

Press release

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Prolight + Sound Guangzhou 2019 unlocks industry trends in advanced fringe programme and star speakers

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PLSG19_PR3

China's much-touted industry platform Prolight + Sound Guangzhou 2019 (PLSG) will take place from 24 – 27 February 2019 at Area A of China Import and Export Fair Complex. The variety of activities continues to make the fair a more exciting platform in education, information and technology exchange, nourishing visitors across the entertainment, event, stage design and integration sectors.

Navigating changes with AV integration, PLSG continues to open up the vertical markets of integrated applications, such as entertainment, media creative, business and residential by optimising the layout of the expanded exhibition area on the show floor. Meanwhile, the show also presents a number of high-end conferences and forums that cover sectors ranging from professional lighting, audio, stage equipment and media system integration.

A hallmark of the future professional light and sound industry, the show's fringe programme has deployed in-depth cooperation with industry associations and leading companies, in addition to live demonstrations, seminars and training courses. It will be the first time for the PLSG Annual Training Course to include an interactive themed seminar envisaging development trends in the industry.

PLSG Annual Training Course 24 – 26 February

As the highlight among all activities, this course is a long-standing attempt to echo the wave of cross-sector integration. It has expanded into two key themes this year and will anatomise the regime of entertainment technology.

Theme: Maintaining and Modernising Performance Venues

Some domestic theatres, concert halls and stadiums continue to show signs of deterioration. In order to ensure performances are safe and smooth, operators of the venues must pay attention to equipment maintenance and replacement. Industry professionals will lead their expertise and incorporate case studies to cover a range of latest technical applications, installation and maintenance guides in

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professional lighting, audio and stage in enhancing the overall performance and audience experience in existing venues. Topics include:

- Theatre-based Application in AVoIP
Speaker: Mr Hee Jun Lee, Audio Director, Namdong Sorae Art Hall, Korea
- LED: The New Language for High Performance Lighting
Speaker: Mr Kwok Fai Mak, Lighting System Consultant, Hong Kong
- Construction, Management and Safety Aspects of System Equipment in Performance Venues
Speakers: Mr Ran Li, Senior Consulting Engineer / National Senior Registered Equipment Supervision Engineer / Member of the National Theatre Standards Committee and Mr Jimmy Chan, Director of Business Development Asia, Event Safety Alliance
- The Creative Applications of Full Dimension Spatial Audio Technology in Performance Spaces
Speaker: Mr Iverson Xu, General Manager, Full Dimension Multimedia Technology (Shanghai) Co Ltd
- The Latest Application of Lighting Systems for the Operation and Management of Performance Venues
Speaker: Mr Alia Hong, Assistant Professor, Department of Theatre Arts, Taiwan College of Performing Arts
- A New Performance: Lighting Control of Attraction in Theme Park
Speaker: Mr Jonathan Jiang, Manager – Technical Lighting, Universal Beijing Resort

Theme: Overview of AoIP Networking and Media System Integration

A notable part will be the show's first ever AVIT Panel Discussion, which shows the floor how artificial intelligence (AI) solutions are going to influence the market. By rekindling partnership with Audinate in bringing back the Dante certificate course, the show also serves to advise industry peers in selecting the best network options for different AV solutions and network infrastructures. Topics include:

- AVIT Panel Discussion: AI, New Era!
Speakers: Mr Sam Zhao, Mr Kane Zhang and Mr Tao Zhang, New Forces in AVIT
- Exploring Networked Audio Protocols: AVB, CobraNet & Dante
Speaker: Mr Kane Zhang, Senior Application Engineer, Biamp Systems

