

Press Release

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Prolight + Sound 2020: entry phase for the ‘Sinus – Systems Integration Award’ begins

Johannes Weber
Tel. +49 69 7575-6866
johannes.weber@messefrankfurt.com
www.messefrankfurt.com
www.prolight-sound.messefrankfurt.com

‘Sinus – Systems Integration Award’ puts the spotlight on AV media installation. Now, the sector’s companies and professionals are called on to enter their showcase projects for the competition. The awards will be presented during Prolight + Sound (31 March to 3 April 2020) at Frankfurt Fair and Exhibition Centre.

The Sinus is one of the most coveted awards in the field of audio-visual communication. It is given for successful business and entertainment concepts distinguished by the future-oriented use of fixed media technology ranging in, for example, conference centres, meeting rooms, television and radio studios, brand and experiential worlds and leisure attractions. The winning projects will be chosen by an expert jury comprising members of the associations, experts from the sector, representatives of the media and Messe Frankfurt.

The notional sponsors of this honorary awards are the German Media and Event Technology Association (VPLT), the European Association of Event Centres (EVVC) and Messe Frankfurt. The Sinus has been presented annually in different categories at Prolight + Sound since 2004. Last year, it was given for the *Inspiration Wall* at the Merck Innovation Centre in Darmstadt. Also chosen for an award was the new IP-based media technology in the GEO Mission Control Centre of EUMETSAT.

At www.prolight-sound.com/sinus, candidates have the opportunity to submit an outline of their projects with a brief description and images. The deadline for receipt of entries is 8 November 2019.

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 2,500 employees at 30 locations, the company generates annual sales of around €718 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

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