

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

Hong Kong, September
2017

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VPLT International Audio Training Course returns to expose new dimensions of 3D audio at Prolight + Sound Shanghai 2017

Visitors to this year's edition of Prolight + Sound Shanghai will have the opportunity to engage with numerous audio experts during the **VPLT International Audio Training Course – 3D Audio**, a series of training courses organised in collaboration with the German Entertainment Technology Association (VPLT). This programme is one of the spotlights of the fair, which itself is one of the leading events in the entertainment industry to be held from 11 – 14 October in the Shanghai New International Expo Centre.

Ms Judy Cheung, Deputy General Manager for Messe Frankfurt (Shanghai) Co Ltd, explained the significance of this event to the industry: "The VPLT International Audio Training Course is highly recognised by our peers as a benchmark for international standards and cutting-edge technologies in the entertainment sector. Being at the forefront of the industry, Prolight + Sound Shanghai is very supportive of such events that can promote new insights and forge industry development."

Under the theme of "Technologies and Application of 3D Audio", a prestigious line-up of experts from Full Dimension Multimedia, German Tonmeister's Association (VDT) and Sennheiser will provide professional training on sound technologies and product application.

Topics that will be covered include:

Topic: 3D Audio: Technology and Production Techniques

Speaker: Mr Jörn Nettingsmeier, Head Consultant of Sound
Reinforcement Department
German Tonmeister's Association (VDT)

Mr Nettingsmeier will give an overview of the underlying psychoacoustics and fundamental physics of 3D sound reproduction. Through theories and case studies, he will also share his insight on the

Messe Frankfurt (HK) Ltd
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production of 3D and immersive sound based on various channels, scenes and objects.

Topic: VR Audio Workflow – Recording, Mixing and Delivery

Speaker: Mr Johannes Kares, Tonmeister
Sennheiser Electronic GmbH & Co KG

Mr Kares from Sennheiser will give a demonstration in China for the first time on AMBEO – the 3D audio technology by the company that allows sound engineers to finish audio capturing, mixing, processing and listening in one workflow. This will be followed by a session on how to use Ambisonics microphones and additional spot microphones to experience immersive VR audio. The post-production workflow in a digital audio workstation will also be presented during the session.

Topic: Bringing the Cinema and Concert Hall Experience to Home Theatres

Speaker: Mr Jeff Levison, Senior Technology R&D Manager
Full Dimension Multimedia

In this session, Mr Levison will explain how consumers can create a personalised and immersive experience in their home theatres using the advanced holographic audio system. A tutorial about the filming and sound recording techniques of a short documentary will also be played to illustrate how hologram sound technology can bring the senses of the abstract world to modern entertainment systems.

Topic: Full Dimension Spatial Audio Design that Transforms a Landmark Public Space into a Unique Performance Venue

Speaker: Mr Iverson Xu, Vice President
Full Dimension Multimedia

Through theories and case studies, Mr Xu will deliver the audio technologies and solutions that were adopted in the Shanghai Tower – the world's tallest music hall equipped with the holographic audio system. He will also share insights about creating music through recording and mixing with reference to Mr Simon Franglen's music compositions. Mr Franglen is a Grammy award-winning composer and producer whose compositions include The Magnificent Seven, Avatar, and Titanic.

In addition to the VPLT International Audio Training Course, a range of technology-oriented forums and seminars will be held during the show that highlight the best of industry knowledge and expertise. As an all inclusive platform, Prolight + Sound Shanghai will continue to offer abundant possibilities for industry peers to exchange market information, forge business networks and stay ahead of market trends.

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

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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 Middle East

17 – 19 October 2017, Dubai

Prolight + Sound

10 – 13 April 2018, Frankfurt

Prolight + Sound Guangzhou

10 – 13 May 2018, Guangzhou

Prolight + Sound NAMM Russia

13 – 15 September 2018, Moscow

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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 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 | www.congressfrankfurt.de | www.festhalle.de