



Prolight + Sound 2023 offers new special areas on digital media networking and camera technology

Frankfurt am Main, April 2023: Prolight + Sound is further expanding its range of products and topics for the 2023 event. With the new *Future Walk*, the show (25 to 28 April 2023, Frankfurt) will offer an interactive area with an experiential character, which will present innovations around networked systems for event technology and broadcast applications. The focus is on network-based processes that will permanently change the industry in the coming years: from remote production to device-independent workflows and on-demand infrastructures. In addition, the *Kamera Hub* will celebrate its premiere at Prolight + Sound. It is a central contact point for TV cameramen, presents innovations in moving image production in specialised exhibitions and invites visitors to talks and workshops.

To realise the new special areas, Prolight + Sound is cooperating intensively with partners from the industry. The *Future Walk* is being created under the professional direction of MakePro X, one of the leading suppliers of high-performance control consoles for media technology in the network age. Other partners and exhibitors in the area include key players and specialised suppliers such as ARRI, Broadcast Partners, Nebucast, Neterium, On Hertz, Panasonic, Teltec, Troikatronix, Universe and Zoom. The German Association of Camera Operators (BVFK) is responsible for the *Kamera Hub*.

Future Walk: How innovative AV media technology will revolutionise the industry

On more than 250 square metres, the area in Hall 11.0 offers five different stations where visitors can experience the systems distributed in the network in action. In addition, cross-system and cooperative networking will be demonstrated at all stations: The participating companies will make their components available directly via the network and provide in-depth insights into the functions, workflows and advantages of their solutions. The following stations are planned for the Future Walk:

Network Distributed Media Processing: This station is dedicated to the combination of audio, video and human control interfaces with stream manipulation services in the network. It shows how monolithic solutions can be broken down into individual components and reassembled in the network to provide optimal control.

Device Independent Workflow: Less complexity and more user-friendliness: With the Multi Target Control Layer, operators experience maximum ease of use. The station shows how different solutions can be integrated into a single, device-independent user interface and thus controlled and monitored with reduced effort.

Hybrid Events and Remote Production: Using IP-based networks instead of wired connections, the components of a system can be controlled from anywhere. The station shows innovative approaches to increase the interaction of participants, reduce transport and travel costs and optimise job satisfaction.

On-Demand Infrastructure & Service: More and more on-demand services are conquering the market and offer an alternative to traditional hardware purchases. The investment in physical devices is thus giving way to licensing models. At this station, visitors will learn how they can increase their cost transparency and test new, professional solutions without a long-term commitment.

Interactive Stage and Mixed Reality Studio: The use of VR technologies blurs real and virtual worlds and opens up stunning new fields of application in film and events. The station presents ground-breaking control systems that bring the stage to life and enable realistic 3D simulations in the style of the holodeck known from Star Trek.

The solutions presented at the various stations culminate in the “Future Walk Livestream”. It is produced by Nebucast, partner of the *Future Walk*, in a “transparent studio” and is accessible on the web during the event. Every day, interesting content such as demos, interviews, performances and technological deep dives can be experienced here. In addition, visitors to Prolight + Sound can be present during the production of the stream, look over the team's shoulder and gather inspiration for innovative video applications.

Kamera Hub: Product overview and expert knowledge for TV professionals

With the new Special Area in Hall 11.0, Prolight + Sound is giving moving-image production a home. The centrepiece of the area is the “Look of the Future” exhibition, where TV professionals can get an overview of new camera models for use in TV productions as well as innovative LED lighting solutions. Also part of the *Kamera Hub* is the “Speakers Area”. Here, expert talks on industry-relevant topics will be held daily. The programme includes lectures on innovative technologies in the TV sector, the job profile of TV camera operators as well as occupational health and safety. There will also be workshops on make-up, camera and lighting for HD productions. Sustainable solutions in TV operations will also be highlighted. Also part of the programme is a workshop that demonstrates the interaction of make-up with camera and light. Here, visitors can also act as models themselves and receive a professional make-up from renowned artist Nicole Stoewesand.

Representatives of numerous industry-relevant associations and organisations will be taking part in the BVFK programme, including the German Make-up Artists Association (BVM), the Association of Independent Service Providers in the Event Industry (ISDV), the German Social Accident Insurance (DGUV) and the Rundfunk Pension Fund. The programme will take place in German language. In the product exhibition, visitors will experience the latest products from renowned companies such as Canon, Dedo-Weigert-Film, ETC, Fiilex, Lightpower, Panasonic, ProLycht, Rosco, Sigma, Sony, Sumolight, Teltec and Video-Machinery.

In addition, the *Kamera Hub* is home to the exhibition stand of the BVFK and its members. The entire four-day programme of the area is available at www.prolight-sound-programm.com.

Prolight + Sound: Leading European Trade Show for Entertainment Technology

For 28 years, Prolight + Sound has presented all the new trends and technologies for spectacular events and productions. Hundreds of companies from all parts of the world present their solutions from lighting and audio to studio and broadcast to AV media technology as well as event services from 25 to 28 April. Especially in the field of theatre and stage technology, the event has developed into Europe's biggest meeting place. In addition, there is an extensive programme of further training on several lecture stages. The focus is on new technologies and fields of application as well as cross-sectoral topics such as personnel development, sustainability and gender equality in the event and entertainment industry.

More information about Prolight + Sound can be found 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.

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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 some 2,200* people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2022 were around €450 million*. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key 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.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability

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

* Preliminary figures for 2022