

Press release

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## Top solutions from recording to production and educational sessions to converge at Prolight + Sound Shanghai

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PLSS19\_PR2

**As the scope of audio making expands, the number of brands leveraging the show's platform to unveil new products is going up year by year. PLSS aims to bridge the gap among sound engineers, retailers and audio-related product manufacturers for the recording and production community, to propel music and sound technologies.**

The 17th edition of Prolight + Sound Shanghai (PLSS) will take place at the Shanghai New International Expo Centre from 10 – 13 October 2019. With over 650 exhibitors and brands signing up for the latest edition, more brands are believed to make an even stronger appearance this year, particularly the software and leading equipment brands in the *Recording and Production Zone* of Hall N1.

With a collection covering a myriad of audio interfaces, microphones, monitors and other gear, recording professionals have a lot to look forward to. Brands include 797, Ableton, Adam, AKG, Amphion, AMS Neve, Apogee, bbl audio, Dangerous Music, DPA, Dynaudio, Eventide, Fluid, Focal, Focusrite, IK-Multimedia, ISK, KRK, Moog, Motu, Native Instruments, Novation, PMC, PSI Audio, RME, Roland, Rupert Neve, Rycote, SE, Sennheiser, Shure, Solid State Logic, Superlux, Takstar, Universal Audio, Waves and Yamaha.

Eastern Edison will bring their new sE Electronics V7 MC2, a high-performance wireless vocal microphone, to the fair. It is specially designed for Sennheiser handheld transmitters and can perfectly capture the user's voice in its most natural way. The super cardioid capsule design helps isolate the voice from other instruments.

Another noteworthy product is the Shure MOTIV MV88+ Video Kit, a premium digital stereo condenser microphone, brought by Greatwall. It directly connects to any Apple device via a Lightning connector, or via USB-C to select additional devices. The included phone mount is also compatible with the existing set-up of the user, allowing it to connect to a tripod. The kit includes free ShurePlus MOTIV audio & video apps that enable recording control and the ability to save and share the user's content on multiple formats.

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

Apart from exhibit-floor conversations with peers and one-on-one equipment demonstrations at exhibiting manufacturer and distributor booths, visitors can expect even more in the show's designated areas.

### **IMSTA Audio Software Zone**

This showcase is co-presented by IMSTA (International Music Software Trade Association) to feature leading software manufacturers and developers of DAW's (Digital Audio Workstation), plug-ins, virtual instruments, apps and technologies with a series of product demonstrations and themed presentations. Representatives from Native Instruments will pass on tips and examples of applications and best practices.

For the second time in a row, this is a free event for everyone in the audio-making community – from professional and semi-professional musicians, arrangers, producers, mixers and audio engineers to music students and educators.

IMSTA has been playing an instrumental role in supporting audio software manufacturers by hosting *IMSTA Festa* and other events around the world in an effort to spread anti-piracy education to end-users. The concept is well in line with the show organiser's global initiative to combat product piracy: 'Messe Frankfurt against copying'.

### **A3E Summit @ PLSS**

The summit, a brand new event, is a professional development programme organised by Advanced Audio and Application Exchange (A3E). A3E serves as an industry resource by organising international conferences and social network exchanges dedicated to the future of advanced audio applications and new music technologies. PLSS19 will mark its premiere appearance in China.

The A3E summit will feature a number of panellists across the industry covering subjects of audio development from production to performance, and will focus on technologies and creative processes on AI and cloud collaboration that will drive the future of post-production.

Details of the show's fringe programme will be announced closer to the opening date.

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 Shanghai  
Shanghai, 10 – 13 October 2019

**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

**Prolight + Sound**

31 March – 3 April 2020, Frankfurt

**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 €718 million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered 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).