Prolight + Sound 2022 with a strong support from the industry

Setting the stage for a successful #restart

Picture: Mathias Kutt



From April 26 to 29, Prolight + Sound kicks off the season for trade fairs centred on entertainment technology. Together with hundreds of companies, Messe Frankfurt is acting in concert to send a strong signal at the show for the successful future of the event industry. With new special areas and presentation formats, Prolight + Sound is expanding its portfolio and also highlights the sector?s commitment to the responsible use of natural resources at the premiere of the Green Event Day.

Key players from all branches of event and media technology will be on board. Confirmed exhibitors at Prolight + Sound include ADJ, Area Four Industries, Ayrton, Bütec, Cast, Chainmaster, Chauvet, Clay Paky, ComputerWorks, DAS Audio, DTS, Elation, Electro-Voice, ETC, Eurotruss, Fischer Amps, GLP, Harmonic Design, Highlite International, HOF Alutec, InEar, HK Audio, JB-Lighting, Kling & Freitag, König & Meyer, KS Audio, Kvant, L-Acoustics, Lawo, Layher, LEDitgo, Lightpower, Link, MA Lighting, Mipro, Movecat, Neutrik, Powersoft, Riedel, Robe, SBS Bühnentechnik, SGM, Steinigke Showtechnik, TAIT, Tasker, Tüchler, Waagner-Biro and many more.

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"We firmly believe in the social value of personal encounters ? even and especially in the turbulent times we live in. For more than 25 years, Prolight + Sound has been an important and reliable driver for the global event industry. Together with the industry, the show is dedicated to connecting people, creating positive community experiences and emotions. We are looking forward to a setting a sign for the successful #restart of the event industry. And, above all, we are looking forward to a great industry reunion here in Frankfurt", says Mira Wölfel, Director Prolight + Sound.

Despite all economic constraints, the industry has initiated important processes over the past two years. Thus, the responsible use of natural resources is playing a more significant role than ever before. Prolight + Sound 2022 will provide a prominent stage for this commitment. For the first time, on April 27, the Green Event Day will take place, focussing on sustainability in the event business. In presentations, keynote speeches and panel discussions, experts from the industry will shed light on the status quo, future goals, specific solutions and best practices. Representatives of technology and service companies, manufacturers, locations and transportation will be among the speakers. The keynote presentation will be held by futurologist Oliver Leisse, agency owner and host of the Zukunft, Trends & Strategien podcast.

Moreover, manufacturers of ecologically advantageous products are specifically marked with the ProGreen icon in the exhibitor search. This will give a direct overview on innovative solutions to decision-makers who seek to renew their company's event technology equipment with regard to a more positive eco-balance.

The challenges in the search for qualified personnel have become even more acute over the past two years. With the Future Hub, Prolight + Sound hosts a special area that bundles the offers for young professionals and serves as a contact point between talents and companies. The Future Hub is divided into four areas: the Start-up Area showcases the innovative power of start-up companies. The Career Center is a special exhibition area for companies with job vacancies and is particularly inviting young professionals looking for new challenges. At the Campus, colleges, universities and academies will present their specialised courses with an event focus. Additionally, the area hosts a Networking Lounge for making contacts, talking shop and discussing. The entire Future Hub is being built using recyclable materials and is powered 100 percent by green electricity.

With new special areas and presentation formats, Prolight + Sound is strengthening the audio sector as a mainstay of the event. In addition to systems for live sound reinforcement and fixed installations, it will be offering a home for music production, recording and DJing products.

At the premiere of the Performance + Production Hub, visitors will experience four days of audio tools in action as well as countless educational events. Key players such as Ableton, LD-Systems and Tascam will be presenting innovative hardware and software solutions. Part of the area is the Music Production Corner: The central

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attraction for producers shows innovations around digital audio workstations, recording tools, room acoustics and more. On the Showstage, top-class artists will give an impression of their creative play styles in digital live performances ? from beatmaking and finger drumming to controllerism and syntablism. In Jam Boxes, audio enthusiasts can test new sound tools such as music apps, DJ hardware and modular synthesizers and improvise together in open sessions. There will also be interactive themed areas on Mobile DJing and Live Sound Branding.

In the new presentation area Studio Village, manufacturers of microphones, signal processors, monitoring solutions, recording interfaces and other products for professional recording studios will be on show. There will also be the workshop area Studio Lab with acoustically separated rooms for seminars and product demos. Furthermore, the Live Sound Arena is entering a new round: it will provide an opportunity to experience the sound of large PA systems from brands at the open-air site.

Innovative products and technologies for theatres and stages are a strong growth pillar of Prolight + Sound. Key players will be presenting their products and services, from upper- and lower-stage machinery to platforms, stands, lifting equipment, automation and curtain technology, and special lighting and sound control consoles for use in theatres.

These kind of solutions will also be the focus of the new Theatre + Light Stage. Experts from BEO Trekwerk, Clay Paky, Gala Systems, Gerriets, HOF, MA Lighting, ROBE and other companies will be giving presentations on topics such as digitalization, sustainability and spectacular show technology for stage use. Visitors will learn how new digital standards facilitate the workflow, how venues can be illuminated in an energy-efficient way or how they can create breath-taking 3D visual effects with the help of special projection materials.

Against the backdrop of turbulent developments in the current time, it is more important than ever to share experiences and tackle challenges together. Prolight + Sound will continue its successfully established conference formats and will offer a top-class lecture program on all days of the trade fair.

In cooperation with The German Entertainment Technology Association (VPLT), the four-day Prolight + Sound Conference is dedicated to professionalization in the event industry. It provides an overview of the status quo in the industry and offers assistance for business development after the coronavirus crisis. At the International Event Safety Conference (I-ESC) on April 27, experts will provide practical tips for safe event operations. Key topics will include ventilation and hygiene concepts, crowd management and current occupational safety standards.

Also part of Prolight + Sound is the Manufacturers' Forum, where product specialists present new technologies and their practical application. Well-known companies in the field of audio and media technology such as Meyer Sound, NTi Audio, Klippel and Vioso will take part in the programme.

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Participation in all lectures, workshops and product demos is free of charge for visitors with a valid ticket.

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