

Final report

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## Prolight + Sound Shanghai accentuates Asia's event-tech industry through expansive product range and events

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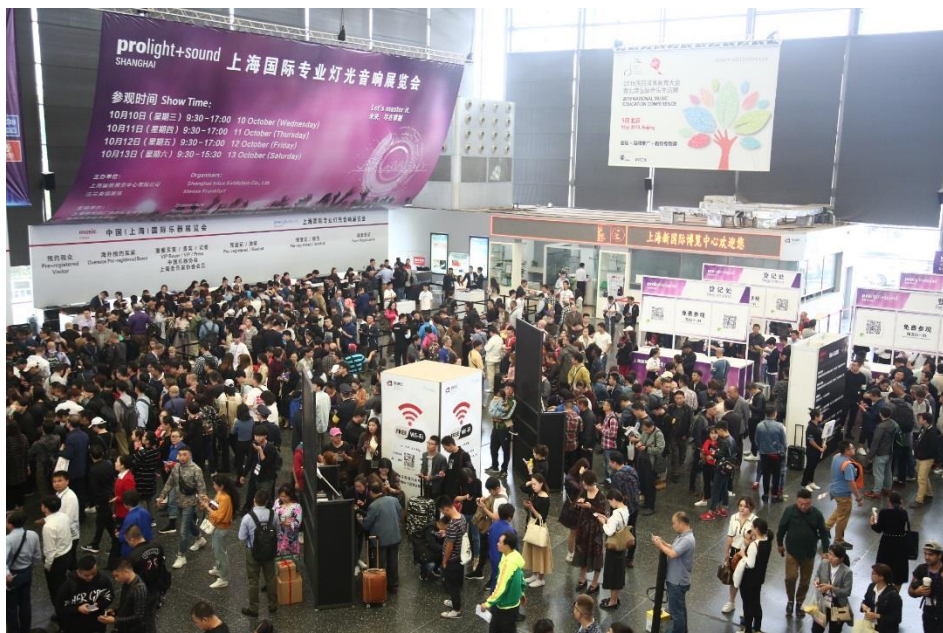
**Prolight + Sound Shanghai 2018 (PLSS) came to a close on 13 October 2018, with a final count of 30,492 professional buyers flocking to the Shanghai New International Expo Centre, which is a 3% increase on last year's edition.**

Long recognised globally as a major showcase for products and innovations in Asia's entertainment fields, the fair housed over 650 companies and brands as well as a hugely popular events programme, offering a reflection on new development trends in the entertainment and production industry.

Ms Judy Cheung, Deputy General Manager for Messe Frankfurt (Shanghai) Co Ltd, concluded the event with delight: "We are humbled to receive such positive endorsements from the industry towards Prolight + Sound Shanghai 2018. Event technologies will continue be the spotlight of the industry in Asia, and we will make even more efforts in providing solutions to connect our visitors and brands closer together."

### Specific product zones: the preferred launch venue for new technologies and products

The boundaries of recording, production, post-production, filming and



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consumer experiences are continually extending across the industry. In PLSS this year, the Recording and Production Zone has accommodated more than 100 brands, showcasing a full range of software and hardware devices in Hall N1.

One first-timer is the International Music Software Trade Association (IMSTA), who led 11 of its international members to PLSS and transcended the show to another level in the *Recording Software Quarters*, from equipment and software to setup and application. The show's refined approach on uplifting live event technologies also gathered leading stage machinery and staging exhibitors, and set the place as a real stage for them to access their target markets in the most efficient way possible.

### **Concurrent events projected the industry's directions**

To inspire the future of the pro audio, lighting, media, event technology and entertainment sectors, the fair further expanded its well-attended *PLSS Academy* to seven core sessions, enabling visitors at large to discover experts sharing their knowledge and advice.

Live demonstrations were among the highlights on the sound production side of the programme. Newly launched this year, the *Recording and Production Workshop* and *PLSS Lab – Yamaha X Dante* showcased on-site network audio systems with the combined use of device and software. In the form of workshops and experiential sessions, visitors ranked high on their first-hand experiences with these technologies at the fairground.

What also gave Prolight + Sound Shanghai high acclaim was the ever-popular *Concert Sound Arena*, the outdoor live demonstration featuring a range of 20 global brands, split into *The Sound of World* and *The Sound of China* respectively. Throughout the show, participants had the opportunity to step out of the exhibition halls and experience first-hand the market's most impressive audio installations.

