

Press

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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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Prolight + Sound Shanghai 2017: additional hall with 90% of space already reserved

New “AV Entertainment Solution Zone” accommodates surging market demands

Enlightening training courses and seminars keep attendees abreast of market dynamics

Prolight + Sound Shanghai 2017 is off to a promising start with a strong exhibitor demand ahead of its 15th anniversary. Held from 11 – 14 October at the Shanghai New Expo Centre, the leading fair for Asia’s entertainment and event industry will return with an enlarged area of 45,000 sqm in four halls. The show has evoked keen response from the industry and 90% of the exhibition space has been reserved to date. Over 600 companies and brands are expected to demonstrate a wide range of entertainment products and solutions at the fair.

Ms Judy Cheung, Deputy General Manager for Messe Frankfurt (Shanghai) Co Ltd explained how the expanded venue will better accommodate the show’s substantial development. Ms Cheung said, “The entertainment industry in China is still gaining momentum with a notable upswing in the sectors of integrated entertainment solutions, recording and production. In view of this, we are pleased to welcome a new hall to incorporate these emerging trends and increase our product variety on offer. This will include the debut of the AV Entertainment Solution Zone, as well as expansion of the Recording and Production Zone. So far, the overwhelming exhibitor response has exceeded our expectations and we are already looking forward to a larger edition in terms of scale, exhibitors and visitors.”

Less than five months ahead of its opening, the show has already garnered extensive support from some of the industry’s biggest names. Participating companies and brands include: Adam Hall, Audio-technica, AVID, BBS, Beta-3, Christie, DPA, Fidek, GLP, Hai Tian, Harman,

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KAIFAT, LD Systems, Maquinas Iberica, Midas, Neutrik, Next-Pro audio, Phonic, Plustruss, Restmoment, SAE, SE Audiotechnik, Shure, Soundking, Superlux, Takstar, TW Audio, VUE and Zsound. Newcomers to the edition also include: Antelope, Digisynthetic, EM acoustics, Riedel and Show Tex.

With 600 international brands and companies dominating the show floor, global trade visitors will be to source from a comprehensive array of products across four thematic halls:

- Hall N1 will highlight a full spectrum of products together with an enlarged zone for recording and production.
- Halls N2 and N3 will feature audio products, with the former one being a silent hall.
- Hall N4 will showcase lighting and stage products.

New “AV Entertainment Solution Zone” accommodates surging market demands

As more and more consumers pursue a personalised experience in mini home theatres and karaoke rooms, the demand for integrated entertainment solutions that cater to the specific needs of customers is growing at a staggering rate. To help industry peers capture this market, the brand new “AV Entertainment Solution Zone” will debut in Hall N2 this year. The area will showcase a diverse range of entertainment solutions with KTV kiosks, mini theatres, karaoke servers, headphones, speakers and microphones. Cutting-edge technologies in virtual reality (VR), augmented reality (AR) and 4D motion seats will also be incorporated to create a cinematic experience for attendees. Top participating brands in this zone include Baofeng, BBS, Thunderstone and Wanledi.

BBS Electronics Co Ltd, one of the exhibitors from the inaugural zone, is thrilled to reveal its latest products to the fair, including the high-end F-80S entertainment microphone and the K-3 microphone for mobile live-streaming purposes. Marketing Director of the company Mr Shulin Tang remarked, “As the karaoke industry is flourishing in China, we believe this is good timing for us to bring our innovative microphone technologies to the audience. We also hope to stay at the forefront of the industry by exchanging market insights with other industry peers through this platform.”

Enlightening training courses and seminars keep attendees abreast of market dynamics

Preparations are well underway for an all-inclusive programme of seminars, forums and demonstration sessions to promote dialogue exchanges and inject innovative possibilities into the industry. Following a successful edition last year with attendance from reputable companies like dBTechnologies, Dolby, Genelec, Sennheiser and Shure, the “Shanghai International Film and Television Technology Forum – Sound”

(IFTT) will return in 2017. Organised in collaboration with The Audio Professional Committee of the China Society of Motion Picture and Television Engineers (CSMPTE), the technology-oriented forum aims to promote integration and advancement in the television and broadcasting businesses.

Training remains a key focus of this year's show. To help attendees keep their fingers on the pulse of the entertainment market, Prolight + Sound Shanghai will organise a series of practical training courses with global associations on 3D audio technology, mixing consoles and lighting design. Signature events like Vision X Network – Product Presentation and the Concert Sound Arena will also return this year. More updates on the show's programme will be provided closer to the show dates.

Prolight + Sound Shanghai is organised by Messe Frankfurt and Shanghai INTEX and 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. For more details about Prolight + Sound fairs, please visit www.prolight-sound.com.

Other shows under the Prolight + Sound brand include:

Prolight + Sound NAMM Russia

14 – 16 September 2017, Moscow

Prolight + Sound Middle East

17 – 19 October 2017, Dubai

Prolight + Sound

10 – 13 April 2018, Frankfurt

Prolight + Sound Guangzhou

10 – 13 May 2018, Guangzhou

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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 some 2,400 employees at 30 locations, the company generates annual sales of over €640 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

Prolight + Sound Shanghai
Shanghai, 11 – 14 October 2017

of Hesse (40 percent).

For more information, please visit our website at: www.messefrankfurt.com.