

# Press

Prolight + Sound Shanghai  
International Exhibition of Technologies and Services for Events,  
Installation and Production  
Shanghai New International Expo Centre  
Shanghai, China, 11 – 14 October 2017

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2017

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PLSS17\_FR

## **Record year for Prolight + Sound Shanghai with 11.6% surge in visitor figures**

## **Dedicated product zones unlock new business prospects for exhibitors**

## **Dynamic fringe programme promotes global dialogue and keeps attendees on the pulse of industry**

The Shanghai New International Expo Centre show floor was buzzing with business from 11 – 14 October 2017, as the pro audio, lighting and entertainment industry converged at the 15<sup>th</sup> anniversary of Prolight + Sound Shanghai. The show received an astounding 29,604 visitors this year, a surge of 11.6% compared to the previous edition. The biggest ever exhibition space of 45,000 sqm also hosted 630 companies and brands to uncover the latest advancements and products.

Delighted with the promising results, Ms Judy Cheung, Deputy General Manager for Messe Frankfurt (Shanghai) Co Ltd remarked: “The 15<sup>th</sup> edition was an undeniable success, with more people than ever coming together to unveil innovations and forge new relationships. There was also a lot of encouraging feedback on the improved internationality, variety and quality of our offerings, which we believe is a result of the new aspects we’ve introduced this year. Prolight + Sound Shanghai is certainly well-poised for further growth, and we will continue to create an invaluable platform for more business collaborations and forward-thinking ideas to take shape.”

## **Extensive industry support from prominent brands**

This year’s show attracted the largest number of exhibitors and brands to date with the latest innovations and expertise. They included: Antelope Audio, Audio-Technica, AV Link, BBS, Beta-3, BFC, Concord, Digisynthetic, DGX, Eastern Edison, EM Acoustics, Enewave, Fidek, Great Wall, Harman International, Laon, Lavoce, Lewitt, Litelees, Next-Proaudio, Neutrik, Peavey, Prolyte, RME, SE Audiotechnik, ShowTex,

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Shure, Soundking, TW Audio, Voice-Acoustic and Yamaha.

Audio-Technica returned to the fair with its AT5047 cardioid condenser microphone and was satisfied with the buyers' quality. Mr Jerry Woo, General Manager of China Business Development & Marketing Department of the company said: "Through the show, we can open up new sales channels and meet professional buyers. Being in proximity with other well-known audio brands here also enables us to gain a clearer overview of the pro audio market."

### **Dedicated product zones unlock new business prospects for exhibitors**

Prolight + Sound Shanghai 2017 heralded a fresh approach that increased the focus of the event on key market segments. Numerous exhibitors from the enlarged Recording and Production Zone, as well as the two debut zones for AV entertainment solutions and stage machinery, praised the effectiveness of these areas in helping them connect with their targeted clients.

Antelope Audio, a newcomer from Bulgaria, exhibited at the Recording and Production Zone to seek out new markets in this segment. Ms Nina Teneva, the company's Business Development Expert, is happy with their first exhibiting experience: "Being situated here is very helpful to us, as it can attract more potential clients from this specific sector who might not have been aware of our brand before. We have already met with a lot of our targeted buyers, including installers, music audiophiles, professional musicians and small-scale bands."

BBS Prosound Ltd, a frequent local exhibitor, was eager to capitalise on the exploding market demands in East China through the AV Entertainment Solution Zone. Mr Shulin Tang, Marketing Director of the company commented: "We have always given priority to new products and investment in the East China market, as it is one of the country's wealthiest regions. Exhibiting here is beneficial in showcasing our innovative microphone series to the lucrative entertainment market in this area."

Taizhou Yinxing Stage, another Chinese exhibitor from the Stage Machinery Technology Zone, introduced its lightweight YXGS series of stage products at the show. Mr Tianji Wei, General Manager of the company, discussed the advantages of exhibiting here: "Grouping all the stage machinery manufacturers together here is a wonderful idea. Not only can we promote our brand specifically to stage and event experts in East China, we can also learn and acquire new knowledge from our industry peers."

### **Dynamic fringe programme promotes global dialogue and keeps attendees on the pulse of industry**

Besides the abundant business opportunities, the enlightening fringe programme was also valued by attendees as an important avenue into

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the fast-growing entertainment market. One of the highlights was the **PLSS Academy**, where a prestigious line-up of international speakers delivered practical training courses and seminars on 3D audio, acoustics technology, AoIP, lighting design, studio recording, sound systems and event safety.

