

## Prolight + Sound announces programme for the 2nd 'BIZLounge'

**Spotlight on theatre and stage technology as well as sustainability**



With the preparations for Prolight + Sound 2022 in full swing, the digital BIZLounge is a new source of information on subjects of topical importance to the sector before and after the fair. On their computers or mobile devices, professionals can watch high-grade discussions and discover the latest innovations from the entertainment-technology industry. The format made its successful debut in April. Now, the second edition of Prolight + Sound BIZLounge launches on 14 June 2021.

Particular attention is being paid to trends and technologies in the theatre sector and sustainable activities in the event business. Additionally, renowned manufacturers will introduce new solutions in detailed video presentations while Messe Frankfurt reveals the first specific information about the next Prolight + Sound, which will open its doors from 26 to 29 April 2022. The content partners of the BIZLounge include major players from the sector, such as Adam Hall, Artthea, Computerworks ETC, HOF Alutec, KS Audio, Robe and SGM. Also involved in the programme are the EVVC and VPLT trade associations, Frankfurt Opera and event company L&S GmbH.

There is no charge for being part of the BIZLounge, which offers over three hours of condensed, topical information from the event sector. The complete programme is in English and thus aimed at professionals from all over the world. The video première takes place at 10.00 hrs CEST on 14 June at [www.prolight-](http://www.prolight-)

[sound.com/bizlounge](https://sound.com/bizlounge).

### **Prolight + Sound reveals initial programme plans at the BIZLounge**

After a long lean spell in the event business, Prolight + Sound aims to make its contribution to an economic upswing in the industry. At the same time, the trade fair supports the sector's commitment to a responsible use of natural resources and, in connection with this, is introducing a new on-side format for the 2022 event. Together with partners, the organisers will explain the plans during a panel discussion.

Participants:

- Mira Wölfel, Director, Prolight + Sound
- Timo Feuerbach, CEO, EVVC
- Tobias Berghaus, CEO, L&S GmbH

### **Round table on trends and the challenges facing manufacturers**

The pandemic and its impacts still constitute a major burden for companies in the field of event technology. The manufacturers have developed a variety of strategies for dealing with the crisis and are getting ready for a high level of demand for events in the post-COVID era. What are the biggest challenges at present – and what general trends are emerging in the sector?

Participant:

- Michael Herweg, CEO, SGM Deutschland
- Björn Heinzmann, CEO, H.O.F. Alutec
- Michael Schwabe, CEO, Artthea Bühnentechnik
- Dieter Klein, CEO, KS Audio

### **Presentation and round table on theatre-lighting trends**

While the first signs of recovery in the crisis-torn theatre industry can be seen on the horizon, the pressure for modernisation continues to be a challenge for both private and public companies. Technical innovations have continuously driven up the expectations of visitors and professionals – and this is coupled with a growing awareness of the need for ecological compatibility. In a lecture, lighting specialist Herbert Bernstädt (Adam Hall Group) presents the latest trends and ideas in the theatre segment – which will be followed by a discussion with other experts from the business.

Participants:

- Herbert Bernstädt, lighting specialist, Adam Hall Group
- Randell Greenlee, Business & International Affairs, VPLT

- Olaf Winter, Lighting designer and Technical Director, Oper Frankfurt

### **Presentation area for new solutions and areas of application**

Additionally, the BIZLounge is an audio-visual showroom for technological trends. In video presentations, renowned brands present their innovative solutions. The focus is not on sales-oriented product shows but on user-related introductions to new event-production opportunities.

#### Contributions:

- Computerworks: Data Tag tips and tricks
- ETC: Fan-free moving lights - SolaFram Studio
- ETC: The Advanced Research Group of ETC
- HOF Alutec: The Flying Stage Project
- Robe: Noise levels of LED moving lights - how to measure it and pros/cons of different cooling concepts
- Robe: Additive vs subtractive colour mixing in stage lighting - advantages and disadvantages of each and Robe lighting's approaches to optimize them

[www.prolight-sound.com](http://www.prolight-sound.com)