

news +++ Prolight + Sound
25 to 28 April 2023

prolight+sound

Prolight + Sound launches application phase for “Sinus - Systems Integration Award”

Frankfurt am Main, October 2022. Be it in brand and experience worlds, museums and theme parks or in conference and collaboration rooms: in order to transport emotions and convey messages in a targeted manner, effective and creative use of AV media technology is the key. Since 2004, the “Sinus - Systems Integration Award” has put the spotlight on top achievements in this field. The prize is awarded annually at Prolight + Sound in Frankfurt am Main (25 to 28 April 2023). Companies and professionals in the industry are now invited to submit their showcase projects to the competition.

The Sinus is considered one of the most renowned awards for the planning and installation of audiovisual systems. An expert jury, consisting of association members, industry experts, media representatives and representatives of Messe Frankfurt, selects the winning projects from all entries. A decisive criterion in the jury’s decision is the outstanding interaction of artistic ambition and innovative technical implementation. At www.prolight-sound.com/sinus, candidates can present their projects with a short explanation and accompanying visual material. The deadline for applications is 30 November.

The patrons of the award are the Association of Media and Event Technology (VPLT e.V.), the European Association of Event Centres (EVVC e.V.) and Messe Frankfurt. In 2022, Sinus was given to the art project “Les Bassins des Lumières” in Bordeaux. The technically elaborate installation invites culture enthusiasts to immerse themselves in a sea of images, colours, sounds and history on the site of a former submarine bunker.



Winner of the Sinus 2022: Les Bassins des Lumières in Bordeaux.
Photo: Culturespaces | Anaka Photographie

Further details on 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 on the global activities at www.prolight-sound.com/worldwide.

Prolight + Sound

The Global Entertainment Technology Show

The event Prolight + Sound will be held from 25 - 28 April 2023.

Press releases and photographs:

www.prolight-sound.com/press

Social media:

www.facebook.com/prolightsoundfrankfurt/

www.twitter.com/pls_frankfurt

www.instagram.com/pls_frankfurt

www.youtube.com/plsfrankfurt

www.prolight-sound.com/linkedin



Your contact:

Johannes Weber

Tel.: +49 69 75 75-6866

johannes.weber@messefrankfurt.com

Messe Frankfurt Exhibition GmbH

Ludwig-Erhard-Anlage 1

60327 Frankfurt am Main

www.messefrankfurt.com

Background information on Messe Frankfurt

The Messe Frankfurt Group is one of the world's leading trade fair, congress and event organisers with their own exhibition grounds. With a workforce of 2,200 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. As in the previous year, annual sales for 2021 were significantly lower owing to the COVID-19 pandemic: approximately €154 million compared with Group sales as high as €736 million in pre-pandemic 2019. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. Sustainable business practices are a central pillar in our corporate strategy

and strike a healthy balance between ecological and economic interests, social responsibility and diversity. Another of Messe Frankfurt's strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of 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. We are using our digital expertise to develop new business models. 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