Mr Johannes Kares, Audio Experience Designer from Sennheiser, was excited to present the AMBEO immersive audio technology for the first time in China during the **VPLT Audio Training Course**. “With the immense interest in cinematic content and music making in new ways, this is an excellent occasion for attendees to get started in 3D audio production for VR. Sharing about the AMBEO technology here is a win-win situation in terms of promoting our brand visibility and disseminating knowledge to our industry peers.”

Ms Jean Xu, Associate Sound Designer from CCP Games attended the course and was impressed with the relevance of the content. “The speaker achieved a good balance in terms of providing accessible and up-to-date information for both beginners and people like me with some background in interactive audio and VR games. The training gave me renewed insights in the combination techniques of film and gaming applications.”

The **Hands on Rigging Seminar**, aiming to raise attendees’ safety awareness on rigging, also received full-house attendance. Speaker Mr Roger Barrett, Special Projects Director of Star Events Ltd, was positive of the event’s impact to the Chinese audience. “With more and more large-scale events in China, professionals from event businesses are getting more exposure to Western technology. The seminar is great in terms of stimulating awareness in rigging safety standards to the Chinese audience. I can’t imagine any other environment better than this to demonstrate our techniques.”

With 19 exhibiting international and local brands in the **Concert Sound Arena**, this year’s showcase was one of the largest in Asia to date. Leading company SE Audiotechnik, who unveiled one of their best-selling products the M-F3A array system, was flattered with the overwhelming inquiries from customers. Mr Ugis Vilcans, Product & Application Engineer of the company said: “Live demonstration is what actually matters in the live sound market, because people need to hear the performance of the loud speaker systems. Showcasing our systems here is very important as it gives us a lot of direct feedback from our Chinese and Asian customers.”

The **Shanghai International Film and Television Technology Forum – Sound (IFTT)** closed with resounding success as world-class leaders from AMS Neve, Dolby, E-Coustic Systems, Harman, LAWO, Sennheiser and Shure explored topics on media convergence, multi-channel technology in 3D audio and IP technology. Other concurrent events well-attended by industry peers included the Dante Certification

Training @ Shanghai, the 8th National Music Mixing Contest Award & Launching Ceremony, as well as Vision X Network.

### **Visitors elated with new discoveries and enhanced quality of products**

Apart from the numerous inspiring knowledge-sharing platforms, visitors were equally impressed with the comprehensive product line-up and the noticeable increase in the international participating brands this year.

German visitor Mr Sebastian Hayer, Product Purchase Manager PA of Music Store Professional, praised the product internationality and quality of products on offer. "I've been visiting the show for five years to source for new PA equipment like microphones, speakers, amplifiers. Nowadays, portable battery-powered speakers are gaining popularity in the market, and I'm happy to have already found some suitable suppliers of good quality from Ningbo and Guangzhou on the first day. Compared to previous editions, this year also gathers more overseas brands and products of higher quality."

Local buyer Mr Jianguo He, Audio Director of Yihe Culture Communication Co Ltd, also shared about his fruitful sourcing experience at the fair. "As a rental company for audio and lighting equipment, we come to the fair every year to look for new lighting products. I'm particularly impressed with the wider selection of products this year, and I've found many local lighting suppliers of satisfactory quality at competitive price ranges."

The next Prolight + Sound Shanghai will be held from 10 – 13 October 2018. The fair is a brand event of the annual Prolight + Sound exhibition in Frankfurt, Germany. For more information about the Shanghai show, please visit: [www.prolightsound-shanghai.com](http://www.prolightsound-shanghai.com). For more details about Prolight + Sound fairs, please visit [www.prolight-sound.com/worldwide](http://www.prolight-sound.com/worldwide).

Other shows under the Prolight + Sound brand include:

#### **Prolight + Sound**

10 – 13 April 2018, Frankfurt

#### **Prolight + Sound Guangzhou**

10 – 13 May 2018, Guangzhou

#### **Prolight + Sound NAMM Russia**

13 – 15 September 2018, Moscow

#### **Prolight + Sound Middle East**

2018, Dubai

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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

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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](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)