

Press Release

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Prolight + Sound 2020: 'Sinus - Systems Integration Award' for Osram World of Light in Munich

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Visitors to the headquarters of Osram Licht AG in Munich can experience a multi-media journey through the history of the company: from the beginnings in 1906 to the present day. The 'Osram World of Light', a blend of showroom, workshop and event location has won this year's 'Sinus – Systems Integration Award'. The client and the contractors, Ranger Design (general contractor), Techniz Ingenieurbüro (technical media planning) and other companies, will be presented with the award at the coming Prolight + Sound in Frankfurt am Main on 2 April.

Sinus honours outstandingly creative and artistic achievements and solutions with respect to the use of technology in audio-visual installations. The award has been given annually at Prolight + Sound since 2004. The jury and the trustees of the award comprise representatives of the German Media and Event Technology Association (VPLT), the European Association of Event Centres (EVVC) and other experts from the sector, as well as representatives of the trade press and Messe Frankfurt.



Numerous audio-visual exhibits accompany visitors on their journey through the company's history

World of Light: from the light bulb to the modern LED

The flexible and elaborate showroom reveals the spectrum of expertise and products offered by Osram Licht AG and presents the company as a high-tech supplier with a tradition dating back over 100 years. Covering two levels, this world of infotainment includes a cinema, audio and video content, multifarious lighting units and mist effects. Light can be

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experienced on an emotional plane in a Light Box – a lighting timeline documents the technological milestones. On the ground floor, a moving glass dividing-wall system permits different room variations: open for press conferences and big events; closed as a versatile workshop area.

The Sinus Award jury was particularly impressed by the multi-functional approach, which permits a wide variety of uses, as well as by the uncompromising execution from the model to finished project, which meets the client's requirements flawlessly. In this way, the many special challenges have been mastered perfectly, e.g., the integration of the World of Light in existing parts of the Osram headquarters and the planning and installation of a complex media-control system in several different parts of the building.

Involved in the project were:

Osram Licht AG (client)
Ranger Design (general contractor)
Techniz Ingenieurbüro (technical media planning)
3lpi (lighting planning)
Salzbrenner (media systems)
Schindler Lichtdesign (GrandMA programming)
Tricksal ('Lightelligence' installation)
Livebau (Light installation)

Prolight + Sound opens its doors from 31 March to 3 April 2020. Further information about the event can be found 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 more than 2,600* employees at 30 locations, the company generates annual sales of around €733* million. We have close ties with our industry sectors and serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of the Group's key USPs is its closely knit global sales network, which extends throughout the world. Our 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. Headquartered 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

* provisional figures 2019

Prolight + Sound
Internationale Messe der Technologien
und Services für Entertainment,
Integrated Systems und Creation
Frankfurt am Main, 31. März bis 3. April
2019