

Press Release

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“Tech meets culture” to headline Prolight + Sound Guangzhou 2022 – adding value to the pro AV and entertainment industry

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PLSG22_PR2_EN

As technology advances, industry peers from the pro AV and entertainment industry are exploring new ways to gain an edge. The 20th Prolight + Sound Guangzhou (PLSG) will get under way in Areas A and B of the China Import and Export Fair Complex from 25 – 28 February 2022 under the banner of “Tech meets culture”. With 5G, AI and IoT technologies maturing and experience-led consumer behaviour steering industry changes, the fair is poised to encourage more collaboration across segments such as culture and entertainment, tourism, creative media, the commercial sector and buildings.

Speaking about innovation and the upcoming fair, Ms Judy Cheung, Deputy General Manager, Messe Frankfurt (HK) Ltd commented: “PLSG has reached its 20-year milestone but we have not forgotten the initial goal of the exhibition. It strives to provide the best for the industry and offer a comprehensive platform for all exhibitors to demonstrate the strengths of their brands. With technological convergence as the latest trend, we have refined the fair to create new opportunities and unlock potential within the industry. In particular, under its “tech meets culture” theme, the fair places an increased focus on product applications to help industry peers integrate and deploy equipment in real-world settings such as in cultural spaces.”

PLS “Unicorn Series”: technological convergence and collaboration across different vertical markets

The pro AV and entertainment industry is brimming with creativity and it could be argued that the industry has no boundaries. In 2021, the fair introduced a unique performance area that demonstrated how technologies, stage machinery and digital media can be deployed in cultural and entertainment venues. Its debut at last year’s edition won plenty of positive feedback from fairgoers. At the 2022 edition, the PLS “Unicorn Series”: “Xtage” and “Immersive Entertainment Space” will once again be staged in Hall 12.2. Renamed as the “Unicorn” series, the area has been introduced to accommodate technologies that push boundaries, and to help up-and-coming brands demonstrate their uniqueness.

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Xtage – “Explore. Dream. Discover in time”

In a “time machine” themed hall, equipment manufacturers will join hands to present a unique indoor stage demonstration. By combining sound and lighting technology, stage machinery and digital media, audiences will be able to use their creativity and imagination to travel through time in a vivid and multisensory cultural journey. Apart from the spectacular show, Xtage viewers can go behind the scenes for an overview of the full production process, from inception to execution of a live event. This includes insights into the preparations of lighting, audio, video and digital media that lead to the birth of “Xtage”.

Immersive Entertainment Space

Introduced in response to demand for more diverse karaoke experiences, the Immersive Entertainment Space will present high quality visual and sound systems as well as entertainment facilities and party arrangement services.

Spark Rebirth: Immersive Interactive Showcase

In line with government’s 14th Five-year plan to strengthen innovation and cultural development, China’s cultural tourism sector is booming. To meet the rising demand, over 30 industry players and manufacturers will present their latest technologies and innovations that foster greater audience interaction in cultural activities. These include immersive virtual reality, wireless data transmission and intelligent voice control at the “Immersive Interactive Showcase” in Hall 1.2, Area A. The specialised area, showcasing a variety of lighting, fog machines, lasers, visuals and music will provide interactive experiences to fairgoers and encourage them to open up their imagination.

In addition to the inspiring areas, buyers can also source a wide array of pro lighting and audio products and solutions from over 1,000 exhibitors in the 140,000 sqm of exhibition space.

Prolight + Sound Guangzhou is organised by Messe Frankfurt and the Guangdong International Science and Technology Exhibition Company (STE). For more details about the show, visit www.prolightsound-guangzhou.com or email plsgz@hongkong.messefrankfurt.com.

Other shows under the Prolight + Sound brand include:

Prolight + Sound

26 – 29 April 2022, Frankfurt

Prolight + Sound NAMM Russia

20 – 22 September 2022, Moscow

Prolight + Sound Middle East

17 – 19 January 2023, Dubai

Press information and photographic material:

<https://prolight-sound-guangzhou.hk.messefrankfurt.com/quangzhou/en/press.html>

Social media:

Facebook: Prolight and Sound China

LinkedIn: Prolight and Sound China

WeChat: @prolight-sound

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. The Group employs approximately 2,300* people at its headquarters in Frankfurt am Main and in 30 subsidiaries around the world. In 2021, the company had to contend with the challenges posed by the pandemic for the second consecutive year. Annual sales will be approximately €140* million after having been as high as €736 million in 2019 before the pandemic. Even in difficult times caused by the coronavirus pandemic, we are globally networked with our industry sectors. 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. We are expanding our digital expertise with new business models. 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

* Preliminary figures for 2021