

# Submission Phase for Starts Sinus Award



Picture: Jochen Günther

Next year, the Sinus Systems Integration Award will once again be presented at Prolight + Sound, an international highlight for the event and entertainment technology sector. To mark the 30th anniversary of the trade fair, a new special prize will be awarded to particularly innovative projects. In addition to a jury of experts, an audience vote will also be part of the decision-making process for the first time.

Since 2004, the Sinus has been honouring outstanding solutions in the field of system integration. The focus is on the targeted transmission of messages and emotions through the progressive use of AV media technology. Patrons of the award are the German Entertainment Technology Association (VPLT), the European Association of Event Centres (EVVC) and Messe Frankfurt.

A special prize will be awarded for the first time in 2025: the Sinus AVantgarde for Innovations is intended to honour forward-looking projects that set new impulses for the integration of audiovisual media and promote the progress of the industry through particularly innovative implementations. With the introduction of the award, the initiators want to emphasise the importance of innovations in a constantly changing technical environment. The aim is also to shine a spotlight on progressive

technologies and concepts. Those involved, as well as professionals from the event industry, can submit or recommend projects at the website below until 15 November 2024.

The Sinus Systems Integration Award and the Sinus AVantgarde for Innovations will be presented on the Thursday of the trade fair, 10 April 2025, at an elegant gala evening in the Steigenberger Icon Frankfurter Hof. The Sinus Systems Integration Award 2025 also features another premiere: for the first time, an audience vote will be part of the decision-making process.

Previously, the winners were chosen exclusively by an expert jury consisting of members of the associations, representatives of Messe Frankfurt and other specialists. Now, all interested industry professionals will have the opportunity to vote for the most outstanding entries on the Prolight + Sound website between 20 and 30 November 2024. In the evaluation process, not only technical and artistic criteria play an important role; factors such as the degree of innovation, the experiential character and the sustainability of the projects are also taken into account.

Mira Wölfel, Director Prolight + Sound, states: "One of the outstanding features of the event industry is its willingness to constantly break new ground, to think outside of the box? ? not only in terms of entertainment value, but also with a view to sustainable solutions. The achievements in the field of audiovisual installations are a driving, forward-looking force here. We would like to pay special tribute to these with the Sinus - Systems Integration Award and the new Sinus AVantgarde for Innovations.

The diversity of the field of AV system integration is also reflected in the award winners of recent years. For example, the Sinus 2024 went to the mega-event medium Sphere in Las Vegas. With its spectacular fusion of innovative technologies and artistic sophistication, it is setting a decisive trend for the future of immersive entertainment.

The fact that Germany also has AV installations of outstanding quality to offer is demonstrated by the Sinus winner 2023: Dark Matter in Berlin, where sound, light and movement merge into touching choreographies over an area of 1000 m<sup>2</sup>. Through the creative use of modern lighting and sound technology a multidimensional parallel world of impressive brilliance is being created.

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