

Press release

January 2019

Prolight + Sound Guangzhou 2019 to inculcate full solutions for the entertainment industry as hall space sells out

This year's edition of Prolight + Sound Guangzhou 2019 (PLSG) will broaden buyers' sourcing options by featuring 1,350 exhibitors across 13 thematic halls and in the Y-Channel demonstration area. The highly anticipated show will take place from 24 – 27 February 2019 at Area A of China Import and Export Fair Complex.

In line with market shift towards more technological convergence, Hall 4.2 (Communication and Conference) and Hall 5.2 (Media Systems and Solutions) of the show will feature the latest innovations amongst entertainment, communication and media systems, while the KTV hall and Theatre K. Pub will focus on customised entertainment equipment.

Announced earlier at the fair's Gala Dinner, many worldwide brands will come to participate once again, with reputable exhibitors including AKG, Audio-Technica, Ava LED, Beta-3, BMB, Bosch, Bose, d&b audiotechnik, DAS, dB Technologies, Eagle, EM Acoustics, Fidek, Fine Art, Gonsin, Haimei, Harman International, Hivi, ITC, Klotz, Kvant, Laserworld, Longjoin, Meyer Sound, Mipro, Nan Yi, Nightsun, Plustruss, QSC, Rainbow, RCF, SE Audiotechnik, Seikaku, Sennheiser, Shure, Soundking, Star-net, Taiden, Takstar, Thunderstone, Viashow, Yamaha and Yes-tech.

Addressing the need for high-level technical exchange

Whilst serving as a four-day industry event, PLSG also provides a market information exchange platform beyond the fair itself. As the entertainment, event planning, stage design and integration sectors become more interrelated than ever, a series of high-rate events will be held to support industry peers in moving towards the intelligent technology and collaboration era.

For instance, the signature PLSG Annual Training Course will feature a range of sessions with inspirational speakers across the audio, lighting, event management, system integration and AV technology sectors. Set to delivering more diverse range of industry insights inside the regime of entertainment technology, the programme will be divided into two themes:

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Maintaining and modernising performance venue

This theme will see experts from the audio, lighting and stage industries share techniques to maintain, revamp and upgrade in different performance venues.

Topics include:

- Theatre-based application on AVoIP
- LED: the new language for high performance lighting
- Construction, management and safety aspects of system equipment in performance venues
- A new performance: lighting control of game facilities in theme park
- The latest application of lighting systems for the operation and management of performance venues

Overview of AoIP Networking and Media System Integration

This theme aims to advise industry peers in selecting the best network option for the different AV solutions and understand different network infrastructures.

Topics include:

- AVIT panel discussion: AI, New Era! (New)
- Audio networking standard: AES67 in projects (New)
- Exploring networked audio protocols: AVB, Cobranet & Dante
- Dante certification training

In addition, PLSG will be working together with the Guangdong Association of Stage Art on the launch of the first manuscript showcase of stage art design in Guangdong, under the theme *Traces: Visible Thinking*. Designers from the stage art, lighting, costume, makeup, props and sound design sectors will showcase their 'visible thinking', and will nourish the show with a hint of artistic nature.

Meanwhile, the large-scale outdoor line array demonstration will expand even further at the 2019 show, with four major exhibition areas in 1.0, 4.0, 5.0 and 6.0 held concurrently for the first time. Among them, there will be eight overseas well-known audio brands displaying high-quality sound with 'double string' line arrays, providing participants with a moving auditory experience in a concert setting.

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

Other shows under the Prolight + Sound brand include:

Prolight + Sound

2 – 5 April 2019, Frankfurt

Prolight + Sound Guangzhou
Guangzhou, 24 – 27 February 2019

Prolight + Sound NAMM Russia

12 – 14 September 2019, Moscow

Prolight + Sound Shanghai

10 – 13 October 2019, Shanghai

Prolight + Sound Middle East

15 – 17 October 2019, Dubai

Press information and photographic material:

<https://www.hk.messefrankfurt.com/hongkong/en/media/entertainment-media-creative-industries/prolight-sound-guangzhou/news.html>

Social media:

Facebook: Prolight and Sound China

LinkedIn: Prolight and Sound China

Wechat: @prolight-sound

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 30 locations, the company generates annual sales of around €715* 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

*preliminary figures 2018