

Press release

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## Prolight + Sound Shanghai 2019 set to be the preferred holistic platform for Asia's entertainment industry

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PLSS19\_PR1

**The 17th edition of Prolight + Sound Shanghai (PLSS) will take place in the Shanghai New International Expo Centre from 10 – 13 October 2019. Many exhibitors are already taking progressive steps in the early application stages, with the likes of Big Dipper, Choseal, Eastern Edison, Harman International, Huaige, Lightlink, Ruifeng Intelligence, Sennheiser, Yamaha, as well as many others, having confirmed their participation.**

The show will utilise 48,000 sqm of exhibition space spanning across four halls to host over 650 internationally renowned companies and brands. Concurrently, there will be more than 60 events that cover a myriad of future developments, industry-related technologies and practical applications for global visitors.

Recent economic data has brought about exciting opportunities for the AV industry. The 2018 AV Industry Outlook and Trends Analysis (IOTA) Global Summary<sup>1</sup> recently stated that Asia is on track to become the largest AV market by 2023, capturing 36% of the market.

Ms Judy Cheung, Deputy General Manager for Messe Frankfurt (HK) Ltd, outlined the position of the show in against the current market backdrop: "Not only are there economic factors in showing the potential of the AV market in China, but the government is also emphasising how venue maintenance and event technology can be improved as the host of the Winter Olympics 2022. This year at PLSS, we will strengthen our current product offerings with theme zones that are well-aligned with the region's current market trends."

### **Thematic zones and concurrent events to shed light on recording, production and event technologies and more**

Demonstrating a full range of recording, audio processing and monitoring equipment, the evolving Recording and Production Zone in Hall N1 has been regarded as a core focus of the show in the eyes of fairgoers.

Mr Chao Tang, Founder of Osc Audio Technology Co Ltd, brought a range of audio and recording equipment to the fair last year for

Messe Frankfurt (HK) Ltd  
35/F, China Resources Building  
26 Harbour Road  
Wanchai, Hong Kong

<sup>1</sup> "Asia poised to become largest AV market by 2023", Inavate Asia Pacific. <http://bit.ly/PLSS19PR1cite>. Retrieved 19 March 2019.

practitioners to experience within the zone: “There is no bridge like this exhibition, since many people in this industry can only see the parameters of recording and mixing equipment on the internet and lack the real experience. In addition, the number of professional buyers who came to our booth for consultation and communication has reached my expectations. At the same time, PLSS can also boost communication within the industry to some extent.”

Meanwhile, leading stage equipment and services vendors will come together and showcase their products on lighting, theatre and stage technology and live event production under the Stage Machinery and Theatre Technology Zone in Hall N4.

Mr Frank He, Managing Director of Cybermotion China, sees the zone as a good way to help the company further enhance its reputation in China and to develop more potential partners: “Buyer traffic has generally reached our expectations, with a high degree of professionalism.”

The fair also comes with a structured fringe programme to show visitors the trajectory of industry developments in Asia. On the education front, PLSS Academy will be the source of expert knowledge on technologies in solving industry challenges. Visitors can look forward to a broad spectrum of subject matters on pro audio, lighting, multi-media, event and AV-media technology solutions.

Joining hands with the Canada-based International Music Software Trade Association again, the stepped up Recording Software Area will provide valuable information about the use of the entire audio system for live music and sound production with examples of recording software, welcoming numerous leading companies from across the sector.

Elsewhere, just adjacent to the fairground will see the Audio Professional Committee of the China Society of Motion Picture and Television Engineers (CSMPTE) collaborate with PLSS for the Shanghai International Film and Television Technology Forum – Sound (IFTT) 2019, in reinforcing the industry developments in the film, television, sound and recording sectors.

Concurrently held with Music China, Prolight + Sound Shanghai is an annual international exhibition for the music, event, media technology and entertainment industries in Asia. The show is organised by Messe Frankfurt and the Shanghai Intex Exhibition Co Ltd (Intex) and is a brand event of the Prolight + Sound exhibition in Frankfurt, Germany. For more information, visit [www.prolightsound-shanghai.com](http://www.prolightsound-shanghai.com) or email [plss@hongkong.messefrankfurt.com](mailto:plss@hongkong.messefrankfurt.com).

Other shows under the Prolight + Sound brand include:

**Prolight + Sound**

2 – 5 April 2019, Frankfurt

**Prolight + Sound NAMM Russia**

12 – 14 September 2019, Moscow

**Prolight + Sound Middle East**

15 – 17 October 2019, Dubai

**Prolight + Sound Guangzhou**

19 – 22 February 2020, Guangzhou

**Press information and photographic material:**

<https://www.hk.messefrankfurt.com/hongkong/en/press/fair-press/entertainment-media-and-creative-industries/prolight-sound-shanghai.html#media>

**Social media:**

Facebook: Prolight and Sound China

LinkedIn: Prolight and Sound China

Wechat: @prolight-sound

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,500\* employees at 30 locations, the company generates annual sales of around €715\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services. With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at: [www.messefrankfurt.com](http://www.messefrankfurt.com)

\*preliminary figures 2018