

Press release

October 2018

Prolight + Sound Shanghai to harbour resources for Asia's event technology industry

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PLSS18_OR

From 10 – 13 October, Prolight + Sound Shanghai 2018 (PLSS) will bring together more than 650 companies and brands to showcase their latest products and solutions, as well as over 60 industry heavyweights starring in technical seminars and product demonstration sessions.

The four-day fair will take place in the Shanghai New International Expo Centre, and is all set to expand its offerings in 12 product categories, ranging from lighting, pro audio, AV solutions, conference and PA systems, stage machinery, recording equipment and more, with two themed product zones and concurrent industry events.

Ms Judy Cheung, Deputy General Manager for Messe Frankfurt (Shanghai) Co Ltd, gave an overview on this year's edition of the show: "Prolight + Sound Shanghai 2018 is about upscaling itself as a comprehensive platform in tandem with the rising needs and challenges in the Asian market. To embody this we have stepped up the scale of our product zones tailored for event technology practitioners, and each zone will come along with dedicated expert workshops and events."

Recording and Production Zone

In the zone's 5,000 sqm of exhibition space in Hall N1, over 100 brands will strengthen the pro audio, musical instrument and production communities with cutting-edge products and solutions from around the world. Some of these brands include Ableton, AKG, Amphion, Antelope, Avid, DPA, Dynaudio, Focusrite, IK Multimedia, JTS, Klang Technologies, Lewitt, Native Instruments, PMC, RME, Roland, Rupert Neve, Rycote, sE, Sennheiser, Superlux, Universal Audio, Waves and Yamaha.

With education as a core focus this year, the organiser has invited notable experts to speak at the various zones and events, namely the Recording and Production Workshop, the Recording Software Quarters and the Sound Studio @ PLSS.

Stage Machinery and Theatre Technology Zone

The fair has been accentuating the quality of its stage and theatrical

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

products since the inception of the Zone last year, in addition to its growing awareness of safety and better live events planning in the entertainment technology segment. To reach this goal, leading stage equipment and services vendors will showcase the latest technologies in lighting, theatre and stage technology and live event production under this Zone in Hall N4. Participating key market leaders include Boruida, Cybermotion, Eagle Stage, Hong Bo, Showtex, and more.

Ample professional development opportunities in the show's fringe programme

As the most anticipated aspect of the show's fringe programme, the PLSS Academy will open up many new opportunities for learning and networking following an expansion in scale this year, where visitors from all aspects in the sound, lighting and event production sectors can find the most relevant topics for them.

The courses in PLSS Academy include:

- VPLT Event Management Training Course – A Guide to Contingency Planning (10 October)
- Lighting and Visual Design for TV Production Seminar (10 October)
- Recording Technology Forum (10 October)
- Recording and Production Workshop (10 – 13 October)
- Dante Certification Training @ Shanghai (11 October)
- Acoustics Technology Course (11 October)
- Sharing Session on Interdisciplinary Multimedia Design and Case Studies on Applications (12 October)

Elsewhere at the fringe programme, visitors can take a practical look at the newest techniques presented in the PLSS Lab – Yamaha X Dante, the Concert Sound Arena and the Vision X Network.

Greater emphasis has been placed on nurturing new rising talents through multi-faceted events, including:

- Technical Meeting for Stage, Film and TV Lighting Specialists by China Illuminating Engineering Society
- The 9th National Music Mixing Contest Award
- The Present and Future of Leasing Market – Dialogue with Entertainment Equipment Leasers

In addition, the 2018 Shanghai International Film and Television Technology Forum (IFTT) strategically touches upon the most sought-after integration developments of film and television. The forum will invite experts from worldwide authorities to host plenary sessions for industry colleagues in learning the most cutting-edge technical knowledge.

Concurrently held with Music China 2018, Prolight + Sound Shanghai 2018 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

Prolight + Sound Shanghai
Shanghai, 10 – 13 October 2018

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 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#media>

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