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8 to 11 April 2025

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MusicOneX @ Prolight + Sound 2025: Interactive special area celebrates its debut

Frankfurt am Main, 12 December 2024. To mark its 30th anniversary, Prolight + Sound (8 to 11 April 2025) is presenting 'MusicOneX', a pioneering exhibition format that takes an interdisciplinary look at the diverse applications of modern music and entertainment technology. Complex technical processes will be explained and made tangible through practical examples – creating an interactive, multi-sensory world of experience for visitors.

'MusicOneX' aims to connect experts and artists from different industries and promote innovative ideas. The new special area also offers an attractive platform for companies that are directly or indirectly involved in the value creation of music.

The conceptual core of the 'MusicOneX' area is based on three pillars: exhibition, information and practical application. The focus is on integrated workflows and systems rather than on the presentation of individual products. The format reflects the democratisation of music production through affordable technology and artificial intelligence (AI) – a dynamic phenomenon with far-reaching effects on the music industry and consumer behaviour.

Interactive demonstrations will show how tools work seamlessly together in real-world production and performance environments, enabling progressive results. This holistic approach is designed to give the audience a comprehensive insight into the creative ecosystem of modern music and entertainment technology.

Creativity, technology and networking

The 'MusicOneX' format is centred around the connection between artistic creativity and technical excellence. Particular attention is paid to exchange and networking – free of genre boundaries, stereotypes or cultural barriers. The aim is to offer the trade fair participants an innovative platform for knowledge transfer and entertainment.

The Special Area in Hall 11, which covers more than 3,000 sqm, is divided into several zones. With their different thematic focuses, these areas take visitors on an immersive journey around future-oriented music solutions and applications. These include:

- *'Performance'*: the audience can expect a wide range of modern performance styles, including body motion performance, finger drumming, turntablism and visual DJing. Live performances and competitions with top performers, as well as world champions in finger drumming and scratching, will be a particular highlight.

Product presentations will be held in interactive Q&A sessions, giving visitors the opportunity to ask questions on equal terms and benefit from the artists' experiences. Topics covered will include:

- *'Technology'*: in a special area, technology will be showcased in creative ways. Topics such as biohacking and controllerism will give visitors fascinating insights into the connection between the body and technology. The exhibition shows how targeted stimuli and innovative solutions can create multisensory experiences.
- *'Production'*: at the centre are the diverse skills that can help modern musicians advance – from music to video production. A wide range of applications, workflows and essential hardware will be presented, enabling participants to expand their creative tools.
- *'Fusion'*: professional musicians will show how traditional instruments can be expanded using software, MIDI controllers and effects units. The audience will have the opportunity to test the systems themselves on site.
- *'Education'*: in collaboration with educational institutions and experts, exciting know-how on digital and analogue trends will be shared. The focus is on the numerous career opportunities in the music and entertainment sector, as well as a variety of course content.
- *'Hands-On'*: 'MusicOneX' invites visitors to become an integral part of the format. No previous musical knowledge is required – the latest technologies enable everyone to try their hand at creativity and actively contribute to the show.
- *'Marketing'*: 'MusicOneX' acts as a platform that provides inspiration for the development of music-based content and shows how musical fun can be used specifically to generate leads. The aim is to appeal to agencies, companies from a wide range of industries and content creators and to offer them real added value for their project work.



Hands-on technology and knowledge transfer: MusicOneX @ Prolight + Sound /Photo: Robin Kirchner

Event highlights at the 'MusicOneX' area

'MusicOneX' offers a range of event highlights.

'EMA-ONE' – or Electronic Music Artist-ONE – is a performance format that emphasises collaboration over competition. Electronic music artists take turns producing and remixing live sets, each contributing their own style and setup. By blending genres and techniques, the aim is to foster mutual inspiration and create an evolving experience for the audience.

The 'CONEX' conference brings together industry experts, artists, tech professionals, content creators and marketing directors to explore value creation in the fields of technology, live performance and the creative industries. The audience can actively participate in discussion panels – with a focus on topics such as audio/video production, streaming and cutting-edge technologies that are transforming the creation, distribution and marketing of content.

'DJ ALLIANZ', the young professional association for disc jockeys in Germany, and the renowned DJ school 'Raycademy' offer a diverse programme – from workshops on DJ technology and business topics to product presentations. In addition, well-known companies in the industry will be represented at the event.

On 'Production Island', producers and artists can immerse themselves in a fully integrated environment with state-of-the-art tools, efficient workflows and inspiring spaces. Industry professionals provide information about mixing and mastering techniques.

The DMC, the official world championships of DJing, will be presenting the 'DMC Germany' at the 'MusicOneX' area, a compulsory event for all DJs. Technical skill and creativity take centre stage as the turntable elite push the boundaries of their craft and set new artistic impulses.

Attractive platform for manufacturers and brands

Manufacturers benefit from an attractive, modern setting in which they can creatively showcase their products – including a central 360° stage with LED wall. A range of live demo options and individually designed stands allow exhibiting companies to highlight the uniqueness of their brands.

Further information about 'MusicOneX' is available at: www.musiconex.com

Further details and updates on Prolight + Sound 2025 at: www.prolight-sound.com

As an international trade fair brand, Prolight + Sound is present with events in Germany and China. More about the global activities at www.prolight-sound.com/worldwide

Prolight + Sound

The Global Entertainment Technology Show for Light, Audio, Stage, Media + Event

The event will take place from 8 - 11 April 2025.

Press information & images: prolight-sound.com/press

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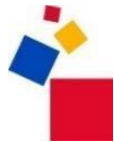
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