Press Release

**The Adam Hall Group at Prolight + Sound 2024 – networking and surround sound demonstrations in Frankfurt and Neu-Anspach**

**Neu-Anspach, Germany // February 26, 2024 // The Adam Hall Group will once again be presenting its extensive event technology portfolio in a variety of ways at this year's Prolight + Sound trade fair on March 19-22. The event technology manufacturer will not only be represented with two stands (Adam Hall Networking Space and Cameo) in the Frankfurt exhibition halls, but will also open its Experience Centre at the nearby company headquarters in Neu-Anspach for the exclusive Adam Hall Group Surround Experience. The Adam Hall Group's presence at the trade fair will be rounded off with a presentation by Herbert Bernstädt (Senior Research & Development Engineer, Light Technology) as part of the Manufacturers' Forum.**

**Adam Hall Group Networking Space**

The Adam Hall Group's Networking Space (12.1 A24) is the central point of contact for all those interested in the company. With its designated business area, the Networking Space offers a location for focused customer discussions and relaxed networking. Visitors will also have the opportunity to see the pioneering MAILA (Modular All-Round Intelligent Line Array) system from LD Systems live.

**Cameo**

As in the previous year, the almost 100 square metre Cameo stand (12.1 B24) is located directly next to the Adam Hall Networking Space and merges with it to form a large, overarching presentation area. In 2024, the Adam Hall Group's lighting technology brand will be presenting several pioneering new products. Further information on Cameo's trade fair appearance will follow shortly.

**Open Showroom and Surround Experience**

From March 19-21, the Adam Hall Group's Experience Centre in Neu-Anspach will become an open experience centre for a special "Surround Experience" (for more info, click on the video link). In the large auditorium, visitors can expect a specially created sound and light show with a large number of Cameo spotlights and a 7.1 sound system based on various LD Systems products (including MAILA). In addition, the in-house showroom offers a comprehensive overview of the products and solutions offered by all of the Adam Hall Group brands. A free shuttle bus will be available for smooth transport (the journey takes around 30 minutes) to and from the trade fair (departing at 13:00 and 15:45). Visitors can obtain further information and register at the Cameo stand (12.1, B24) or in advance from their personal Adam Hall Group contact.

**Lighting expertise in the Manufacturers' Forum**

With the Manufacturers' Forum, Prolight + Sound has created a new framework within which event technology manufacturers can provide information about innovative products, best-practice projects and technical developments. On Tuesday, March 19, Herbert Bernstädt (Senior Research & Development Engineer, Light Technology) will give a presentation at the Manufacturers' Forum (11.0, Room Korall) on an often-underestimated lighting technology topic: "Danger due to radiance". From 12:30-13:30, the LED specialist will address the question of which types of lights generate dangerous radiance, how risks can be recognised and assessed, and what needs to be considered for safe handling.

**The Adam Hall Group at Prolight + Sound 2024:**

Adam Hall Group Networking Space

12.1, A24

Cameo

12.1, B24

The Adam Hall Group is once again offering customers and partners free visitor tickets for Prolight + Sound this year. If you are interested, please contact: [events@adamhall.com](mailto:events@adamhall.com)

#AdamHallGroup #EventTechnology #LDSystems #YourSoundOurMission #Cameo #ForLumenBeings #ProAudio #ProLighting #EventTech #ExperienceEventTechnology

**Further information:**

[adamhall.com](https://www.adamhall.com/)

[cameolight.com](https://www.cameolight.com/)

[ld-systems.com](https://www.ld-systems.com/)

[blog.adamhall.com](https://blog.adamhall.com/)

**About the Adam Hall Group**

The Adam Hall Group is a leading German manufacturer and distributor of event technology solutions for business customers worldwide. The target groups include retailers, B2B dealers, live event and rental companies, broadcast studios, AV and system integrators, private and public companies and industrial flight case manufacturers. The company offers a wide range of professional audio and lighting technologies as well as stage equipment and flight case hardware under the brands LD Systems®, Cameo®, Gravity®, Defender®, Palmer® and Adam Hall®.

Founded in 1975, the Adam Hall Group has developed into a modern, innovative company for event technology; this includes the Logistics Park with 14,000 square metres of warehouse space at the corporate headquarters site near Frankfurt am Main, Germany. With a focus on value and service orientation, the Adam Hall Group has received a number of international awards for innovative product developments and pioneering product design from prestigious institutions such as the "Red Dot", "German Design Award" and "iF Industrie Forum Design". In collaboration with the design agency "Studio F.A. Porsche", LD Systems® demonstrates the future of pro audio design with the iconic MAUI® P900 column speaker and was recently honoured with the coveted "German Design Award" .

More information about the Adam Hall Group is available on the Internet at www.adamhall.com.