# Prolight + Sound 2024 Image Creation Hub




Picture: Mathias Kutt

Whether photographed, filmed or now also AI-generated: Images move the world. The dynamics of our time, the pulse of life in all its facets, can in turn be captured particularly impressively in moving images. At the upcoming Prolight + Sound (19 - 22 March 2024), a unique new area will be dedicated to the latter with the Image Creation Hub. The centrepiece is the Speakers Area in the style of a television studio. As a central contact point for television cameramen, the Image Creation Hub combines first-class workshops, exhibitions, lectures and talks in an extensive special area created and realised in cooperation with the BVFK (Federal Association of Television Cameramen).

Frank Trautmann, Chairman of the BVFK, explains: "The event industry is becoming increasingly interesting for BVFK members. Prolight + Sound has been the leading trade fair for this sector for years. With its presence at the trade fair, our association would like to help broadcasters and television producers find a forum to present common topics in a bundled and vivid way. Visitors to the trade fair have the unique opportunity to see camera and lighting technology presented first-hand by experts. The extraordinary profession of television cameramen, which combines artistic, technical and journalistic skills like no other, can be optimally promoted in the Prolight + Sound environment." Mira Wölfel, Director Prolight + Sound, adds: "We are very happy to be able to focus even more strongly on the important topic of moving images this year. Thanks to the great support of the BVFK, a spectacular new area has been created and we can hardly wait to present it to the Prolight + Sound audience in March."



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In order to illuminate the television camera industry from as many perspectives as possible, the Image Creation Hub is divided into the Exhibition Area, Education and Networking areas. In a unique exhibition, visitors can experience the latest products and technical innovations from renowned manufacturers, exchange ideas with experts, talk shop and obtain information.

Exhibitors include aiconix, Beyond Frames, Birds Camera Solutions GmbH, blackcam, Canon EMEA, Dedo Weigert Film GmbH, Faderlux, machen & tun Medienproduktion und -Dienstleistungen GmbH, Pensionskasse, RA Tobias Sommer, r-t-s.tv, SIGMA (Deutschland) GmbH, Sony, SUMOLIGHT GmbH, TELTEC AG, video-machinery GmbH and VRFF Die Mediengewerkschaft BG Freie.

In the newly created Camera College in Hall 11.0 (Room Karmesin), visitors will have the opportunity to attend daily 90-minute short seminars that offer insights into activities in front of and behind the camera. The seminars will be led by Nils Jahnke, picture director, vMix operator and lecturer for audiovisual media professions, and Helmut Wagenpfeil, cameraman and BVFK-certified lecturer for camera technology and image design. Camera College participants will also receive a certificate of attendance.

The Speakers Area with its TV studio look offers short workshops and informative presentations by renowned experts three times a day (11.00 a.m. / 12.00 p.m. / 1.00 p.m.). Through lectures and exercises with the professionals, participants can deepen and expand their own expertise. Topics such as lighting design, automatic tracking systems, broadcast cameras, Infinity Lighting, SUMOSKY as well as Steadycam and Polecam guidance are on the programme.

As part of the BVFK Panel, the audience can look forward to exciting talks in the studio area every day. Red-hot industry topics will be discussed ? from artificial intelligence in film and television and women behind the camera to sustainability in filming and social security for the self-employed.

On "Future Talents Day" (22 March), experts from the Image Creation Hub will offer professional training sessions on all aspects of on-camera training and further education for career starters, trainees, educational institutions and interested parties. Visitors to the Camera-Campus stand will also be able to obtain comprehensive information about further training opportunities in the industry. Every day from 5.00 pm (Tuesday to Thursday), interested parties are invited to meet and exchange ideas with experts from the camera sector, make new contacts and discuss current topics at a large "Come Together" in the Image Creation Hub.

As the leading trade fair for the entertainment technology sector, Prolight + Sound offers its visitors the entire range of event technology: from the most comprehensive international range of theatre and stage technology (ProStage) to Europe's largest platform for lighting technology in the event sector (ProLight) and the most spectacular innovations in professional audio (ProAudio) and AV technology (ProAV). Innovative solutions for the event sector will also be presented



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(ProEvent).

From 19 to 22 March, visitors can also look forward to an extensive training programme, new Community Nights in exclusive locations, emotional live performances by internationally renowned artists and a top-class lecture programme. The trade fair will focus on new technologies and fields of application as well as cross-industry topics such as recruiting, promoting young talent, sustainability and gender equality in the event and entertainment industry. Participation in all presentations, workshops and product demos as well as the PLS Community Nights is free of charge for visitors with a valid ticket.

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