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## **Prolight + Sound 2022: Applicants can submit their projects for the "Sinus - Systems Integration Award"**



Picture: Lorenz Kienzle

Fixed installations and systems integration have recently been in the industry's focus like never before. Against this background, Prolight + Sound is anticipating the "Sinus - Systems Integration Award 2022" with great excitement. The award honours top achievements in the field of audiovisual communication and is considered one of the most renowned competitions in this field. Companies and professionals are invited to submit their showcase projects until 1 November 2021. The award ceremony will take place during Prolight + Sound at the Frankfurt Exhibition Centre (26 to 29 April 2022).

A remarkable momentum has been noticeable in the past months around the media technology set-up of showrooms, brand and experience worlds as well as event locations - especially in comparison to the extremely challenging live segment. In addition, the implementation of streaming studios was a dominant theme in times of lockdown. In the light of these developments, the "Sinus - Systems Integration Award" will be particularly important at the industry's big reunion at Prolight + Sound 2022.

Since 2004, the Sinus has been honouring successfully realised concepts from the

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business and entertainment sectors that stand out for their forward-looking use of AV media technology. The spectrum ranges from conference centres and collaboration rooms to broadcast studios and leisure attractions.

A jury of experts, consisting of Association members, industry experts, media representatives and representatives of Messe Frankfurt, will select the winning projects from all the entries. The initiators of the Award are the Association of Media and Event Technology (VPLT e.V.), the European Association of Event Centres (EVVC e.V.) and Messe Frankfurt. Most recently, Sinus awarded the "Osram World of Light" at the headquarters of Osram Licht AG in Munich.

As an international trade fair brand, Prolight + Sound is present with events in Germany, China, Russia and Dubai.

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