

## Prolight + Sound 2022: Event industry celebrates its comeback

### Looking towards a greener future



Picture: Petra Welzer

The restart of the event industry has taken shape and has recently given a noticeable push to the demand for modern event technology. Despite all the remaining challenges, Prolight + Sound, together with the industry, is firmly looking to the future. From 26 to 29 April 2022, hundreds of companies will demonstrate that, even in times of tough restrictions, the entertainment technology industry has consistently driven the development of new solutions as well as the change towards resource-saving event operations.

The need for a large, comprehensive presence event in Europe is reflected in the great interest shown by manufacturers. Among the key players in the event technology market who have already declared their participation in Prolight + Sound are ADJ, Area Four Industries, Ayrton, B. & C. Speakers, Bosch Rexroth, Bütec, Cast, Chainmaster, Chauvet, Clay Paky, ComputerWorks, dBTechnologies, DTS, Elation, ETC, Eurotruss, FBT Elettronica, GLP, Highlite International, HOF Alutec, InEar, JB-Lighting, Kling & Freitag, König & Meyer, KS Audio, Kvant, L-Acoustics, Lawo, Layher, LEDitgo, Lightpower, Link, MA Lighting, Meyer Sound, Movecat, nivtec-flexibel, Robe, SBS Bühnentechnik, SGM, TAIT, TMB, Tüchler, Ultralite, Waagner-Biro and many more.

The event industry is ready and hungry for a reunion. This is a clear signal we have received from companies and professionals. The positive overall mood creates a promising framework: not only for presentation and business, but also for talent acquisition and for the high-profile presentation of industry-relevant topics," says Kerstin Horaczek, Vice President Technology Shows at Messe Frankfurt. Mira Wölfel, Director Prolight + Sound, adds: "In this context, I would like to express my respect to the industry, which has managed to further expand its commitment to more sustainability despite the greatest economic constraints. Thus, ecological solutions and the "green event idea" take a central role at Prolight + Sound 2022."

After more than a quarter of a century on the market, Prolight + Sound 2022 presents itself more than ever as an independent, self-confident industry platform. It is characterised by a broad, comprehensive range of products and a clear focus on professional solutions for events and entertainment. The range is divided into the segments ProLight (Hall 12.0, 12.1), ProAudio (Hall 11.0, 11.1), ProMedia (Hall 11.1) ProStage (Hall 12.0) and ProEvent (Hall 12.0/12.1 and outdoor area).

A particular product focus in 2022 will be the theatre and stage technology segment, which had already developed into a mainstay of Prolight + Sound before the pandemic. Key players in the field of stage machinery, control, automation and equipment will be present, as will companies in the lighting and sound segment offering specialised theatre solutions. The new Theater + Light Stage in Hall 12.0 presents a specialised programme of lectures and gives suppliers of stage and lighting technology the opportunity to present their innovations at product demos.

For the first time, Prolight + Sound also offers a dedicated exhibition area for studio production and recording solutions. The Studio Village in Hall 11.1 will attract users of microphones, amplifiers, mixing consoles and signal processors, recording hardware and software, as well as furniture and acoustic elements. Companies from these segments can present themselves here at reduced rates. At the Studio Lab, Prolight + Sound offers individually bookable, acoustically separate rooms for workshops and product demos on music production, instrument miking and mastering in Hall 11. In addition, there is the new Content Lab: a fully equipped presentation area where Messe Frankfurt, together with companies from the sector, implements a specialised range of workshops on streaming, podcasting and digital content production. This space also serves as an Indoor Sound Arena to present sound solutions under real-life conditions. In cooperation with the makers of the "Sample Music Festival" and top brands, an impressive experience zone will also be created around music production and live performance.

A central message of Prolight + Sound 2022: spectacular visitor experiences and ecological action go hand in hand more than ever. Thus, with the Green Event Day on 27 April, the fair is offering for the first time a theme day all about the responsible use of natural resources. Companies and associations will present their green initiatives on the Main Stage in Hall 11.1 and underline that commitment to sustainability can also pay off economically.

Manufacturers of energy-saving and ecologically beneficial solutions will introduce themselves to visitors at guided tours. In this way, decision-makers from companies who want to renew their media technology equipment with a view to a more positive eco-balance will receive valuable input in a condensed form.

With the Future Hub, Prolight + Sound presents a special show area that is realized using resource-saving and recyclable materials and is powered 100 percent by green electricity. The area bundles offers for the talents of today and tomorrow: including a Start-up Area for young companies, the Campus powered by VPLT as a presentation platform for educational institutions and the Career Center as a meeting hub between companies with vacancies and professionals looking for new challenges.

Especially in turbulent times, the transfer of specialist knowledge and best practices takes on a particular significance. The Prolight + Sound Conference lecture series is dedicated to professionalisation in all trades of the event industry. It provides an overview of the status quo in the industry and offers assistance for business development after the crisis. At the International Event Safety Conference (I-ESC), experts give practical tips for safe event operations. In addition, the Manufacturers' Forum will make its return: Here, companies from different areas of the event industry will present their new technologies and solutions. Visitors can take part in numerous lectures, product demonstrations and certification courses.

Other established formats are also entering a new round. The Live Sound Arena brings the sound of large PA systems to life on the open-air site. In Audio Demo Rooms, visitors can immerse themselves in 3D and spatial audio environments. Last but not least, Prolight + Sound puts the spotlight on top achievements in the industry at the Opus German Stage Award and the Sinus Systems Integration Award.

Participation in all lectures, workshops and product demos is free of charge for visitors with a valid ticket. Registration for exhibiting companies is possible at the website below.

As an international trade fair brand, Prolight + Sound is present with events in Germany, China, Russia and Dubai.

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