

Press

Prolight + Sound Guangzhou
Guangzhou International Professional Light and Sound Exhibition
Area A, China Import & Export Fair Complex
Guangzhou, China, 22 – 25 February 2017

Hong Kong, January
2017

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PLSG17_PR3

Integrated fringe programme highlights the best of industry knowledge and expertise

Prolight + Sound Guangzhou, one of the most anticipated shows of the year for the pro audio and lighting community in China, is set to open its doors from 22 – 25 February 2017 at the China Import and Export Fair Complex in Guangzhou. Entering its 15th edition, the fair will be greeted with 1,250 local and international exhibitors, including some of the most reputable names from the pro audio, lighting and entertainment technology sectors to showcase a comprehensive array of products across 130,000 sqm of exhibition space in 13 halls and the extended area at Y Channel.

The four-day event will be complemented by a well-rounded programme with a focus on audio engineering, sound production, KTV technology, stage design, as well as installation and system integration to help visitors accumulate the essential market knowledge to sail through their competitive businesses in the pro audio and lighting industry. Highlights of the programme include:

PLSG Annual Training Course 22 – 23 February 2017

As a spotlight of the show, this course will bring in expert opinions from leading associations and companies including Audinate, Event Safety Alliance, Korean Broadcasting Equipment Industry Association (KOBEDIA), Riedel Communications, the German Association for Entertainment Technology (VPLT) and Taiwan Association of Theatre Technology (TATT). Through theories and case studies, global experts will share practical knowledge and the latest technology applications in audio, event safety, theatre lighting and media networking. Topics that will be covered include:

Application of Sound System & Acoustic Technology

Two audio experts from South Korea will give an overview of the applications of acoustic technology and setup of sound systems in both auditoriums and stadiums.

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

Topic: Effective Sound Control Measures – Case Study of Stadium Sound Systems in South Korea

Speaker: Mr Gun Chang Moon, Technical Director of KOBIEA, Professor of Department of Broadcasting Sound Media Technology of Daelim University

Topic: Audio & Acoustic Basic Consideration in Auditorium

Speaker: Mr Jae Pyung Kim, President of KOBIEA, Professor of Department of Broadcasting Sound Media Technology of Daelim University

Enhancement of Event + Stage Performance

Keynote speakers from the live event and stage performance industry will address issues related to event and performance safety. They will also introduce the aesthetics and techniques of theatre lighting, performance lighting and LED.

Topic: Safety – A Leading Core Value in Live Events

Speakers: Mr Jaime Welton, Technical Director of Wukesong Arena, Beijing
Mr Jimmy Chan, Director of Asia Business Development, Event Safety Alliance

Topic: From the Development Process of Illumination Source to the Change of Theatre Lighting Aesthetics – Tungsten to LED

Speaker: Mr Chuan Fu Liu, Lighting Designer, Managing Director of Taiwan Association of Theatre Technology, Associate Professor of National Taiwan University Department of Drama and Theatre

Introduction to Real-time and Media Networking Technology

Audinate will conduct a series of training courses on Dante – an uncompressed, multi-channel digital media networking technology for system designers, engineers and peers in the AV industry. A specialist from Riedel Communications will also reveal the latest real-time networking technologies and solutions.

Topic: Introduction to Dante™ Networking (2 levels)

Speaker: Mr Bernie Farkus, Senior Technical Sales Engineer, Audinate

Dante Certification Level 1 – Introduction to Dante

A basic introduction of audio and networking concepts will offer the audience valuable perspectives on how to assemble and operate a small, stand-alone Dante audio system.

Dante Certification Level 2 – Intermediate Dante Concepts

This course prepares attendees to design larger Dante network systems and provides detailed and useful background information in audio networking.

Topic: Real-time Networks (TBC)

Speaker: Mr Cameron O'Neill, Director of Asia Pacific, Riedel Communications

Audio Technology Forum 2017

22 February 2017

The forum will be an exclusive opportunity for visitors to engage with local industry experts from Guangdong Television, Xinghai Concert Hall and Chengdu College of Arts and Sciences. Notable speakers will examine the fundamental theories of recording and production, and use the Rio Olympics as a case study to illustrate the application of PA systems and planning of sound production.

