

Press release

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From device to software: Prolight + Sound Shanghai to highlight recording and production segment

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PLSS18_PR2

Prolight + Sound Shanghai (PLSS) 2018 is stepping up its game with an expanded Recording and Production Zone this year. It is set to offer a wealth of global options under the new category of software, supported by international industry association, IMSTA.

To ensure the fair captures the flourishing yet competitive Chinese entertainment market, PLSS has been focusing on key areas of demand in the local and Asian markets, including one of the fair's highlights – the Recording and Production Zone in the Shanghai New International Expo Centre on 10 – 13 October 2018.

The network audio and video market has been under vigorous development in recent years, particularly in China. In fact, a relevant study revealed that China's short video industry value will surpass RMB 30 billion in 2020.¹ With that in mind, the 2018 edition of PLSS will enforce its status as a trade and educational platform to connect professional recording, audio and music sectors, by partnering with global organisations, including the likes of International Music Software Trade Association (IMSTA). The association will line up ten of its member companies for a showcase of DAW (Digital Audio Workstation) and music software at the Recording and Production Zone in Hall N1, by means of interactive live demonstrations. The participating IMSTA members will also share knowledge and techniques in using the software, and will also recommend solutions to visitors' queries.

This 6,000 sqm zone will feature the very latest avant-garde equipment, techniques and services used for real-time recording, multi-track recording, mixing and master tape production, including:

- Audio processing equipment
- Console equipment
- DAW
- Effectors
- MIDI keypads

¹ China Economic Net. http://en.ce.cn/main/latest/201801/30/t20180130_27973305.shtml.

Retrieved on 16 July 2018.

Messe Frankfurt (HK) Ltd
35/F, China Resources Building
26 Harbour Road
Wanchai, Hong Kong

- Monitor equipment
- Pickup equipment
- Professional audio interfaces
- MIDI external equipment
- Software

90% of former exhibitors in this zone have already confirmed their participation for 2018, with leading companies and brands including Adam, AKG, Amphion, Antelope, Apogee, AVID, DPA, Focustrite, Genelec, JTS, Klang Technologies, Lewitt, Native Instruments, PMC, RME, Rupert Neve, Rycote, SE, Sennheiser, Shure, Superlux, Takstar, Universal Audio, Waves and Yamaha. Each of these will be displaying their latest products and technologies at the show, while the likes of Elektron, ESI, Fluid Audio, Focal, IK Multimedia, Musicians First, M-Audio, Monkey Banana, Moog, ReLoop, Roland, Roli and Soundbrenner have decided to premiere at the fair for the first time this year.

Meanwhile, riding on the success of last year, the 9th “National Music Mixing Contest Award cum Recording Technology Forum” will be held again to applaud the emerging young mixing talents. CEO of Dream Window Inc, also former Chief Engineer of the Recording Section of Sony Music Entertainment Mr Akira Fukada will speak at the Forum on his views on the aesthetics in music recording and recent trends.

Prolight + Sound Shanghai 2018 is an international exhibition of technologies and services for events, installation and production.

Information for journalists:

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 or email plss@hongkong.messefrankfurt.com.

Other shows under the Prolight + Sound brand include:

Prolight + Sound NAMM Russia

13 – 15 September 2018, Moscow

Prolight + Sound Middle East

23 – 25 September 2018, Dubai

Prolight + Sound Guangzhou

24 – 27 February 2019, Guangzhou

Prolight + Sound

2 – 5 April 2019, Frankfurt

Press information and photographic material:

<https://www.hk.messefrankfurt.com/hongkong/en/media/entertainment->

Prolight + Sound Shanghai
Shanghai, 10 – 13 October 2018

media-creative-industries/prolight-sound-shanghai/news.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 2,400 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 | www.congressfrankfurt.de | www.festhalle.de