- Audio Networking Standard: AES67 in Projects
Speaker: Mr Sam Zhao, Business Development Manager, APAC, QSC LLC
- Innovative and Networked Control System that Simplifies the AV World
Speaker: Mr Tigar Luo, R&D Director, Guangzhou Tech Louds Info & Tech Co Ltd
- Application of 3D Audio, 4K Video and 5D Holographic Display Technologies for Culture, Tourism, Exhibitions and Performance
Speaker: Prof Miaoyan Peng, Professor and Master Instructor of Guangzhou University / Dean of Central South Audio Video Lighting Design and Research Institute of Guangdong
- Dante Certification Level 1 – Introduction to Dante
Dante Certification Level 2 – Intermediate Dante Concepts
Speaker: Mr Andy Wei, Sales Manager and Solutions Specialist, APAC, Audinate Limited

Outdoor Line Array

24 – 27 February

The outdoor sound area promises to be a boon for the show's ability to attract worldwide buyers with its four major demonstration areas in Square 1.0, 4.0, 5.0 and 6.0, held concurrently for the first time. Among them, there will be eight well-known overseas audio brands displaying high-quality sound with 'double string' line arrays, providing participants with an upbeat auditory experience in a concert setting.

- 1.0 Outdoor Line Array
Participating brands: Alto, at, DMX, Egle, LDH Audio, Mode Audio, Tampu, TPA, VA, ZMSAudio
- 4.0 Outdoor Line Array
Participating brands: APsound, CAF, Dare, Fidek, HZ, Maiting Audio, Seer, YME
- 5.0 Outdoor Line Array (Double string)
Participating brands: Adamson, AXIOM, Electro-voice, EM Acoustics, ENEWAVE, Harmonic Design, SE Audiotechnik, TW Audio
- 6.0 Outdoor Line Array
Participating brands: Admark, AE, CPL, dbk, DE Acoustics, FDB, Jazzpro, KHPRO, Magnetic, Morin, MPower, Tasso Audio, WAVK, XYCAD, Zsound

Lighting and Art Space

24 – 27 February

Construed as a forward thinking area, multimedia technologies have become a newcomer to the Chinese audio-visual entertainment industry and have highly permeated into the market. PLSG will host its first interactive exhibition with China's media giant, Visual Jockey. The display of new tech on stage will cover interactive multimedia, 3D mapping, stage machinery, lighting installation, new media art, stage tech innovations and more, with new media technology practitioners ranging from conceptual to virtual art, performance to installation.

Techniques for Acoustic Division Control and 'Remote Smart Interaction', The Core Technologies for Smart Audio Systems

25 February

The Audio Engineering Society of China and Chinese Institute of Electronics are key names when it comes to domestic audio technologies in China. Expert speakers will tap into the new interdisciplinary electro-acoustic systems with project analysis to share the techniques in design and installation. Topics include:

- Techniques on Acoustic Division Control
Speaker: Mr Jun Yang, Director of Key Laboratories of Noise and Vibration Research, Chinese Academy of Sciences
- Prospects and Technical Challenges in Remote Smart Interaction (Recognition and Decoding)
Speaker: Mr Xiaoliang Chen, Founder of SoundAI

Other key events include the likes of 'Technical Applications in Sound Processing for Film and Television Works', 'The Ninth Advanced Audio Forum', 'The First Manuscript Showcase of Stage Art Design in Guangdong', 'Application of Audio Technologies in AI Era', 'Interpretation of Performing Arts and Cultural Travel Projects' and 'Big Trend of Cinema and Great Future'. The full event schedule can be accessed here: <http://bit.do/PLSG19Fringe-Programme>

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

Other shows under the Prolight + Sound brand include:

Prolight + Sound

2 – 5 April 2019, Frankfurt

Prolight + Sound NAMM Russia

12 – 14 September 2019, Moscow

Prolight + Sound Guangzhou
Guangzhou, 24 – 27 February 2019

Prolight + Sound Shanghai

10 – 13 October 2019, Shanghai

Prolight + Sound Middle East

15 – 17 October 2019, Dubai

Press information and photographic material:

<https://prolight-sound-guangzhou.hk.messefrankfurt.com/guangzhou/en/press.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