

news +++ Prolight + Sound
8 to 11 April 2025

prolight+sound

Prolight + Sound 2025: Enhanced Image Creation Hub provides insights into modern camera and video technology

Frankfurt am Main, 11 March 2025. The topics of camera and video technology will be given greater focus at the 30th anniversary edition of Prolight + Sound (8-11 April 2025). Following the successful premiere of the Image Creation Hub at last year's fair and the extremely positive response, the format will be further expanded in 2025 – and become an even more attractive hotspot for camera professionals, video technicians and creatives in the moving image industry. The area will once again be realised in cooperation with the BVFK (Federal Association of Television Cameramen).

The Image Creation Hub, which covers around 740 m², offers an enlarged studio area and a further developed educational programme, among other things. With expert-led hands-on workshops and interactive offerings, the area will become a centre for practice-oriented learning and networking.

Frank Trautmann, 1st Chairman of the BVFK, explains: 'The fine art of camera work lies in its invisibility – organic movements, flowing changes of perspective and precise sharpness, live and in every moment. Perfect image design happens intuitively and goes unnoticed. Even in the age of artificial intelligence, the creative handwriting of cameramen remains irreplaceable. With the Image Creation Hub, Prolight + Sound offers an ideal platform for taking a comprehensive look at the creative possibilities for using modern camera and video technology and sharing expertise.'

Mira Wölfel, Director Prolight + Sound, adds: 'With the Image Creation Hub, we are once again sending a strong signal about the relevance of image and video technology in the industry. The positive response to its première last year showed us how important a platform for professional dialogue and practical training is in this area. So, I am delighted that we are able to present an expanded area to our visitors at the coming show. I would like to express my particular thanks to the BVFK for their excellent cooperation.'

Product highlights and industry talks

The Image Creation Hub exhibitors area brings together a number of well-known manufacturers and industry associations, including the German Society of Cinematographers (BVK), the German Association of Film Editors (BFS), D4-Entertainment GmbH, Faderlux, FilmJump e.V., R-T-S, Silbersalz and Tectum. In addition, a number of companies will be presenting themselves with their own stands, including Canon, Cine Brands Munich, Dedo Weigert Film, Machen und Tun, MLS | magic light + sound GmbH, MOO Video Productions, Sigma, Solectric (with DJI, OBSBOT, Z-CAM) and Transcontinenta.

Visitors can discover new products in the exhibitor area, talk to experts, make contacts and find out about current trends.



The Image Creation Hub is where practical applications meet expert know-how. © Robin Kirchner

Top-class specialist programme – learning from the pros

In addition to the exhibitor area, a diverse educational programme awaits visitors in the Image Creation Hub. In keeping with the anniversary, this has been further developed in collaboration with renowned experts. Formats such as the Camera College, the Speakers Area and the BVFK panels open up new perspectives for participants in workshops, talks and presentations.

Camera College: first-hand expertise (8–10 April, 11:00 a.m. to 12:30 p.m.)

At Camera College, experts provide expert insights into current industry topics related to technology, security and the future of the moving image in the quiet atmosphere of a seminar room (Portalhaus, Level 1, Room Transparenz 1) – in compact 90-minute teaching units.

This year's workshops will focus on topics including:

- *the gimbal (including practical application): when is it the right device for a production? What movement modes are there? What problems can arise during shooting?*
- *'Vertical format – always the best format?': to what extent does shooting in portrait format have its justification and advantages? What is an aspect ratio? What should be considered when shooting and editing?*

Participants of the Camera College will each receive a certificate of participation.

Speakers Area: practical workshops and live demonstrations

The Speakers Area, designed in the look of a TV studio, offers short daily workshops and informative presentations by experienced professionals. Attendees can learn about AI-controlled PTZ cameras, find out about drone licences, experience live demos with Steadicam, Polecam and Gimbal, or deepen their knowledge of the ARRI TRINITY- and ARTEMIS systems. The workshop on the latter will be led by Curt Schaller, who recently received an Oscar for the concept, design and development of the TRINITY 2 system.

The programme includes:

- *OBSBOT: AI-controlled PTZ cameras (with DOP Marko Massinger)*
- *ARRI TRINITY & ARTEMIS camera stabilizer systems (workshop with Curt Schaller (ARRI, BVK, SOA) and Michael Gebendorfer (BVFK))*
- *Drone licence – requirements and qualifications (with Michael Radeck)*
- *From Script to Screen - The Art of Film Editing (with Katrin Suhren)*
- *MotionCam Essentials: Steadicam, Polecam and Gimbal systems (live demonstrations with Michael Gebendorfer, Matthias Gollmer, Jens Schade)*

BVFK panels and talks: a focus on current industry topics

Exciting talks and panels with renowned industry professionals will take place in the studio area of the Image Creation Hub daily, led by moderator Anke Seeling. Among others, cameraman legend Jost Vacano ('Das Boot', 'The Neverending Story', 'Total Recall') will be there.

Current topics in the industry will be discussed, including:

- *Artificial intelligence and copyright – challenges and perspectives*
- *Sustainability in film and television*
- *Movement of drones, cranes & co.: safety and technical challenges*
- *Copyright for cameramen*
- *Pseudo self-employment and social status determination procedures*
- *Exposure Latitude System created by Edward Lachman*
- *The BVFK – significance, added value, opportunities and challenges*



The Image Creation Hub offers inspiring talks and panels with industry professionals. © Robin Kirchner

Prolight + Sound: the world of event technology under one roof

As the leading international trade fair for event and entertainment technology, Prolight + Sound brings together the who's who of the industry in Frankfurt am Main every year.

With its five product areas (Light, Audio, AV/Camera, Stage, Event), it covers the entire spectrum of event technology on a unique scale.

In addition to innovations from renowned exhibitors and industry-relevant topics, the trade fair offers a wide range of networking opportunities and a high-calibre educational programme.

Visitors can also expect to find one of the largest job and trainee areas in the sector, the most extensive range of theatre and stage technology in Europe, and the largest range of lighting technology for events worldwide.

Participation in all lectures, workshops and product demonstrations as well as the PLS Community Nights is free of charge for visitors with a valid ticket.

More information about the Image Creation Hub: www.prolight-sound.com/camera

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

As an international trade fair brand, Prolight + Sound is present with events in Germany, China and Dubai. 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.

Accreditation for journalists:

The online press accreditation for **Prolight + Sound 2025** is now available:

www.prolight-sound.com/accreditation

Please note the following information:

- If you already have a Messe Frankfurt login, please use this access data to register.
- We would like to ask you to update or complete your profile at this time.
- If you are registering online for the first time and do not yet have an account, simply go through the registration process step by step.

In case of any further questions, please contact press.prolight-sound@messefrankfurt.com

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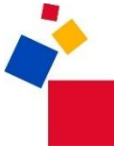
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