

Press Release

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## Over 1,400 exhibitors ready to turn up the volume at Prolight + Sound Guangzhou

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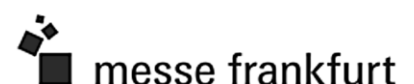
**Opening from 22 – 25 May 2023 in Area A of the China Import and Export Fair Complex, the 21st Prolight + Sound Guangzhou (PLSG) is set to cater to market demand for advanced professional AV and entertainment technology. This edition is featuring 1,403 exhibitors, marking a 35% increase from last year, and even surpassing the pre-pandemic exhibitor numbers in 2019. With 13 thematic halls and the Y-channel demonstration area covering 130,000 sqm of exhibition space, PLSG will once again serve as a hub for global collaboration and production.**

Mr Hongbo Jiang, Director of the Guangdong International Science and Technology Cooperation Centre, is delighted to host more participants on the show floor: "With China resuming approvals for foreign performers, entertainers, culture and tourism exchange groups in April<sup>1</sup>, attention is turning to the abundant opportunities on the horizon. With an impressive scale this year, the number of pre-registered fair visitors has also exceeded that of 2019. As PLSG continues to provide an unparalleled platform for international business exchange, I am confident that industry players will have a productive four days at the show."

To demonstrate the vast potential in the digital entertainment landscape, this year's fair deploys strategic hall planning under five key product categories: Multimedia Systems & Solutions (Halls 4.2 and 5.2), Communication & Conference (Halls 2.2 & 3.2), Pro Audio (Halls 1.1, 2.1, 7.1 & 8.1), Pro Lighting & Stage Equipment (Halls 4.1, 5.1 and 8.1), and KTV and Theatre K. pub (Hall 1.2). Renowned brands joining the fair include: ACE, ACME, Audio Center, Audio-Technica, Beta-Three, Big Dipper, BIK, BMB, Boray, Bosch, Bose, Cadac, CD-Stage, Charming, D&B Audiotechnik, Danacoid, Dare, DMT, Eagle Truss, EZ Pro, Fidek, Fine Art, Golden Sea, Gonsin, Haimei, Harman International, High End Plus, Hikvision, Hivi, ITC, Jusheng, Longjoin Group, Mode, Neutrik, Nightsun, Phoenix, Pioneer DJ, Plustruss, Polar Lights, Qiangli Jucai, Ray Long, SAE, Se Audiotechnik, Sennheiser, Showven, Shure, Soundking, ST Audio, Star-Net, Taiden, Takstar, Yamaha, Yin Chuang and Zhonghui.

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<sup>1</sup> China Briefing, published 31 March 2023, [bit.ly/3LS02qG](http://bit.ly/3LS02qG)



Mr Richard Li, Executive Director of Messe Frankfurt (HK) Ltd, explains the fair's vision for this latest edition: "Digital and immersive media technologies are increasingly providing inspiration for new forms of creative content and live performances. Highlighting this potential, the fairground will once again be staging three signature showcases under the theme of 'Tech meets culture'. Industry players will be able to gain insights into the latest system integrations and crossover business opportunities."

### **Enhanced immersive experiences and demonstrations**

To highlight the concept of "Tech meets culture" and the impact of technology in the cultural sector, a series of unique and vibrant showcases form the backbone of this edition.

- **PLS Unicorn Series: Xtage – The Journey of Time (Hall 6.1)**  
Through the use of creative lighting and spatial stage installations, the Unicorn Series will take audiences on a journey through time. ACME, Harman International, Light Sky and many more sponsored exhibitors, will support the demonstrations of dramatic contrasts of shapes, brightness and shadows. With a variety of content and innovative screen design, the show provides audiences with a rich and multi-layered art experience.
- **PLS Unicorn Series: Immersive Entertainment Space (Hall 6.1)**  
Under the theme of "the Evolution of Space", this showcase goes beyond traditional karaoke to provide visitors with a new sing-along experience. The 400 sqm demonstration space includes an 8m high transparent LED screen and innovative lighting and laser installations, creating a boundless entertainment space. This multipurpose party venue utilises professional sound systems to transform the space into a musical party destination.
- **Spark Rebirth: Immersive Interactive Showcase (Hall 1.2)**  
Following a successful debut at the previous fair, this year's showcase is led by the Guangzhou Audio Video Lighting Sci-Tech Promotion Society and the government of Jishui County, Jiangsu. By implementing digital technologies such as naked eye 3D, holographic projection and other cutting-edge equipment, the specialised area will showcase a variety of lighting, fog machines, lasers, visuals and music to encourage fairgoers to open up their imagination.

### **Comprehensive fringe programme and product zones: the fast-track on emerging trends**

Staying true to its commitment to education, the fair has joined forces with industry organisations and leading companies to offer a long list of seminars and training courses. Aside from major topics such as industry technology and development, stage design, event safety, and cross-border e-commerce, topics covering the consumer market will also be discussed to meet the latest industry trends.

"Over the past few years, we've observed that premium AV products have become increasingly popular among consumers. Increased access to these items has driven demand for better automobile entertainment systems, for

instance. That's why this year's fringe programme has added a new topic on in-car experiences. NIO, one of China's leading automobile manufacturers, for example, will share their insights on in-car audio technology," adds Mr Richard Li.

For the first time this year, PLSG has teamed up with Midifan, a leading Chinese online media specialising in digital and professional audio production, to establish an interactive Recording and Production Zone. This responds to demand from the growing professional end-user market. Fairgoers can create their own mixes and sounds by experimenting with the latest recording products and technology. The Zone features over ten leading audio suppliers, including Blue, CME, Genelec, ICKB, NDT, Platane, QL, Relacart, RME, Robkoo, SPL, Steinberg, Treain and Yamaha.

The PLSG Annual Training Course, one of the signature fringe events, will feature a series of expert lecturers on professional audio, lighting and stage technologies. The Dante training course and system demonstration is also expected to attract considerable footfall.

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](http://www.prolightsound-guangzhou.com) or email [plsgz@hongkong.messefrankfurt.com](mailto:plsgz@hongkong.messefrankfurt.com).

Other shows under the Prolight + Sound brand include:

#### **Prolight + Sound**

19 – 22 March 2024, Frankfurt

#### **Prolight + Sound Middle East**

Date to be announced, 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**

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 2,200\* 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 €450 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](http://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](http://www.messefrankfurt.com)

\* Preliminary figures for 2022