

# Press

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Prolight + Sound Middle East  
23-25 September, 2018  
Dubai International Convention and Exhibition Centre, UAE

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## **Prolight + Sound Middle East 2018 exhibitors shine spotlight on high-end regional projects and case studies**

### **Global providers of pro AV, lighting and entertainment solutions make inroads into lucrative Middle East market**

Dubai, UAE: Regional trade buyers, system integrators and end users seeking the latest solutions in the professional Audio Visual (AV), lighting and entertainment industries will be in good hands at the upcoming Prolight + Sound Middle East 2018 exhibition in Dubai.

The industry's premier regional trade fair will feature more than 40 exhibitors showcasing 100-plus brands when doors open for the 3<sup>rd</sup> time from 23-25 September 2018 at the Dubai International Convention and Exhibition Centre.

The majority of exhibitors have been involved with large-scale professional solutions tailor-made for the Middle East, from permanent venue installations such as mosques, museums, universities, hotels and night clubs, to temporary large-scale concerts and corporate events.

Venuetech, a key returning exhibitor this year to Prolight + Sound Middle East, has been in the regional AV and lighting systems market for the best part of two decades, and has a long list of references underlining the Dubai-based company as one of the industry's leading players.

Among its many flagship projects is Abu Dhabi's historic Sheikh Zayed Grand Mosque, which required an indoor and outdoor sound reinforcement system. Venuetech equipped a full PA (public address) system using partner brands Active Audio for column speakers and Sennheiser for microphones.

An in-house acoustic design team ensured optimal sound distribution, with the project going on to win the 'Innovate House of Worship Award' for the world's best audio installation at the 2018 Innovation Awards.

Messe Frankfurt Middle East  
P.O. Box 26761, Dubai  
United Arab Emirates

Ismat Assafiri, Venuetech's Operations Manager, said trade visitors to its Prolight + Sound Middle East 2018 exhibition stand can expect to see more examples of solutions customised to specific needs: "At Venuetech, we support our clients and designers with acoustic studies and we've done huge arenas where we do the full sound design – the Sheikh Zayed Grand Mosque being one example," said Assafiri.

"At Prolight + Sound Middle East 2018, we'll showcase our four lighting brands – SGM from Denmark, Elation and Altman from the USA, and Robert Juliat from France. A highlight from Elation is its Proteus Hybrid lamp, a 3-in-1 hybrid moving head beam, spot, and wash luminaire with a Philips 8,000K lamp producing over 23,000 lumens. These are used on Dubai's Burj Khalifa and have very high outputs."

Assafiri added: "On the audio side, we'll have Sennheiser on the booth as one of our main partners, and for the first time in 2018, we'll also showcase APG, a French company with over 40 years' experience and 'savoir-faire' in loudspeaker system design."

MONACOR INTERNATIONAL, a manufacturer of PA, stage and event technology, is also returning to Prolight + Sound Middle East in 2018, and is another popular regional provider of PA systems and lighting concepts for shopping centres, theatres, and mosques, along with conference and media technology for the hospitality sector.

Thorsten Siebers, MONACOR INTERNATIONAL's Managing Director, said, the company can also implement reliable solutions for multi-room PA applications in bars and restaurants: "As a German manufacturer, we're increasingly in demand in the MENA (Middle East and North Africa) region, particularly due to our efficient logistics system and a wide range of modern technology and equipment."

"Thanks to last year's Prolight + Sound Middle East, we were able to strengthen and expand our network of partners, and numerous regional projects already feature products and technologies from MONACOR," added Siebers.

"We provide solutions for commercial objects of various sizes, including hotels, office buildings, conference centres as well as sports facilities, shops and restaurants. This shows we're a perfect addition to Prolight + Sound Middle East, and we're confident that there'll be an increasing regional interest in those areas in the future."

Prolight + Sound Middle East  
23-25 September 2018, Dubai UAE

Meanwhile, fellow exhibitor SES Global, a British manufacturer of power distribution products and ancillary items for the entertainment industry, has already made inroads in the Saudi market.

SES Global first exhibited at Prolight + Sound Middle East in 2017, where it signed a deal with Dubai-based Protec, the Middle East's largest event technical and staging solutions company.

Gordon Cooper, SES Global's Group Director, said Protec placed an order with SES to provide new Power Distribution, Dimmers and Motor Controllers for Protec's new set up in Saudi. The AED750,000 order was the first for the new SES FLX dimmer system in the region.

"The order was made up of a number of multi-channel racks, traditional hard power socapex units and also the new SES motor controllers," said Cooper, "It was the first of a two part process, firstly to kit out the Saudi operation and then to upgrade the existing Dubai based stock."

Cooper said SES Global is always looking to expand its customer base, not only in the UAE, but the whole Middle East: "Dubai is key to the region having most of the highly skilled technicians and kit available to serve this ever growing industry," he said.

"Power generation is a definite growing market in the region, with investment to match, and this is a target market for us. As SES Global introduces more technical products to its range, we'll be targeting more and more high profile production companies with these items.

"With 2020 in mind and the massive amount of products that will be required to host what will be a very impressive World Expo, getting our product range and infrastructure in place by 2019 is key," added Cooper.

Prolight + Sound is organised by Messe Frankfurt Middle East, and returns with the Events, Technology and Entertainment Development Forum, a three-day conference and workshop discussing key trends and strategies in executing world-class events and iconic attractions.

Ahmed Pauwels, CEO of organiser Messe Frankfurt Middle East, said: "Prolight + Sound Middle East provides a unique platform for innovation, education and discovery by bringing together leading exhibitors and visitors in AV technology, specialist speakers and experts from across the industry.

"Also making a comeback this year is the successful Dante training workshop by Audinate, where AV professionals can gather more in-depth knowledge about key design concepts and common technologies deployed in typical medium-sized Dante networks," Pauwels added.

Prolight + Sound Middle East is the fifth instalment of the international network of Prolight + Sound events worldwide, and is co-located with Light Middle East 2018, the region's dedicated exhibition, conference, and awards for lighting design and technology. More information is available at: [www.pls.ae.messefrankfurt.com](http://www.pls.ae.messefrankfurt.com).

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**Notes to editors:**

For further details about Prolight + Sound fairs listed below, please visit [www.prolight-sound.com/worldwide](http://www.prolight-sound.com/worldwide).

**Prolight + Sound NAMM Russia**

13 – 15 September 2018, Moscow

**Prolight + Sound Shanghai**

10 – 13 October 2018, Shanghai

**Prolight + Sound**

2 – 5 April 2019, Frankfurt

**Prolight + Sound Guangzhou**

24 – 27 February 2019, Guangzhou

**Background information on Messe Frankfurt**

Messe Frankfurt is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With more than 2,300 employees at some 30 locations, the company generates annual sales of around €647 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).

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)

**About Messe Frankfurt Middle East GmbH**

The portfolio of events for Messe Frankfurt Middle East includes Automechanika Dubai, Automechanika Jeddah, Automechanika Riyadh, Beautyworld Middle East, Hardware+Tools Middle East, Intersec, Intersec Saudi Arabia, Leatherworld Middle East, Light Middle East, Materials Handling Middle East, Materials Handling Saudi Arabia, Paperworld Middle East, and Prolight + Sound Middle East. The subsidiary also organises a series of conferences and seminars including the BOHS Worker Health Protection Conference, the Business in Beauty Summit, the Light Middle East Conference, Smart Traffic Middle East, and Future Mobility. For more information, please visit our website at [www.messefrankfurtme.com](http://www.messefrankfurtme.com)