

news +++ Prolight + Sound
19 to 22 March 2024

prolight+sound

Hitting the right note: Prolight + Sound 2024 presents extended ProAudio range

Frankfurt am Main, 22 February 2024. Audio technology and music have always been essential components of the Prolight + Sound DNA. This year, the leading trade fair for the entertainment technology industry is emphasising this with a comprehensively expanded ProAudio offering. Among other things, visitors can look forward to a 3000 m² Performance + Production Hub, new attractions, an expanded programme of specialist lectures and the return of well-known exhibitors.

From 19 to 22 March 2024, the entire product world of professional audio technology awaits the public in Frankfurt. The focus will be on live and concert sound reinforcement as well as innovative studio and broadcast solutions. Renowned companies will be demonstrating sound reinforcement systems under realistic conditions on the outdoor exhibition area. There will also be an extensive supporting programme covering a wide range of current and future-oriented topics.

Sonic brilliance: Immersive Audio Dome, Live Sound Arena, Silent Stage

The ProAudio sector at Prolight + Sound 2024 offers a number of highlights. One of these is clearly the newly created **Immersive Audio Dome** in Hall 11, which is being realised in cooperation with Quickspace and United Brands. The latter will present product innovations from Adamson in the impressive installation - combined in an immersive system consisting of a large number of loudspeakers and the Fletcher Machine, a multichannel audio rendering processor. The interior of the 100 m² igloo-shaped dome offers space for around 75 people and is equipped with a full-surface projection screen. This complements the sound experience with futuristic visuals to create an immersive overall experience for visitors.

Also new is the **Audio Bar** (Hall 11). Here, high-quality headphones from well-known brands - including AIAIAI, Beyerdynamic, Audio-Technica, Ollo Audio, Tascam, HEDD, Rode and Pioneer - can be tested in a relaxed atmosphere. A range of models from the studio, DJ and wireless sectors will be presented to interested visitors at installed sound stations. The relaxed bar atmosphere also invites you to talk shop with other trade fair visitors.

This year, a record number of **four audio stages** await the public on the outdoor area in front of Hall 11: In the **Live Sound Arena**, stage constructions will be shown in their ideal form and sound reinforcement systems will be demonstrated under realistic conditions. Manufacturers such as Harmonic Design, CELTO, HK Audio, KV2 Audio, Voice-Acoustic, Aura Audio and audio zenit will be demonstrating their impressive systems here.

RCF and dbTechnologies are returning as exhibitors at the upcoming event and will each be presenting their products on their own **outdoor demo stage**, among other things. The area will be completed by the DAS Audio demo stage.

The presentation of large PA systems in such a spacious, festival-like setting is unusual in this form. The realisation is supported by the companies "Kultour" and "Layer".



In the Live Sound Arena, sound reinforcement systems are demonstrated under realistic conditions. Photo: Mathias Kutt

Those looking for quieter sounds will find what they are looking for at the **Silent Stage** (Hall 11). The company "InEar" will be presenting its innovative, integrated sound technology solutions there. During the trade fair, the Silent Stage will offer a 30-minute programme every day in three slots (at 12:00, 14:00 and 16:00 / on the last day of the trade fair only 12:00 and 14:00). In this programme, the live band P.A.C.E. will present the effects of using a Silent Stage. The focus is on minimising the noise level on stage. This effect is achieved through the use of amp simulations, isolation boxes, drum cages and electronic musical instruments.

Product innovations, Live Acts, Workshops: Performance + Production Hub

The popular **Performance + Production Hub** (Hall 11) - created in cooperation with the Sample Music Festival - will be expanded to 3000 m², making it the largest area for music production and DJing in Europe. At the centre of the concept is the combination of product experience, knowledge transfer and entertainment. From live performances and product presentations to visual showcases and workshops with experts from well-known brands, the area offers creative input for the use of innovative sound tools. The new programme will also be expanded to include forward-looking topics such as live remixing and looping, controllerism, biohacking and the latest software and apps, providing an insight into the future of digital sound creation.

A number of top brands will be presenting their innovations in areas such as mixers and controllers, digital audio workstations, samplers and sequencers, synthesisers, grooveboxes and effects units as well as mobile DJ equipment. New products such as the eagerly awaited FGDP controller from Yamaha and the Push 3 controller from Ableton will be presented.

In the Music Production Corner, software tools meet midi controllers and beat sequencers and the boundaries between studio production and live performance become blurred. Specialised education stations offer knowledge on topics such as field recording, motion sensors and live sound branding.

In the new 100 m² "Live Box", the audience can experience live performances by well-known artists in top sound quality, including DJ Emanuel Satie, guitarist Yasi Hofer, ARKAI, Denise Frey, Dshanna, Escape Kid, Ray-D, Tim Kroker and many other international artists. In addition, the "Swing Flare Club" invites you to jam sessions during the trade fair, where you can make music together even without any previous musical knowledge.

Other items such as music notation for modular performances (in cooperation with SOMA Synths), live demonstrations in the Hub's broadcast studio and the Annual Scratch Battle round off the extensive programme.



The Performance + Production Hub combines product experience, knowledge transfer and entertainment in a unique way. Photo: Mathias Kutt

Concentrated expertise: ProAudio College and keynotes

Expert knowledge in concentrated form for audio professionals and interested newcomers is offered by the **ProAudio College**, which is organised jointly with the Association of German Sound Engineers (VDT) and is part of the "Prolight + Sound College". After last year's great success, the free offer will be expanded at the upcoming show and internationalised with a bilingual lecture programme (German and English). The audience can also look forward to the ProAudio Lounge with a wide range of networking opportunities.

The focus of the lecture programme will be on current trends in the sound reinforcement scene, innovations in home studio productions and exclusive training modules from the SQQ7 educational standard curriculum. Developed by a broad-based working group under the leadership of the VDT, this standard defines learning objectives for further training to become a "certified sound specialist". Other topics include future scenarios and

tips for young professionals, the physical principles of room acoustics, methods for transmitting synchronised A/V media data, sound check guides and frequency management. All participants receive written confirmation of the knowledge they have acquired.

First-hand expertise will also be provided by a series of **keynotes** on the subject of sound. For example, Michael Kastner, Head of Product at HOLOPLOT, will provide insights into their unique X1 Matrix Array audio solution, which is part of the mega-project Sphere in Las Vegas. In her presentation "The Power of Sound", award-winning creative director Genevieve Cleary will explore the question of how to increase the well-being of the audience in the age of innovative audio-sensory technology. In "Music makes the people", Atelier Markgraph CCO Stefan Weil explores the diverse potential uses of music. Gregor Tresher and Edgar Dirksen (Cocoon Recordings) will provide insights into being a producer and running a label.

Participation in all lectures, workshops and product demos as well as the PLS Community Nights (-only by registration) is free of charge for visitors with a valid ticket.

All details about Prolight + Sound at: www.prolight-sound.com

As an international trade fair brand, Prolight + Sound is present with events in Germany, China and Dubai. More about the global activities at www.prolight-sound.com/worldwide

Prolight + Sound

The Global Entertainment Technology Show for Light, Audio, Stage, Media + Event

The event will take place from 19 - 22 March 2024.

Press information and photographic material: www.prolight-sound.com/press

Accreditation for journalists:

The online press accreditation for **Prolight + Sound 2024** is now available:

www.prolight-sound.com/accreditation

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