

Press release

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PLSG2020 highlights digital trends and extends product range

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PLSG20_PR2

Dedicated to providing the global entertainment industry with invaluable opportunities for business networking and technology-oriented education, Prolight + Sound Guangzhou (PLSG) will take place from 19 to 22 February at Area A and B of the China Import and Export Fair Complex. Over 1,500 exhibitors will gather on the fairground to showcase an extended and versatile product range, covering audio, lighting, theatre and stage technology, AV media technology, communication and systems integration. Visitors will be able to source and discover products and technologies in 16 themed halls, while submerging themselves in innovative and creative AV concepts. With the introduction of the Digital Media Lab, PLSG recognises the importance of new formats in light, sound, visuals and art for audiences, and the need for a close collaboration between the cultural and technological players of the entertainment industry associated with that development.

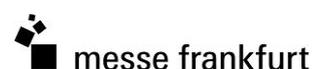
The upcoming edition of PLSG is expecting no less than 85,000 trade buyers, while exhibitor numbers reached new heights with still two months to go before opening day. Echoing the ongoing development of industry concepts related to digitalisation, system integration and future technologies, the show content will reflect the need for integrated solutions and innovation. Apart from showcasing hardware, exhibitors will bring a series of AV integrated solutions to the fairground. The enhanced show content and an elaborate fringe programme will respond to the upcoming trends throughout numerous industry areas.

Thematic halls will provide extended product offer

The growing significance of networking and systems integration in the field of event technology will be reflected with the expansion of Hall 3.2, 4.2 and 5.2. Visitors can expect a strong collection of communication and conferencing exhibitors at Hall 3.2, showcasing conferencing microphones and unified communication solutions. Brands include Audio-technica, Gonsin, Haitian, Huahuitong, ITC, Jeta, Liyun, Lofun, Sennheiser, Shure, Taiden, and many more.

Hall 4.2 and 5.2 will transform into the extended Media Systems and Solutions Halls, presenting digital display, audio and video conferencing solutions, audio network interfaces and more. Many key players will be

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exhibiting with bigger presentations than ever before, with Harman International and Yamaha as highlights. Other big names include AV Media, Bosch, Bose, Createk Intellitech, D&b Audiotechnik, Danacoid, DMT, EZ Pro, Fiontu, Husion, Infree, PCI, Soundking, Summcinfo, Tricolor, and more.

At Area B, four lighting halls will showcase a comprehensive range of products, including lighting equipment, projection, special effects, stage, studio and theatre equipment and truss. Lighting control and interface systems will be included to yield more opportunities for collaboration with neighbouring products. Charming, DJ Power, Eagle Truss, Fine Art, FYL, Kvant, Laserworld, Nightsun, Rapid, Showven, Xinjucai, Yes Tech and Zhonghui have confirmed their participation.

Fringe programme to anticipate digital innovation

AoIP systems and audio networking solutions are becoming increasingly popular in the field of professional PA applications. The signature PLSG Annual Training Course will expand its topic coverage and discuss the technological challenges, applications, standardisation and future of the industry. Once again, Audinate will be hosting the entire Dante Certification Programme, a multilevel training course that offers expert knowledge on audio networking for professionals. Speakers from the media-technology sector will pass on their expertise about audio and event technology. For the first time ever, the trade fair will provide level one to three trainings in one show. Both beginners and industry peers with an interest in advanced networking concepts will definitely find what they are looking for. In addition to the training sessions, Dante partners will showcase the latest Dante-enabled products. And there's more, because they will also present the Dante Ecosystem demo zone for the first time.

Other fringe programme events will focus on trends, strategies and expertise for the live entertainment and theatre sectors, with special attention for the subject of event safety – with the support of Event Safety Alliance. The show also recognises the need for training in the lighting sector and will focus on industry development trends, technological knowledge and design and creativity.

New Digital Media Lab will focus on the synergy between culture and technology

This year's 'Tech meets Culture' highlight reflects the increasing synergy between technology and culture in our industry. When these areas come together, it unleashes the creative potential of technology and boosts the capability of cultural evolution. With the introduction of the Digital Media Lab, PLSG2020 aims to explore how culture and technology can collaborate to drive audience engagement. Visitors will be able to experience immersive content and technologies that demonstrate the creative possibilities, integrations and experiences of new formats in light, sound, visuals and art. Together with 'Shenzhen Digital Creative and Multimedia Industry Association' and We-media 'Visual Jockey', the

show will co-organise the First International 3D Visual Lighting Competition for international professionals from the performing art, digital art, cultural, tourism and landscape sectors.

Prolight + Sound Guangzhou is organised by Messe Frankfurt and the Guangdong International Science and Technology Exhibition Company (STE). For more details about the show, visit www.prolightsound-guangzhou.com or email plsgz@hongkong.messefrankfurt.com.

Other shows under the Prolight + Sound brand include:

Prolight + Sound

31 March – 3 April 2020, Frankfurt

Prolight + Sound NAMM Russia

17 – 19 September 2020, Moscow

Prolight + Sound Shanghai

28 – 30 October 2020, Shanghai

Prolight + Sound Middle East

24 – 26 January 2021, Dubai

Press information and photographic material:

<https://prolight-sound-guangzhou.hk.messefrankfurt.com/guangzhou/en/press.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 2,600* employees at 30 locations, the company generates annual sales of around €733* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered 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

* preliminary figures 2019