

Press Release

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Prolight + Sound 2019: Immersive Technology Forum extended to four days following the success of the première

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From virtual and augmented reality, via spatial audio, to 3D mapping and hologram projection: the ‘Immersive Technology Forum’ at Prolight + Sound presents solutions that blur the boundaries between reality and virtual perception. Last year’s première proved to be a magnet for visitors and, following this great success, it is being extended to four days this year.

On Tuesday and Wednesday (2 and 3 April), numerous companies, including Astro Spatial Audio, Gerriets, Holoplot, KLANG:technologies, L-Acoustics, Minuit Une, Out Board TiMax, ShowTex and Vioso, will present new products and best-practice examples at the Immersive Technology Forum. On Thursday and Friday (4 and 5 April), the programme is being organised by the ‘VRANKFURT - Virtual & Augmented Reality Meetup Frankfurt’ tech event and network and INM – Institute for New Media and will include presentations and demonstrations of ‘spatial audio for VR and music’, ‘360° panorama video & 3D new realities’ and ‘augmented reality real time visuals & sound’. The lectures will be held in English.

“What began a year ago as a one-day supplementary event has already developed into a keystone of the Prolight + Sound programme. The reactions to the first edition of the Immersive Technology Forum were outstanding and, even before the event ended, many exhibitors said they would like to take part in 2019. We are also very pleased to have two new and potent partners on board, VRANKFURT and INM, which means visitors can not only increase their technical knowledge but also plunge directly into virtual worlds and gain new inspiration”, says Michael Biber, Group Show Director of the ‘Entertainment, Media & Creative Industries’ Business Unit of Messe Frankfurt Exhibition GmbH.

The highlights of the Immersive Technology Forum

Lectures by exhibitors

Speaker	Subject
Bjorn van Munster Astro Spatial Audio	3D sound without limits – discover the world’s leading independent solution for object based audio
Andreas Gause Gerriets	Projections and visual effects in the event sector
Mathias Hundt Hessischer Rundfunk	VR & AR - 3D in the linear television world

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Emad El-Saghir Holoplot	Employing room acoustics not loudspeakers to craft unique immersive soundscapes
Stefan Bock IAN solutions	Immersive audio production for different use cases
Phil Kamp KLANG:technologies	Workflows for immersive In-Ear-Mixes with KLANG:Fabrik
Etienne Corteel L-Acoustics	Scalability of live immersive hyperreal experiences
Aurelien Linz Minuit Une	How to create immersive lighting experiences without heavy logistics?
Dave Haydon Out Board TiMax	What's Immersive? - Spatial Audio and Showcontrol for Live Performance, Presentation and Experience
Ivo Kersmaekers ShowTex	How Immersive Experiences depend on choosing the right projection surface
Sven Giersch VIOSO	Projection magic in Panorama and mapping applications

VRANKFURT programme

Speaker	Subject	Language
Renée Abe ZDF Digital	Immersive Sound – Spatial audio for VR & music The lecture will focus on ultra-modern techniques and tools for recording and mixing, as well as differences to current audio productions. Additionally, the lecture will describe the production work flow from the concept phase to the finished product.	English
Torsten Hemke & Institute for New Media	Immersive Entertainment – 360° Panorama-Video & 3D New Realities To mark the 1,000 th anniversary of Worms Cathedral in 2018, a VR experience was created, which takes visitors on a balancing act between the cathedral's towers, 50 m above the ground. Acrophobia is guaranteed	English
Robert Seidel Video artists & curator	Immersive Art – Augmented reality real-time visuals & sound Seidel presents his first three-part augmented reality application, 'IOR Index of Refraction'. Interactive AR art can now be experienced: a smartphone or tablet is used to superimpose virtual-artistic 3D images on the (real) image of the device's camera in real time.	English

The lectures will be repeated several times during Prolight + Sound and visitors can experience the projects live in the form of VR and AR demonstrations with the aid of HMDs and mobile devices.

Additionally, there will be a work show by video artist Robert Seidel, Berlin, at the Immersive Technology Forum on Friday, 5 April. The works to be seen include the 'Tempest' production, which combines abstract video projection with immersive soundscapes and water and fog effects, and 'Vitreous', an experimental project chosen for the 'Visual Music Award', in which virtual sculptures fill the projection area.

The timetable with information about the speakers and their subjects can be found at www.prolight-sound-programm.com.

The programme of the Immersive Technology Forum will be held in Room 'Konsens' (Hall 4) from 2 to 4 April and at the Circle Stage (Hall

Prolight + Sound
The Global Entertainment Technology Show
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4.0) on Friday.

Further information about Prolight + Sound at www.prolight-sound.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 2,500* employees at 30 locations, the company generates annual sales of around €715* 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).

Further information is available at: www.messefrankfurt.com

* provisional figures 2018