

# Press

January 2018

## Musikmesse

International Trade Fair for Musical Instruments, Sheet Music, Music Production and Music Business Connections  
Frankfurt am Main, 11 to 14 April 2018

## Prolight + Sound

International Fair of Technologies and Services for Entertainment, Integrated Systems and Creation  
Frankfurt am Main, 10 to 13 April 2018

Johannes Weber  
Tel. +49 69 7575-6866  
johannes.weber@messefrankfurt.com  
www.messefrankfurt.com  
www.musikmesse.com  
PI7\_MMPLS\_A3E\_gb

## **Musikmesse and Prolight + Sound: A3E to launch its 'Future of Audio + Music Technology' educational conference**

Another highlight for the international audio community is to be integrated into Musikmesse and Prolight + Sound. For the first time, A3E (Advanced Audio + Application Exchange) is organising an exciting professional-development programme within the framework of the trade-fair duo. The 'Future of Audio + Music Technology' conference will be held in Room 'Entende' on Level 4c of Hall 4 on Friday, 13 April 2018 and illuminate subjects that are impacting decisively on the global music industry. A3E is a leading industry resource dedicated to the future of advanced audio applications and new music technologies. The conference will be held in English and admission is free of charge for all Musikmesse and Prolight + Sound visitors.

The key topics to be covered by the conference include:

- The global musician – next generation cloud DAWs for worldwide collaboration
- Wearable technology for musicians
- Designing products for the wireless musician
- Virtual & augmented reality for studio production and live performance
- Touchscreen apps and controllers for the studio and stage
- App integration for traditional instruments
- Artificial Intelligence & machine learning

“As a future-oriented platform, we are committed to promoting the transfer of information in the industry. We are delighted to team up with A3E, an organisation that enjoys a first-class reputation among professionals in the audio segment, to implement a high-grade educational conference. 'The Future of Audio + Music' programme is aimed at developers of audio solutions and at musicians, producers and sound engineers. Thus, it represents a perfect addition to our trade-fair duo”, says Michael Biber, Group Show Director in the 'Entertainment,

Messe Frankfurt Exhibition GmbH  
Ludwig-Erhard-Anlage 1  
60327 Frankfurt am Main

Media & Creative Industries' Business Unit of Messe Frankfurt Exhibition GmbH.

“A3E is both proud and honored to now be part of the world-class trade fair duo that is Musikmesse and Prolight + Sound, and to be working with a world-class organizer such as Messe Frankfurt. Europe has always been a major force in the advent of new music technologies, and provides all the key resources and communities that are essential in driving next generation audio development. Musikmesse and Prolight + Sound will provide an amazing base for A3E to help bring thought leadership together to further advance the Future of Audio + Music Technology”, says Paul Sitar, A3E LLC President and A3E Show Director.

Further information about Musikmesse and Prolight + Sound can be found at [www.musikmesse.com](http://www.musikmesse.com) and [www.prolight-sound.com](http://www.prolight-sound.com).

More about A3E at [www.a3exchange.com](http://www.a3exchange.com).

#### **Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,300 employees at some 30 locations, the company generates annual sales of around €647 million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A comprehensive range of services – both onsite and online – ensures that customers worldwide enjoy consistently high quality and flexibility when planning, organising and running their events. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

With its headquarters in Frankfurt am Main, the company is owned by the City of Frankfurt (60 percent) and the State of Hesse (40 percent).

For more information, please visit our website at:

[www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)

#### **Background information on A3E:**

A3E, the Advanced Audio + Applications Exchange, is a leading industry resource dedicated to the future of advanced audio applications and new music technologies. A3E uniquely targets the audiences of 1. Developers & Programmers of Music & Audio Technologies, 2. Audio Professionals & Musicians, and 3. Manufacturers of next-generation Music & Audio Technologies. Through its portal and industry events, A3E coalesces these three audiences into one complete ecosystem to help shape the future of the audio industry. More at [www.A3Exchange.com](http://www.A3Exchange.com)