### **Exhibitor comments**

"We decided to participate in Prolight + Sound Shanghai to cater to the development of the Chinese market. Dynaudio is a well-known brand with more than 40 years of history, but we hope to establish ourselves with a new image through this authoritative platform to achieve our demands. We saw a large volume of visitors, and many Dynaudio enthusiasts came directly to our booth, so the atmosphere of the whole booth is quite lively. Overall, the effect of this show is very good for us."  
*Mr Rui Guo, General Manager, Dynaudio (Shanghai) Co Ltd*

"This time, we brought in the new Sennheiser G4, which was just released in August. There are also conference systems, small KTV systems and equipment for large-scale stages. In the past two days, many related stage equipment retailers and engineers have come to visit us. The products, the professionalism and quantity of the guests have

improved, and we are very satisfied with the show. We have even met many professional academics and industry players from various brands who provided industry insights and in-depth opinions on our products.”

*Mr Rio Li, Promotion Director for Professional Products, Artsound International Development Co Ltd*

“The reason we are coming to PLSS is about local exposure – we want to show the local market that as an international product company, we have products available in the local market. For us, we have met a lot of new customers. We have feedback from our sales that a good amount of people are interested in what we do. On the event side, the scale of events in China is very large. Professional and international agencies are looking for professional vendors who can supply reliable solutions for large scale events.”

*Mr Jan Blomme, Managing Director, Showtex Hong Kong Ltd*

### **Visitor comments**

“Many Chinese brands are not visible outside of China, but here at PLSS domestic and international brands are available, and the characteristics of the products are varied. This is rare compared to other exhibitions. This time, my focus is on lighting and stage products. The Stage Machinery and Theatre Technology Zone comprehensively includes the products and brands of the entertainment industry. The classification was also done very thoroughly, which allowed me to find my favourite products at once.”

*Mr Roy Lee, Senior Manager, Staging and Rigging, Entertainment, Marina Bay Sands Pte Ltd*

“We are mainly engaged in the business of video and audio. This is my second time to come to Shanghai to participate in PLSS. This time I want to communicate with existing suppliers on the spot, understand the feedback of the products, and go to their factories in Shanghai, Ningbo or Suzhou for some purchases. On the other hand, I hope to take the opportunity to find new suppliers and learn about new products and innovative technologies. I am very happy to see that there are a lot of activities in the exhibition. I also participated in some activities, such as the one with Dante, and learned something new.”

*Mr Jimmy Lim, Marketing Manager, PT Max Elektronik*

### **Fringe programme comments**

“This is my first time to exhibit at Prolight + Sound Shanghai, and we are specialised in recording software. We would like to explore the Asian market more through this show, as it provides us a great chance to get in touch and engage with a lot of Chinese buyers. It’s really worth coming here as we can build connections with professional dealers and distributors. We have already arranged some meetings with buyers who are interested in our products. We are expecting to meet around 50 potential buyers during the show. PLSS is definitely a good platform for us to launch new products and learn more about the industry’s trends.”

*Mr Ray Williams, President, Music Marketing Inc*

Prolight + Sound Shanghai  
Shanghai, 10 – 13 October 2018

“This is the first time I have participated in such a professional forum to teach the basics of recording technology to industry players. The show brings together so many professional recording industry players to let everyone exchange technology face to face. The current recording technology market is also undergoing commercial orientation, so it’s even more necessary to take this opportunity to explain some basic knowledge to everyone. Prolight + Sound Shanghai not only presents a lot of latest recording equipment and software, but also provides an authoritative technical communication platform.”

*Dr Xiang Ji, Lecturer, School of Music and Recording Arts, Communication University of China*

“We participated in the *Concert Sound Arena*, where our featured product has been fully demonstrated and attracted a lot of attention of the visitors. These fringe activities not only enrich PLSS’s content, but also provide an opportunity for exhibitors to more fully display the functions of the products, increasing the exposure of key exhibits.”

*Mr Ximao Yan, General Manager (Greater China), Professional Audio Department, IAG Group Ltd*

Next year’s edition of Prolight + Sound Shanghai will take place from 10 – 13 October 2019. Concurrently held with Music China, Prolight + Sound Shanghai is an annual international exhibition for the music, event, media technology and entertainment industries in Asia.

Prolight + Sound Shanghai is organised by Messe Frankfurt and the Shanghai Intex Exhibition Co Ltd (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](http://www.prolightsound-shanghai.com) or email [plss@hongkong.messefrankfurt.com](mailto:plss@hongkong.messefrankfurt.com).

Other shows under the Prolight + Sound brand include:

**Prolight + Sound Guangzhou**

24 – 27 February 2019, Guangzhou

**Prolight + Sound**

2 – 5 April 2019, Frankfurt

**Prolight + Sound NAMM Russia**

12 – 14 September 2019, Moscow

**Prolight + Sound Middle East**

2019, Dubai

**Press information and photographic material:**

<https://www.hk.messefrankfurt.com/hongkong/en/press/fair-press/entertainment-media-and-creative-industries/prolight-sound-shanghai.html>

Prolight + Sound Shanghai  
Shanghai, 10 – 13 October 2018

**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 2,400 employees at 30 locations, the company generates annual sales of around €669 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)