

### Prolight + Sound 2024 starts



Foto: Jochen Guenther

From 19 to 22 March, the exhibition grounds in Frankfurt will be the meeting place for the global entertainment technology industry. Over 500 exhibitors and brands from 34 countries with an international share of over 50 per cent will present product innovations for impressive events and fascinating audience experiences at Prolight + Sound. In cooperation with associations, companies and other partners, this year the trade fair is presenting new areas and networking events as well as an expanded, bilingual education programme dedicated to current industry topics. From technological innovations and recruiting opportunities to concepts for sustainable events, Prolight + Sound 2024 offers its visitors four days full of inspiration, innovation and entertainment.

Every year, the industry event brings together decision-makers, buyers, users and young professionals with key players and top brands from all areas of professional event technology. From lighting and lasers to AV media technology, sound reinforcement and studio, theatre and stage, Prolight + Sound offers a wide range of products and topics that reflect the creativity and innovative strength of the event technology industry.

With the comprehensively expanded ProAudio range, the trade fair will be focussing

more strongly on this area at the upcoming show. In the new moving image area Image Creation Hub, a first-class workshop and lecture programme will meet product highlights from renowned brands. The newly created LightLab offers expert knowledge on blue light hazards and limit values. On the Main Stage, renowned speakers will address a variety of topics that are currently moving the industry - including success factors for events, innovative audio systems, modern visual designs and concepts for sustainable events.

"With its unique symbiosis of technology, education, networking and entertainment, Prolight + Sound is a decisive catalyst for technological innovations, progressive ideas and new collaborations in the global event technology sector. Together with the industry, we are creating a wide-ranging platform with Prolight + Sound, where important impulses for the event business of tomorrow are set. We are looking forward to moments full of creativity and innovation, emotional reunions and to celebrating successful cooperation," says Wolfgang Marzin, President & CEO, Messe Frankfurt.

The newly created Image Creation Hub in Hall 11 will be organised in cooperation with the BVFK (Federal Association of Television Cameramen). As a central contact point for cameramen and professionals from the moving image sector, it combines workshops, specialist lectures and talks in a unique special area. The programme is rounded off by an exciting exhibition where visitors can experience the latest products and technical innovations from renowned manufacturers, exchange ideas with experts and obtain information. The ProAudio range will be expanded in a special way at the upcoming show.

With the expansion to 3000 m<sup>2</sup>, the Performance + Production Hub (Hall 11) will become the largest area for music production and DJing in Europe. Created in cooperation with the Sample Music Festival, the area brings together product presentations, workshops, showcases, live performances and information on developments in digital sound creation. The spectrum is complemented by forward-looking topics such as controllerism, live remixing and looping as well as biohacking. In the new Live Box, well-known artists will deliver rousing performances, while the Swing Flare Club invites music enthusiasts to jam - with or without previous musical knowledge. Product innovations from top brands in segments such as digital audio workstations, samplers, sequencers, synthesisers, mixers, controllers, effects devices and mobile DJ equipment offer insights into new technological highlights in the field of professional audio equipment. A highlight of the ProAudio area is the new Immersive Audio Dome in Hall 11.

Realised in collaboration with Quickspace and United Brands, the impressive installation integrates an innovative system of Adamson loudspeakers, a Fletcher Machine multichannel audio rendering processor and creative visuals on full-screen projection walls. Within the 100 m<sup>2</sup> igloo-shaped dome, an immersive all-round experience of sound, light and colour is created for up to 75 people. If you need a short break from the hustle and bustle of the trade fair, you can test high-quality headphones from well-known brands in a relaxed atmosphere in the new Audio Bar.

The audio programme will also be expanded on the outdoor area in front of Hall 11.

Four outdoor stages await visitors there - a record in the history of Prolight + Sound. In addition to the already established Live Sound Arena, the manufacturers RCF, dBTechnologies and DAS Audio will each be presenting their high-quality products on their own demo stage. On the Silent Stage in Hall 11, the public can experience innovative sound technology solutions from InEar. Daily live performances will show how direct sound can be reduced on concert stages.

The new special area LightLab in Hall 12 offers expert knowledge, background information and demonstrations on the important topics of blue light hazards, risk groups and limit values. The project of the Hamburg University of Applied Sciences (HAW) is supported by the brands Ayrton, Cameo, ClayPaky, Elation, ETC, GLP, JB-Lighting, Robe and Prolight + Sound. The presentations will focus on potential risks, the correct use of modern stage spotlights and the effect of optical radiation on the eye.

There is also an innovation in the seminar programme: The "Prolight + Sound College" combines three educational formats under one roof for the first time - the new Camera College (in cooperation with the BVFK), the ProAudio College (in cooperation with the VDT - Association of German Sound Engineers) and the VPLT College. From current audio trends and AI applications in film and TV to key topics in event technology and best practices, the platform provides concentrated expert knowledge in numerous lectures, workshops and talks. The presentations will be held partly in German and partly in English. Participants will receive a written confirmation.

The Guided Tours are professionally moderated and provide compact insights into new products, innovations and technologies in theatre technology. Participation in all lectures, workshops and product demos is free of charge for all holders of a valid ticket. Topics such as recruiting and personnel development have gradually gained in importance in the event industry over the last few years. The career and training opportunities on offer at this year's Prolight + Sound are therefore moving even further into the spotlight.

As a central point of contact for young industry newcomers and experienced professionals, the Future Hub combines a comprehensive range of information on training and further education opportunities with a presentation area for innovative start-ups and inviting networking options. With one of Europe's largest job markets in the sector, the area also offers an ideal platform for professionals looking for a job.

In addition, Prolight + Sound invites pupils, students and trainees to the Future Talents Day on Friday, 22 March. The Future Talk on the Main Stage is primarily aimed at students, trainees, interns and pupils in years 10 to 13. Here, they can find out how future talents and professionals from the fields of technology, organisation, culture and congress look at their career ideas and expectations. The "Hands-on

event technology" format is primarily aimed at pupils in years 7 to 13 as well as trainees, students and interns in the event industry. In 30-minute short workshops, the young participants can try out the technical aspects of lighting, sound, video and rigging in small groups. The Future Talents Day is realised 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).

In view of rising energy prices and the desire for greater sustainability, the responsible use of natural resources is becoming increasingly relevant in the industry. Prolight + Sound is therefore providing impetus for a greener event industry with a series of programmes. For example, the Green Sessions are being organised in cooperation with the EVVC. In presentations and panels on all four days of the trade fair, topics such as sustainability communication, resilience, social sustainability, sustainable large-scale events and organisational and technological steps towards climate-neutral events will be discussed and debated. Interested parties can find out about particularly resource-saving product innovations and technologies in the expertly moderated Green Tours. The topic will also be addressed as part of the keynote programme on the Main Stage in Hall 11. In addition to product innovations, the promotion of young talent and training and further education, networking and a spirit of cooperation are essential pillars of Prolight + Sound.

To put the latter even more centre stage, the PLS Community Nights will take place for the first time this year - in exclusive locations in the heart of Frankfurt city centre. On three evenings, all trade fair participants are cordially invited to make new industry contacts, exchange ideas and celebrate together over music and drinks. Participation in the PLS Community Nights is free of charge for visitors with a valid ticket. Admission wristbands are available at the info counter in Hall 12, West Foyer, Via Level (one wristband per person). These are always valid on the evening in question.

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