

Press release

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Prolight + Sound Guangzhou 2020 highlights digitalisation and the rising female force in the industry

Nichole Chang
Tel. +852 2230 9226
Nichole.chang
@hongkong.messefrankfurt.com
www.messefrankfurt.com
www.prolightsound-guangzhou.com
PLSG20_PR4_fringe programme

The 2020 edition of Prolight + Sound Guangzhou (PLSG) is approaching rapidly. With six weeks to go until opening day, the organiser is ready to publish this year's fringe programme. From 19 to 22 February, a well-designed string of events will appeal to both newcomers and experienced professionals. This combination of courses and workshops will reflect the show's comprehensive approach to educating industry professionals. It will cover technical trainings and innovative topics on digitalisation, system integration and future technologies, next to a set of events that will focus on the female professionals creating impact in the current industry landscape. With the 'Tech meets culture' highlight, PLSG will underline the growing importance of synergy between the cultural and technical sectors in the entertainment industry. Visitors will be able to experience this synergy through a series of interactive, digital concepts in the new Digital Media Lab.

The annual PLSG fringe programme aims to serve as a platform for knowledge exchange and a bridge that connects professionals from different industry segments. This year's selection of events is a response to the ongoing development of industry concepts related to digitalisation, system integration and future technologies, and an acknowledgement of the achievements of female industry professionals. It will provide a holistic overview of pro audio and lighting technology and solutions for entertainment, integrated systems and creative industries, while embracing new market sectors as a part of the broader AV market. With 'Tech meets culture' as the highlight of this year's fair, PLSG will introduce the Digital Media Lab. This digital hub will inspire participants with new ideas while looking ahead to future industry developments and the collaboration between culture and technology.

More than 60 educational sessions, preliminary competitions, product demonstrations and a carving art exhibition will take place during the fair. Some highlights:

PLSG Annual Training Course

This year's show will host an extended signature Training Course, covering both area A and B of the exhibition space. Local and overseas experts will share their expertise and experience in response to current

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



industry trends and developments. Topics include:

- Intensive Course for Audio Professionals: Live Sound Reinforcement and System Optimisation
- Overview of AoIP Networking Technologies
- Dante Certification Training and System Application
- Audio Technology
- Light Beyond Lighting
- Event Safety Workshop: Design and Planning
- Next Level for Prolight + Sound: Media Systems and Solutions
- Next Level for Prolight + Sound: Real Time Communication

Women @ Prolight + Sound <NEW>

Apart from technical training, PLSG will hosts its first panel and workshop with the world's top female producers, engineers and association representatives. These events will establish a multifaceted approach to supporting, encouraging and inspiring women in the entertainment and AV industry through collaboration, mentoring and networking opportunities. Together with the International Organisation of Scenographers, Theatre Architects and Technicians (OISTAT), the show will also organise a panel discussion on 'Challenges vs Opportunities for building a career in the entertainment industry', which will be moderated by Ms Wan-Jung Wei, Executive Director of OISTAT.

Digital Media Lab <NEW>

The new Digital Media Lab will give substance to the 'Tech meets culture' concept. The lab will be located in hall 12.2, where it will showcase the power of digitalisation by combining digital ideas with traditional pro audio and lighting equipment. A series of concepts will show how and why more synergy between the cultural and technological sectors can boost the entertainment industry. Visitors will be able to witness the confluence of art, science, technology and design. Interactive showcases with visuals, outstanding sound quality and intuitive sensations will immerse the PLSG audience in a truly digital experience. The 'First International 3D Visual Lighting Competition' will make its way to the stage of the Digital Media Lab to kick-off of an even bigger competition programme, which will take place after PLSG.

Outdoor Line Array

The open-air areas at 1.0, 4.0 and 6.0 have always been an attraction for sound lovers. Once again, large stage structures and sound systems will be showcased under realistic conditions. An overview of the 41 participating brands at the different areas:

- 1.0 Outdoor Line Array:
4-Acoustic, Alcons, Alto, Amate Audio, Aura Audio, Coda Audio, Em Acoustics, Enewave, Harmonic Design, Outline, SE Audiotechnik, Turbosound, Verity Audio

- 4.0 Outdoor Line Array:
At audio, CAF, Dare, LDH Audio, Magnetic, Proso, Qyaudio, TK Sound, TPA, Vj Audio, Wavk, Zmsaudio
- 6.0 Outdoor Line Array:
Admark, CF Audio, Dbk, D.E. Acoustics, DMX, Eric, FDB, Jazzpro, Morin, Real Sound, Seer, Tasso Audio, Xycad, YME, Zsound

Carving Art Exhibition by Jianshui Yang

Mr Jianshui Yang is widely known as the consultant of the Guangdong Association of Stage Art. He has been working in the art industry for over 50 years, was the stage art designer and lighting designer for more than 100 plays and has contributed to numerous carving art pieces.

A number of other **noteworthy events** will also definitely spark the interest of many visitors:

- Empower Innovation and Audiovisual Integration: New Era of Smart Audiovisual
- New Theories and Trends in the Development of Sound Science
- Prospective of New Electroacoustic Technology
- The 10th Advanced Audio Forum
- Opportunities and Challenges of Audio Technology in Artificial Intelligence

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 – 31 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