

Press Release

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Prolight + Sound Guangzhou: the first major pro AV and entertainment industry event of 2022 gets under way

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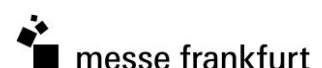
The largest pro AV and entertainment trade fair in China, Prolight + Sound Guangzhou (PLSG) will open its doors on 25 February, welcoming 1,041 exhibitors across 14 thematic halls in Areas A and B of the China Import and Export Fair Complex. With the final countdown almost over, the fair's participants are preparing to celebrate the 20th anniversary edition of one of the most influential trade fairs for the industry. Alongside an extensive range of products available to trade buyers at the fairground, the fair's digital business platform 'PLSG: Live and Online' will deliver sourcing and networking opportunities to international buyers around the globe.

Discussing the fair's role as the most important event for the industry at the beginning of the calendar year, Mr Richard Li, General Manager of Messe Frankfurt (Shanghai) Co Ltd, says: "Prolight + Sound Guangzhou not only supports the industry on the road to recovery, but also embraces changes in the evolving entertainment ecosystem. Blending technology, culture and creativity, a series of fringe events are held this year under the 'Tech meets Culture' concept, including the PLS 'Unicorn Series': 'Xtage' and 'Immersive Entertainment Space' as well as the 'Spark Rebirth: Immersive Interactive Showcase'. Through these interactive showcases, industry players are shown cross-market business opportunities, helping them understand new system integrations and the industry's next technological leap."

Discussing the fair's 20th anniversary, Mr Hongbo Jiang, Director of the Guangdong International Science and Technology Cooperation Centre, adds: "Since its debut in 2003, the goal of Prolight + Sound Guangzhou has been simple: to meet the industry's needs with a professional trade fair in close proximity to Guangdong, the manufacturing base for pro audio and lighting equipment. This 20 edition milestone is testament to the trust that participants have placed in the fair over the years. As always, we strive to provide a high quality platform for industry peers to network and showcase the latest innovations and technologies, and this year is no exception."

Strategic hall planning delivers a 'professional' and 'complete' layout
Visitors to this year's fair can expect a strong collection of brands and exhibitors. Focusing exclusively on professional audio, Area A is the place

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to find new product showcases alongside live equipment demonstrations, with the new Audio Brand Name Hall 3.1 conveniently positioned adjacent to the 4.0 outdoor line array.

To reflect the growing significance of online streaming, this year the communication & conferencing and multimedia systems & solutions halls located on the second floor have expanded to 4 halls (halls 2.2 – 5.2). Meanwhile, 3 halls in Area B present a wide range of solutions and equipment from the lighting segment, including intelligent stage lighting, LED stage lighting, immersive virtual technology, stage art integrated performance systems, and automatic lighting control systems.

Many first-time exhibitors have signed up to showcase their latest technologies and innovations, such as ACE, AVCIT, Clear-Com, GTD, Hertz, MusicGW, Omarte, Pioneer DJ, Sennheiser, Tico and Voice Technologies. Other big names include Audio Center, Audio-technica, Bosch, Bose, Charming, Concord, d&b audiotechnik, DAS Audio, DMT, EZ Pro, Fidek, Fine Art, Golden Sea, Gonsin, Harman International, High End Plus, Hikvision, HTDZ, ITC, Logitech, Longjoin Group, NDT, PCI, SAE, Taiden, Takstar, Yamaha and more.

‘Tech meets culture’ themed showcases to deepen cultural appreciation

As one of the highlights of the fair, three showcases will demonstrate how AV installations can transform any space and add value to cultural experiences.

- **PLS Series: Xtage – Explore. Dream. Discover in time**
Deploying atmospheric lighting and visuals to create a unique aesthetic experience and encouraging participants to connect with their inner spirit.
- **PLS Series: Immersive Entertainment Space**
Going beyond traditional karaoke to bring a new sing-along experience to visitors, this showcase pairs high quality visual and sound systems with modern entertainment facilities and party arrangement services.
- **Spark Rebirth: Immersive Interactive Showcase**
The goal of this showcase is to promote innovation in the cultural tourism sector, and to explore the combination of ‘technology + culture’. Through a new ‘technology, culture, exhibition and tourism’ paradigm, the organisers intend to promote the cultural tourism industry to a new height and build a new ecosystem for innovation.

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

26 – 29 April 2022, Frankfurt

Prolight + Sound NAMM Russia

20 – 22 September 2022, Moscow

Prolight + Sound Middle East

17 – 19 January 2023, Dubai

Press information and photographic material:

<https://prolight-sound-quangzhou.hk.messefrankfurt.com/quangzhou/en/press.html>

Social media:

Facebook: Prolight and Sound China

LinkedIn: Prolight and Sound China

WeChat: @prolight-sound

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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 for 2021