

# Press

March 2018

Prolight + Sound  
International Trade Fair for Event and Communication Technology, AV  
Production and Entertainment  
Frankfurt am Main, 10 to 13 April 2018

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## **Prolight + Sound 2018 with Immersive Technology Forum and special areas focusing on immersive sound**

Prolight + Sound 2018 presents new technologies that blur the boundaries between reality and virtual perception. To be held for the first time during Prolight + Sound, the Immersive Technology Forum on Thursday, 12 April, is made up of lectures revolving around subjects such as 3D audio, virtual reality, 360° film and holography. Additionally, there will be several special areas at Prolight + Sound where exhibitors demonstrate immersive hearing experiences.

### **Immersive Technology Forum**

This new lecture programme at Prolight + Sound gives visitors the opportunity to discover how to upgrade events through the inclusion of immersive experiences, how to earn money now and in the future with virtual-reality content, and where appropriate solutions can be used in productions.

The programme of the Immersive Technology Forum has been compiled in cooperation with hands-on experts and is oriented towards content producers, specialists from the technical and broadcasting segments, as well as at event managers and organisers. The programme begins with a 3D audio workshop by Lasse Nipkow, founder of Silent Work GmbH. Then, Jörn Nettingsmeier of the Association of German Sound Engineers (*VDT*) will look at potential applications for 3D audio in theatres. Michael Ochs, PRG Lab, will offer insights into the creative use of virtual and augmented reality and other technologies trending in the event sector – from interactive exhibits to immersive spatial experiences. Andreas Gause, Gerriets GmbH, will present areas of application for special tulle for 3D and hologram projection. Additionally, there will be two lectures by Mattias Hundt of Hessian Broadcasting (HR) on the business side of VR content production and the overall workflow of a 360° music-video production.

Messe Frankfurt Exhibition GmbH  
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## Special areas revolving around 3D and immersive sound

In addition to the lecture programme, several Prolight + Sound exhibitors will be represented with their own presentation areas for immersive sound. For example, **d&b audiotechnik GmbH** will demonstrate the innovative development of d&b Soundscape, a toolbox for the production of incomparable hearing experiences. With the combination of d&b loudspeaker systems, highly developed processing, object-based mixers and sophisticated room emulation, the professional audio-technology supplier offers a completely new world of sound creativity. There will be presentations on the development, concept and areas of application for d&b Soundscape, as well as practical workshops, on the Tuesday, Wednesday and Thursday of the fair.

In Hall 3.1, **Alcons Audio** and **Astro Spatial Audio** will have a joint demonstration area for showing immersive sound systems in operation. The products to be seen include the first Alcons Pro-Audio loudspeaker with patent-applied-for waveguide technology and the Astro SARA II Premium Rendering Engine for object-based audio processing.

Furthermore, visitors can experience a unique sound installation in the **Klangdome** (sound dome) at the outdoor exhibition area. Equipped with a DIY 3D sound system with 31 loudspeakers and a vibrating floor, this geodetic dome is a sound-intensive event location. 6 x 6-channel, 100 Watt class D amplifiers are used in the dome's Ambisonics 3D sound system to power the water-proof 8 Ohm loudspeakers. In line with the overall ambience, the speakers are installed in 'home-made' cabinets.

Further information about Prolight + Sound at [www.prolight-sound.com](http://www.prolight-sound.com).

### Background information on Messe Frankfurt

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With over 2,500 employees at some 30 locations, the company generates annual sales of around €661\* million. Thanks to its far-reaching ties with the relevant sectors and to its international sales network, the Group looks after the business interests of its customers effectively. A 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.

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). \* preliminary figures for 2017

For more information, please visit our website at:

[www.messefrankfurt.com](http://www.messefrankfurt.com) | [www.congressfrankfurt.de](http://www.congressfrankfurt.de) | [www.festhalle.de](http://www.festhalle.de)