

## Prolight + Sound 2024: Radiant Highlights that Resonate



Picture: Mathias Kutt

The anticipation is building: On 19 March, Prolight + Sound 2024 will welcome the industry to Frankfurt. This year, the leading trade fair for event and entertainment technology will focus even more strongly on its unique symbiosis of technology and emotionality, networking and entertainment. With new and expanded areas, a bilingual education programme and exclusive Community Nights, the upcoming show will offer visitors four days full of trends, talks and technological innovations.

From 19 to 22 March 2024, Prolight + Sound will be the international meeting place for companies, decision-makers, professionals - and young talents interested in a career in the event industry. Visitors can expect the entire spectrum of event technology products and topics: from lighting and lasers to AV, theatre and stage, event services, sound reinforcement and studios. "With Prolight + Sound, we offer the industry a unique, international platform that combines technology, product innovations, networking, education and entertainment under one roof. I am looking forward to the innovations of the companies, to inspiring encounters - and to celebrating successful collaborations and fresh impulses for the future of the event industry together!", says Mira Wölfel, Director Prolight + Sound.

The extensively expanded ProAudio offering at Prolight + Sound 2024 promises exciting highlights, including the newly created Immersive Audio Dome in Hall 11, which presents an impressive installation with product innovations from Adamson in cooperation with Quickspace and United Brands. An immersive system consisting of numerous loudspeakers and the Fletcher Machine multichannel audio rendering processor creates a unique soundscape within a 100 m<sup>2</sup> igloo-shaped dome. Full-surface projection screens complement the sound system with futuristic visuals to create an immersive overall experience for up to 75 people.

Another new feature is the Audio Bar in Hall 11, where visitors can test headphone models from well-known brands at sound stations and exchange their expertise in a relaxed bar atmosphere. The outdoor area in front of Hall 11 features a record number of four audio stages. In the Live Sound Arena, stage constructions and sound reinforcement systems will be presented under realistic conditions, including impressive systems from Harmonic Design, CELTO and HK Audio.

RCF and dbTechnologies are returning as exhibitors and will be showing their products on their own outdoor demo stages, complemented by the DAS Audio demo stage. For visitors looking for quieter sounds, the Silent Stage in Hall 11 offers innovative sound technology solutions from "InEar". Daily live performances here are dedicated to minimising the noise level on stage.

The popular Performance + Production Hub, in cooperation with the Sample Music Festival, will be expanded to 3000 m<sup>2</sup>, making it the largest area for music production and DJing in Europe. Live performances, product presentations, visual showcases and workshops with experts from well-known brands will offer creative input for working with innovative sound tools. The programme will also be expanded to include forward-looking topics such as live remixing and looping, controllerism and biohacking, providing insights into the future of digital sound creation. A number of top brands will be presenting innovations from areas such as mixers and controllers, digital audio workstations, samplers and sequencers, synthesisers and effects units as well as mobile DJ equipment. Among the new products on show will be the eagerly awaited FGDP controller from Yamaha and the Push 3 controller from Ableton. Live performances by well-known artists in the new "Live Box" and jam sessions in the "Swing Flare Club" round off the programme.

The ProAudio College will be internationalised and offer expert knowledge for audio professionals and interested newcomers in a bilingual lecture programme (German and English). In cooperation with the Association of German Sound Engineers (VDT), free lectures on current trends, innovations in home studio productions and training modules will be offered. On the Main Stage, high-calibre keynotes by experts such as Michael Kastner (HOLOPLOT) and award-winning creative director Genevieve Cleary will also offer insights into innovative audio technologies and the creative use of music.

The Image Creation Hub is a completely new moving image area. Created in collaboration with the BVFK (German Association of Television Cinematographers), it

offers workshops, panel discussions and daily talks on current topics and trends - including AI (artificial intelligence) in film and TV, the "film look" and sustainability in film and TV productions.

In a unique exhibition, visitors can also experience the latest products and technical innovations from renowned manufacturers, including aiconix, Beyond Frames, Birds Camera Solutions GmbH, blackcam, Canon EMEA, Dedo Weigert Film GmbH, Faderlux, machen & tun Medienproduktion und -Dienstleistungen GmbH, Pensionskasse, RA Tobias Sommer, r-t-s.tv, SIGMA (Deutschland) GmbH, Sony, SUMOLIGHT GmbH, TELTEC AG, video-machinery GmbH and VRFF Die Mediengewerkschaft BG Freie.

In the LightLab, a newly created special area in Hall 12.0, experts will provide background information and demonstrations on blue light hazards, risk groups and limit values several times a day. Among other things, regular presentations will focus on the risks that modern stage spotlights can pose and how to use them safely. The effect of optical radiation on the eye and in particular on the retina is also explained. The project of the Hamburg University of Applied Sciences (HAW) aims to educate, inform and objectively present the current state of scientific work. It is supported by Ayrton, Cameo, ClayPaky, Elation, ETC, GLP, JB-Lighting, Robe and Prolight + Sound. The upcoming show will place a special focus on promoting young talent and the topic of recruiting. The Future Hub (Hall 11.0) will act as a central point of contact for the professionals of today and tomorrow.



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Consisting of the Campus, Career Centre, Start-up Area and Networking Lounge, the area brings young talents and specialists into direct contact with companies with vacancies and educational institutions in the event area. The Future Talents Day (22 March 2024) will further give pupils, trainees and students exciting insights into the various career scenarios in the event industry with a panel "Future Talk" and interactive workshops. This year, the themed day is being organised by the VPLT (Association for Media and Event Technology) in cooperation with the BDKV (Federal Association of the Concert and Event Industry) and EVVC (European Association of Event Centres). The topic of sustainability will also be further promoted at the upcoming event. "Green Sessions" in cooperation with the EVVC (European Association of Event Centres) and "Green Tours" will provide comprehensive information on particularly sustainable technologies and product innovations.

Furthermore, the topic will also be the focus of various additional keynotes and talks - including "Bamboo is Booming: Building Climate-Positive Events", "European Championchips in Munich - How to organise a sustainable major sporting event?", "From AnnenMayKantereit to Coldplay, from transport transition to sustainability" and a talk on sustainability in film and television at the Image Creation Hub.

Under the umbrella of the "Prolight + Sound College", three platforms are offering a variety of further training opportunities this year: The Camera College (in cooperation with the BVFK), the ProAudio College (in cooperation with the VDT) and

the VPLT College. The latter provides important information and tips on key event technology topics, including sound level measurement, statics and best practices for network technologies in the event industry. Participants receive written confirmation of the knowledge they have acquired. The lectures will be held partly in German and partly in English. In addition, the Prolight + Sound Conference (in cooperation with the VPLT), the I-ESC (International Event Safety Conference) and the Manufacturers' Forum invite visitors to attend specialist lectures, talks and presentations on current industry topics. On the Main Stage in Hall 11.0, renowned speakers will address specific topics that are currently moving the event industry - from key elements in visual designs (Mikki Kunttu, light and stage designer) to innovative audio systems to success factors for events (Prof Stefan Luppold & Patrick Haag).

The new PLS Community Nights offer an ideal opportunity to make new industry contacts over drinks and music. On three evenings, the trade fair invites its participants to exclusive locations in the centre of Frankfurt - including the 'Champions Frankfurt', Friedas Bar & Kitchen (Omniturm) and the NEUE KAISER.

Participation in all lectures, workshops and product demos as well as the PLS Community Nights (the latter only by registration) is free of charge for visitors with a valid ticket.

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