Guangzhou Recording and Multimedia Technology Forum 2017

22 – 23 February 2017

Experts from the Beijing Film Academy, Shanghai Conservatory of Music and professors from various universities will share enlightening insights in advanced audio technology and sound production. Mr Dakang Li, professor from Communication University of China, will discuss new concepts of audio restoration in 5.1 surround sound, while renowned audio engineer Mr Duoduo Song will impart his knowledge on sound production.

Audio Engineering Design and New Acoustic Technology

23 February 2017

In this seminar, Director of Tsinghua University Mr Huibin Shi and researcher from the Institute of Acoustics of the Chinese Academy of Science Professor Xiaodong Li will present their ideas on the development and production of electro-acoustic products, as well as technologies related to audio engineering design.

China Mini Theatre and KTV Industry Forum 2017

(Guangzhou Section)

23 February 2017

Established in response to the surging demands of karaoke systems, mini home theatres, customised installations, smart digital AV and system integrations, this forum will provide the audience an insider's look into the prevailing trends in the booming karaoke and mini theatre markets.

Prolight + Sound Guangzhou also comprises numerous interactive sessions and product demonstrations to forge business connections and maximise the audio-visual experiences of attendees.

Vision X Network

22 – 24 February 2017

Building on last year's success, Vision X Network will continue to offer invaluable opportunities for industry peers to interact, conduct business and acquire the latest advancements in top-notch pro audio, KTV and conference system technologies. Some of the participating brands

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include AURA, BIK, Dan Dugan Sound Design, Fidek, HaiMei, Hushan, Maingo, Party House, SEIKAKU, Sennheiser, Star-net, Taiden, T.D Taichee, Tecnare, TOA and Vatas Audio.

**International and Oriental Outdoor Line Array
22 – 25 February 2017**

This year, the expanded outdoor line array will return with an area dedicated to prominent overseas audio brands to better fulfil the sourcing needs of visitors. Spanning three demonstration areas, more than 30 domestic and international brands will showcase their state-of-the-art audio systems to create an immersive and authentic aural experience of a professional concert for attendees.

International Outdoor Line Array

Location: South Square, outside Hall 1.1

Participating brands: CODA, Electro-Voice, Hamonic Design, SE Audiotechnik and VUE Audiotechnik

Oriental Outdoor Line Array

Location: South Square, outside Hall 4.1

Participating brands: AP Sound, At, Boutum, CAF, DMX, Donbn, Eric, IBO, Maiting, SAE, VA, YME and Zmsound

Location: North Square, outside Hall 6.1

Participating brands: Admark, Beilarly, CPL, D & E, DE Acoustics, FDB, Jazzpro, Magnetic, ND, Qanon, Real Sound, Tasso, TPA, WAVK and Zsound

Other exciting events include:

- Audio Technology in Digital Age – Development and Opportunities
- Guangdong Association of Performing Arts Meeting (Performance Venues)
- Practical Measurement for Pro Audio Equipment

Prolight + Sound Guangzhou is organised by Messe Frankfurt and the Guangdong International Science and Technology Exhibition Company (STE). For more details and information about the show, please visit

www.prolightsound-guangzhou.com or email plsgz@hongkong.messefrankfurt.com.

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Other shows under the Prolight + Sound brand include:

Prolight + Sound

4 – 7 April 2017, Frankfurt

Prolight + Sound NAMM Russia

14 – 16 September 2017, Moscow

Prolight + Sound Guangzhou
Guangzhou, 22 – 25 February 2017

Prolight + Sound Shanghai

11 – 14 October 2017, Shanghai

Prolight + Sound Middle East

17 – 19 October 2017, Dubai

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Background information on Messe Frankfurt

Messe Frankfurt is one of the world's leading trade fair organisers, generating around €640* million in sales and employing 2,364* people. The Messe Frankfurt Group has a global network of 30 subsidiaries and 55 international Sales Partners, allowing it to serve its customers on location in 175 countries. Messe Frankfurt events take place at approx. 50 locations around the globe. In 2016, a total of 138* trade fairs were held under the Messe Frankfurt umbrella, of which more than half took place outside Germany.

Comprising an area of 592,127 square metres, Messe Frankfurt's exhibition grounds are home to ten exhibition halls. The company also operates two congress centres. The historic Festhalle, one of the most popular venues in Germany, plays host to events of all kinds.

Messe Frankfurt is publicly owned, with the City of Frankfurt holding 60 percent and the State of Hesse 40 percent.

For more information, please visit our website at www.messefrankfurt.com.

*Preliminary figures for 2016