

Press release

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Delving into the future of event technologies at Prolight + Sound Shanghai's fringe programme

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PLSS18_PR3

Prolight + Sound Shanghai 2018 (PLSS) is committed to reflecting advanced deployment practices within the entertainment industry. Housed in the Shanghai New International Expo Centre on 10 – 13 October 2018, the four-day show is accompanied by a fringe programme for audio and lighting professionals, offering them a chance to network with industry peers, as well as to learn new skills for free.

A year after introducing the highly acclaimed **PLSS Academy**, the scope of seminars has become even more enriched and advanced, covering audio, visual, lighting and event planning across various entertainment-related sectors. Some of the most highly anticipated fringe events for Prolight + Sound Shanghai 2018 include:

NEW: VPLT Event Management Training Course – A Guide to Contingency Planning (10 October)

Teaming up with VPLT for another year, this programme is geared towards specialists from the technical and live event production markets, event managers and organisers. Topics under the training course will include:

Mobile Electrical Power Systems for Shows, Festivals and Events – Secure and Safe

- Mr Dietmar Rottinghaus, Technical Director, Connex GmbH
- Mr Randell Greenlee, Director, International Relations and Communication, the German Entertainment Technology Association (VPLT)

Weather and Events

- Mr Lukas Lehner, Meteorologist, Meteogroup

Crowd Control Management

- Mr Tim Roberts, Director, The Event Safety Shop
- Mr Jimmy Chan, Director of Business Development Asia, Event Safety Alliance

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

Recording Technology Forum (10 October)

Music recording comes in various forms. Examples of microphones and recording systems on classical music, scoring music, pop music and large scale live events will be shared by recording experts, followed by a discussion on high resolution and 3D sound.

Lighting and Visual Design for TV Production Seminar (10 October)

This seminar will explore advanced technologies that have enhanced the set design and lighting for TV productions, as well as sharing the insights of studio lighting design with industry players from ARRI China, Korean Broadcasting System (KBS) and Guangdong Radio and Television. The focus will be on production of 4K TV programme and lighting design of TV live shows.

Dante Certification Training @ Shanghai (11 October)

Audinate will return with a designated programme for system designers, engineers and industry players to learn about Dante with in-depth training. The two courses cover an introductory level to Dante Level 1 & 2 training sessions, which provide a foundation in audio and networking concepts for audio professionals who are new to the topic.

Acoustics Technology Course (11 October)

Hosted by local industry media CA001, this course is privileged to have a line-up of renowned audio engineers, covering techniques on the usage of microphones, optimising live performances by computers and vocal mixing effects.

Other exciting fringe events on sound production

Instantly responding to the high demand on the recording segment, the Recording and Production Zone has expanded to feature an array of live demonstrations led by industry experts and key brands, who will offer first-hand experience in studio recording and sound production. These include:

NEW: Recording Software Quarters (10 – 13 October)

This session is formed by over 10 overseas music software companies from the International Music Software Trade Association, who will be sure to amaze the audience with various DAWs (digital audio workstations), as well as techniques for music software in live and interactive demonstrations.

NEW: Recording and Production Workshop (10 – 13 October)

This full day workshop will be led by senior recording professionals, and will tap into sound mixing, master tape production and multi-channel recording.

NEW: PLSS Lab – Yamaha X Dante (10 – 13 October)

As digital audio networks have become the mainstream for the professional audio industry, this event, demonstrated by Yamaha, will

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focus on a series of digital audio products that support Dante functions, and which are built by the on-site network audio system.

Concert Sound Arena (10 – 13 October)

Spanning two demonstration zones dedicated for international and local audio brands respectively, the outdoor line array will showcase a state-of-the-art audio systems from 20 brands, forming one of the largest outdoor showcases in Asia. Event sponsor Yamaha will ensure the best sound with its console.

International brands include Axiom, DB Technologies, EM Acoustics, Enewave, KV2, Lynx, SE Audiotechnik, TW Audio, Verity and Voice Acoustics. Domestic brands include CPL, CVR, DMX, Fidek, Qanon, Vatas Audio, YME, ZMS Audio and Zsound.

Concurrently held with Music China 2018, 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-media-creative-industries/prolight-sound-shanghai/news.html>

Social media:

Facebook: Prolight and Sound China

LinkedIn: Prolight and Sound China

Wechat: @prolight-sound

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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 2,400 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