

news +++ Prolight + Sound Guangzhou
Guangzhou, 23 – 26 May 2024



Visual X: Setting new standards for digital visual and intelligent display solutions at Prolight + Sound Guangzhou 2024

Guangzhou, 13 May 2024. Excitement is building as the industry gears up for the highly anticipated Prolight + Sound Guangzhou, where the spotlight will also shine brightly on the Guangzhou International Digital Vision and Intelligent Display Solutions, also known as "Visual X." Taking place from 23 – 26 May 2024 at Hall 12.2, Area B of the China Import and Export Fair Complex, this specialised showcase is a joint effort by the Shanghai Multimedia Industry Association, Messe Frankfurt, and Guangdong International Science and Technology Exhibition Co Ltd. Visitor registration is now open, allowing professionals in the digital visual and intelligent display sectors to experience the advanced solutions presented by Visual X.

Designers, installers, and tech-savvy enthusiasts will have a unique opportunity to explore the latest interactive display software and hardware, multimedia solutions, digital content creation, and hardware products on a global scale at Visual X, which delves into the boundless possibilities of digital visual technology and intelligent displays across diverse sectors such as culture, tourism, education, visual arts and new media. Renowned companies in the industry, such as Chuangyi, Digital Vision, Diheng, EAGUO, ELEPN, General Entertainment, Golden Screen, Huidu, Ledu Optoelectronic, Ling Companion, Motion Magic and SVSJET, will be among the exhibitors, offering cutting-edge products and systems.

"As this industry grows by leaps, it becomes pivotal for participants to connect with experts to share the latest technologies and solutions", says Ms Judy Cheung, Deputy General Manager of Messe Frankfurt (HK) Ltd. "As Prolight + Sound Guangzhou has grown into one of the world's largest trade fairs for the entertainment and pro AV industry, Visual X will leverage the extensive resources and visitor base of the show, creating an unparalleled trade platform."

Mr Ming HaoXia, Secretary General of the Shanghai Multimedia Industry Association, emphasised the association's unwavering commitment to enhancing services and support for its members through the organisation of Visual X. "This event is set to facilitate profound interactions between our members and industry buyers, fostering cooperation opportunities, and driving industry transformation," he explains.

Increasing demand for cutting-edge technologies and innovative solutions in areas such as

digital cultural tourism, immersive visual experiences, multimedia interaction, and intelligent displays has driven the need for a showcase like Visual X. In December 2023, the Chinese government announced plans to bolster support for the development of immersive projects and spaces, with a focus on urban renewal initiatives. In response to these burgeoning needs, Visual X aims to offer the industry a quality platform that integrates business exchange, brand promotion, and the sharing of technical knowledge and information.

Ms Ma Jing, General Manager of Guangdong International Science and Technology Exhibition Co Ltd, shed light on the three key factors contributing to the success of an event: “Timing, location, and synergy – Visual X is perfectly poised with these elements, benefiting from national policy support and the robust capabilities of the three organisers, each with its unique strengths. The showcase will be a convergence of industry expertise, international scope, governmental influence, and regional advantages, crafting an unrivalled experience.”

The new Visual X showcase aims to forge connections between leading industry software and hardware solution providers and digital content creators, catering to the ever-evolving market demands. The showcase will extensively explore the applications of digital visual technology and intelligent displays across a wide range of sectors, including culture, tourism, education, visual arts, film and television, retail, e-commerce, automotive, healthcare, entertainment, new media, and more. For further details, please visit www.visualx-cn.com.

Visual X will be held concurrent with the 22nd edition of Prolight + Sound Guangzhou, which will feature 2,136 exhibitors across 21 specialised halls, encompassing an exhibition space of 200,000 sqm in Areas A and B of the China Import and Export Fair Complex. This edition of the show will mark its largest in history, highlighting six vertical sectors: entertainment, architecture, the commercial sector, culture and tourism, education, and consumer-grade users. The fair aims to broaden the horizons of professional lighting, audio, and visual applications.

Prolight + Sound Guangzhou is organised by Messe Frankfurt and the Guangdong International Science and Technology Exhibition Co Ltd (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

8 – 11 April 2025, Frankfurt

Prolight + Sound Middle East

Date to be announced, Dubai

For more information:

prolight-sound.com/worldwide

Press information and photographic material:

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

Links to social media:

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Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of some 2,160 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €454 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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 using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

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