

Press Release

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Digital trends to take centre stage at this month's Prolight + Sound Guangzhou

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PLSG21_PR4_EN

In terms of product variety and trade fair services, “Digital” is the buzzword set to dominate this year’s Prolight + Sound Guangzhou (PLSG). Across a variety of newly launched elements, including three “Immersive Experience Zones” and an online business matching platform, the organisers are busy making one final push to deliver as much show content as possible. Opening from 16 – 19 May in areas A & B of the China Import and Export Fair Complex, the physical fair is set to become the largest edition yet, with 1,386 exhibitors taking part across five product categories of pro audio, pro lighting & stage equipment, communication & conferencing, media systems & solutions and KTV & Theatre K. pub.

To spotlight the concept of “Tech meets culture”, this year’s PLSG sees the introduction of three “Immersive Experience Zones” to demonstrate how lighting, sound technologies, stage machinery, and digital media can be deployed to bring culture and history to life. Simulating a journey through time, the respective zones will take audience members on an immersive trip through past, present and future.

“The Glory of Guangdong: Immersive Interactive Showcase” located in hall 13.2 follows the story of the first railway built in the country using solely Chinese capital. The unique period of history will be presented in an immersive 3D format, combining new media technologies with stage machinery, lighting installation, digital media art and more, inspiring audiences to feel, learn and explore new product and technology applications.

A highlight of hall 12.2 is the “PLS XStage”, the first large-scale indoor staging demonstration to take place at PLSG, spanning over 1,000sqm. Combining art and event technology, the stage will deliver unique entertainment, cultural and multisensory experiences, including a 15-minute stage performance every hour to visualise how elements of water are integrated to reflect the beauty and sentiments of the four seasons. A live DJ and singer performance will also take place each afternoon. In addition to the onstage entertainment, the backstage and console areas will be open to fairgoers, providing participants with a “behind the scenes” understanding of the production.

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Elsewhere in hall 12.2, the “Lighting and Art Space” showcase brings interactive multimedia, stage technology, lighting installations and new media art together. Adopting a “Light beyond lighting” theme, the showcase demonstrates how to combine stage designs and exhibitor equipment for optimal effects and to deliver a boundless visual experience, even in a limited venue space, leading audiences to open up their imagination about the future.

Live streamed onsite activities

In an extra effort to re-establish networks across the market amid the pandemic, the organisers are launching “**PLSG21: Live and Online**” from 10 – 26 May, which includes the fair’s new online business matching platform as well as a product showroom. The new platform offers plenty of avenues for participants to explore the latest industry developments across the entire pro AV product spectrum, both online and at the fairground in Guangzhou. A professional filming team and moderator will provide coverage of product demonstrations, fringe events, Immersive Experience Zone performances and interviews with company representatives and industry experts.

PLSG Annual Training Course

Together with the new show elements, a variety of returning fringe events continue to make PLSG the best place to stay abreast of the latest AV technologies. A mainstay of the fringe programme, the PLSG Annual Training Course is a long-standing initiative to encourage cross-sector knowledge sharing and integration. The course covers professional audio, media systems and solutions, communication and conferencing, professional lighting and visual art design technology, stage equipment and live event production. The three main training themes are:

- **Next Level for Audio and Visual**
- **Dante Training and System Demo**
- **Light Beyond Lighting**

Outdoor Line Array

Presenting live sound demonstrations in a concert setting, this year’s Outdoor Line Array is set to attract a wide range of professional audio buyers. Featuring a variety of configurations across three main demonstration areas, this year’s array features 33 international brands:

- **2.0 Outdoor Line Array**
4-Acoustic, Alcons, Amate Audio, Coda Audio, Harmonic Design, Lisa, Martin Audio, Proaudio Technology, SE Audiotechnik, Soundking, TSA Audio
- **4.0 Outdoor Line Array**
At audio, Fane, HZ, LDH Audio, MZ Audio, TK Sound, TPA, WAVK, ZMS Audio
- **6.0 Outdoor Line Array**
Admark, DE Acoustics, DMX, Eric, FDB, Jazzpro Audio, Morin, Real Sound, Seer, Tasso Audio, XYCAD, YME Systems, Zsound

Further information about “**PLSG21: Live and Online**” can be found at https://prolight-sound-guangzhou.hk.messefrankfurt.com/guangzhou/en/PLSG21_live_online.html

Prolight + Sound Guangzhou is organised by Messe Frankfurt and the Guangdong International Science and Technology Exhibition Company (STE). The organisers will closely monitor the pandemic situation and will strictly follow the local government’s protection guidelines. 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 NAMM Russia
16 – 18 September 2021, Moscow

Prolight + Sound
26 – 29 April 2022, Frankfurt

Prolight + Sound Middle East
September 2022, Dubai

Press information and photographic material:
<https://prolight-sound-guangzhou.hk.messefrankfurt.com/guangzhou/en/press.html>

Social media:
Facebook: Prolight and Sound China
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Background information on Messe Frankfurt

Messe Frankfurt is the world’s largest trade fair, congress and event organiser with its own exhibition grounds. The Messe Frankfurt Group employs around 2,500* people in a total of 30 subsidiaries. The company generated annual sales of approximately €250* million in 2020 after having recorded sales of €738 million the previous year. 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 2020