recording Engineers)
- Mr Zhigang Zeng (Director of Film Experimentation Centre, Beijing Film Academy)
- Mr Jing Tao (Professor of Communication University of China)

Supported by the China Association of Recording Engineers, this forum will present the latest film technology trends and developments. There will also be a series of in-depth discussions and analysis of today's digital landscape and applications in the film industry.

China Advanced Audio Visual Technology Forum <New>

10 – 11 May

A broad range of topics will be covered at this forum, including architectural acoustics and sound quality of halls, as well as audio visual technology and art in the era of converging media. Speakers will also give a panoramic outlook on China's technology progress, evaluation methodologies of subjective listening, and technological trends and applications of the latest loudspeakers.

Lighting Technology for Television Forum 2018

Experts of TV and stage lighting production from China and abroad will share their work on prominent gala dinners, and discuss the development of 4K TV lighting applications. Participating experts, academics and delegates will be invited to a guided tour of Prolight + Sound Guangzhou, where they can observe the show's featured technological products in lighting.

The First Live Sound Mixing Contest Finals <New>

12 May

Coupled with well endorsed outdoor line arrays, the First Live Sound Mixing Contest Finals will take place at the show to crown the new

generation's mixing masters. Spectators will have the opportunity to enjoy the live sound mixing techniques performed by uprising talents in China, and attend the accompanying Live Sound Mixing Forum. Influential producers for leading Chinese entertainment shows will be the competition's panel of judges, including:

- Shaogang Jin (Chief Sound Director of large-scale music television show The Voice of China)
- Luo Chen (Chief Mixing and Recording Producer of the opening and closing ceremonies of The 16th Asian Games in 2010)
- Jun Li (Two-time winner of Recorder of the Year Award in China Pop Chart)
- Zhuo Liu (Music Director of the Year awardee of China Television Artists Association)

International and Oriental Outdoor Line Arrays 10 – 13 May

To ascertain the quality of the exhibitors' loudspeaker systems, three line arrays will be on display to visitors again this year during show period, allowing some of the exhibiting domestic and overseas brands to demonstrate their capabilities. They include:

International Outdoor Line Array: Coda, Electro-Voice, EM Acoustics, Harmonic Design, SE Audiotechnik and TW Audio

Oriental Outdoor Line Array 1: Ap Sound, At, Dare, Donbn, Eric, IBO, LDH Audio, Maiting Audio, Meye, ND, VA, YME and ZMS Audio

Oriental Outdoor Line Array 2: Admark, Beilarly, CPL, D&E, DE Acoustics, DMX, FDB, Jazzpro Audio, Magnetic, Real Sound, Tasso Audio, TPA, Wavk, Xycad and Zsound

A number of other events are scheduled to take place during the course of Prolight + Sound Guangzhou 2018, including the Audio Technology for Television Forum 2018, the seminar themed "Application of Audio Technology in Artificial Intelligence", Stage Design and Stage Engineering Alliance Annual Forum 2018, and the Longhua Stage Art Design Showcase.

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
10 – 13 April 2018, Frankfurt

Prolight + Sound NAMM Russia

Prolight + Sound Guangzhou
Guangzhou, 10 – 13 May 2018

13 – 15 September 2018, Moscow

Prolight + Sound Middle East

23 – 25 September 2018, Dubai

Prolight + Sound Shanghai

10 – 13 October 2018, Shanghai

– end –

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 2,500* employees at some 30 locations, the company generates annual sales of around €661* 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).

* preliminary numbers 2017

For more information, please visit our website at:

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