Trends, Tech and Talks at Prolight + Sound 2024

Pictures: Mathias Kutt



In a constantly transforming event industry, Prolight + Sound is helping to shape change and providing impulses for the future. From 19 to 22 March 2024, the leading trade fair for the event & entertainment technology industry will open its doors to focus on innovation, inspiration and networking. With a clear commitment to the sector and a broad spectrum of technological innovations, the event proves its reputation as an important international meeting place for manufacturers, decision-makers and creative minds from all areas of event technology.

The promising development in the event industry and the positive feedback from the sector are reflected in the manufacturers' commitment to Prolight + Sound. A large number of well-known companies have already declared their participation for 2024, including Adam Hall, Adamson, ADJ, ALFA-SYSTEM, Area Four, ARTTHEA, ASM, Astera, Aura Audio, AV Stumpfl, Ayrton Lighting, BÜTEC, Cast, Chauvet, Clay Paky, ComputerWorks, CSI, Das Audio, Dataton, Elation, Electronic Theatre Controls, Eurotruss, FACE Bvba, Gerriets, GLP, Harmonic Design, Hearsafe, Highlite International, InEar, inoage, JB-Lighting, Kling & Freitag, KS Beschallungstechnik, KV2, KVANT, L-Acoustics, Lawo, Lightpower, LMP, LumenRadio, MA Lighting, Major, Meyer Sound, Milan, Mipro, Movecat, Music & Lights, Music & Sales, Portman,

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Riedel, ROBE, Robert Juliat, ROE, Rosco, Roxx, SBS, SICA, Sixty82, SRV, Steinigke, TAIT, TMB, Tronios, Unilumin, Vision Ears, Waagner-Biro and Zactrack. Mira Wölfel, Director Prolight + Sound, emphasises: "We are creating an internationally oriented stage in the heart of Europe where the industry comes together to develop innovative ideas for the future and to set trends. At Prolight + Sound, the industry not only underlines its economic importance, but also its awareness for sustainability, networking, creativity and the promotion of young talent."

Whether concert stages, opera houses, clubs, museums, theme parks or worlds of experience: Prolight + Sound presents the entire spectrum of technological innovations from the world of event technology and provides them with an internationally relevant platform. Sound, studio and production equipment, as well as media and camera technology, are once again at home in Hall 11. One of the highlights is the newly developed Image Creation Hub: In cooperation with the Bundesverband der Fernsehkameraleute e.V. (BFVK - Federal Association of Television Camera Operators), a unique area is being created for everything to do with moving pictures. The heart of the site is the Speakers Area in the style of a television studio. Hall 11 will also be the stage for innovations in DJing and digital live performance, complemented by various audio demo rooms and workshops.

In Hall 12, everything revolves around lighting and theatre equipment, projection and display technology as well as event services, equipment and planning. The outdoor area will attract visitors with spectacular live presentations of outdoor solutions for audio and display technology as well as mobile stages, tents and inflatables.

From moving lights to tracking to LED: Prolight + Sound is home to all segments of lighting technology - and on an internationally unique scale. In 2024, the trends in the industry are all about sustainability and creativity. One focus is on energy-efficient LED solutions that not only create breathtaking lighting effects but also reduce the ecological footprint. Another focus is the increasing integration of artificial intelligence in lighting technology. AI-based control systems make it possible to adapt lighting designs to the mood of the audience in real time, creating immersive, unique experiences.

A mainstay of Prolight + Sound is the theatre and stage technology sector. The upcoming event will highlight the most exciting developments in the industry - including the increased use of augmented reality (AR) and virtual reality (VR) in theatre productions. These technologies create completely new possibilities for stage sets and visual effects. The increasing automation of stage elements and control systems will also be addressed. It allows theatre productions to seamlessly switch between technical elements while ensuring safety and precision.

The audio technology segment will also be updated at Prolight + Sound 2024. The ProAudio College, established in April 2023 together with the Verband Deutscher Tonmeister e.V. (VDT - Association of German Sound Engineers), will enter its second round - larger, more versatile, more international and with an even more

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extensive programme. The four-day advanced training programme is dedicated to current trends in the sound reinforcement scene, innovations around studio productions and exclusive training modules. In the Performance + Production Hub, product presentations and live showcases meet workshops with experts from well-known brands. Created in cooperation with the Sample Music Festival, it also provides a stage to forward-looking topics such as live remixing and looping, controllerism and the latest software and apps. In the Live Sound Arena, visitors can experience the sound of powerful PA systems under real conditions.

Prolight + Sound 2024 will place even greater emphasis on energy efficiency and sustainability than in the past. In this way, the trade fair is taking into account the industry's growing awareness of ecological responsibility. The EVVC (European Association of Event Centres) will provide important impulses for a greener event industry with its Green Sessions.

The Main Stage in Hall 11, where top keynote speakers will discuss current industry topics, has been redesigned with sustainability in mind. With the "Urban Garden" project, the Future Hub will also focus on the topic of sustainability. The area, which is also located in Hall 11, will focus in particular on the promotion of young talent. Educational institutions with event study courses, companies with vacant positions and start-ups will present themselves. In addition, the Future Talents Day 2024 on Friday, 22 March, invites young professionals to learn more about career opportunities in the event industry and to network. The Prolight + Sound Conference, which is being organised in cooperation with the VPLT e.V. (Association of Media and Event Technology), also offers first-hand specialist know-how.

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As the leading trade fair for event technology, Prolight + Sound places a clear focus on networking and the growth of the industry. The Hosted Buyer Programme, which was successfully launched in 2023, is now in its second round. It is aimed specifically at selected decision-makers from the industry who receive an exclusive invitation to the show - including travel and accommodation. Guided tours enable visitors to familiarise themselves with new products from various thematic areas – from theatre and stage to sustainable technologies – and to make direct contact with suppliers.

Traditionally, Prolight + Sound is not only about business but also the bilingual supporting programme. In 2024, this will be comprehensively expanded: At the upcoming event, the PLS Community Nights will take place for the first time. Throughout three evenings, Prolight + Sound will invite all participants of the fair to major networking events, which will take place in exclusive Frankfurt locations. Glitz and glamour meets business in one of Europe's most modern metropolises.

Participation in all lectures, 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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