

news +++ Premium Audio Shanghai
Shanghai, 13 – 15 September 2024

premium audio shanghai

PAS to showcase intersection of music technology and health through innovative fringe programme

Shanghai, 13 August 2024. The role of music is versatile and extends beyond aesthetics for the ears. In addition to general appreciation, music's educational and therapeutic purposes are equally recognised. With the advancement of 5G technology, artificial intelligence, and high-fidelity audio equipment, the quality of the final sound can greatly augment these experiences. From 13 – 15 September at the Shanghai Exhibition Centre, the very first edition of Premium Audio Shanghai will hold a well-rounded fringe programme that shines a spotlight on music appreciation, technology, therapeutic applications, and inter-sector training – all alongside a varied showcase of high-quality sound technology innovations.

One of the major highlights of the show is the **2024 Global Forum on Music, Artificial Intelligence, and Health**, jointly organised by the United Nations University Artificial Intelligence (UNU AI) Network and Earmersion. The two-day forum, held 13 – 14 September, will bring together experts and scholars from around the world to discuss the importance of digital music and AI applications for physical and mental health.

A series of sessions will cover the multifaceted influence and usage of Hi-Fi audio systems within digital music, cross-disciplinary approaches for talent training, and physical and psychological wellness. In particular, the fringe programme aims to underscore the role premium audio equipment plays in music healing – addressing mental illness and methods to improve adolescent well-being.

Experts in the fields of computer music making, psychology, rehabilitation medicine, education, hospitality and tourism will discuss the latest research and its applications in round-table formats, presentations, seminars and workshops, allowing fairgoers opportunities to learn from the practical experiences of fellow participants.

The forum co-organiser, UNU AI Network, has a history of addressing and overcoming challenges posed by AI. Leveraging their global extension of academics, innovators, and policymakers, and in collaboration with Earmersion's expertise as the first Chinese brand researching and developing sound healing technology, the organisations aim to create a highly relevant and engaging experience for attendees.

Elaborating on the interdisciplinary exchange that will take place at the forum, Ms Yi Qin, the spokesperson of UNU AI Network, said: "Students, scholars, and professionals seeking to further their studies in artificial intelligence, health, and music will find the platform tremendously valuable. It is a rare opportunity to interact directly with renowned

specialists, and develop a nuanced understanding of their advanced research. I believe that this forum could be a cutting-edge event where these three intersecting fields are attempting to bridge their research internationally, and possibly for the first time within China, bringing together experts in these areas to collectively delve into this topic. The discussion will inspire the creative implementation of AI to explore novel methods for optimising healing, using music as the medium.”

Mr Ning Zuo Liang, SCMA's Vice Chairman, an organiser of PAS, commented on the hand-in-hand development of the Hi-Fi audio and music sectors: “The integration of IoT, 5G technology, and AI has enhanced the music industry, contributing to its heightened success in the Chinese market. This, in turn, has spurred the demand for high-quality audio equipment. These advancements fuel continuous innovation and upgrading of audio equipment, elevating the standard of sound quality. The parallel progression of both industries drives a shared advancement that delivers a significantly richer audio experience for customers.”

He continued: “By highlighting the natural combination of premium sound and the therapeutic effects of music in the forum, we want visitors to become excited about Hi-Fi audio systems' potential to enter a new market and revolutionise the therapeutics industry.”

In addition, the forum draws strong support from UHD World Association (UWA) in advancing AI technologies and enhancing interactive sound experience.

Informative audio events that reflect current industry trends

Additional events will be held during the three-day, conference-led fair. These include: in-car audio selection and review, GrandPrix audio equipment awards ceremony, auto audio model photoshoot, and listening sessions of newly-debuted record albums. Huawei, a multinational digital communications technology manufacturer, will feature its high-end audio systems in the in-car audio selection event.

For an immersive experience, the fair will present a captivating display of premium sounds, together with audio-visual art, to demonstrate the full effect of 3D music. Lastly, attendees can participate in creating their own custom vinyl decoration, and browse a growing selection of health-related accessories at the restorative health area, where therapeutic goods and other stress relief and healing merchandise, will be available for purchase.

Premium Audio Shanghai is organised by Messe Frankfurt (Shanghai) Co Ltd and Shanghai Computer Music Association. For more details, please visit: www.premiumaudioshanghai.com

For more information on Events & Entertainment Technologies shows worldwide, please visit: <https://pls.messefrankfurt.com/frankfurt/en/facts-figures/worldwide.html>



Your contact:

Telly Cheuk

Phone: +852 2238 9956

telly.cheuk@hongkong.messefrankfurt.com

Messe Frankfurt (HK) Ltd
35/F China Resources Building
26 Harbour Road, Wanchai
Hong Kong

www.messefrankfurt.com.hk

Background information on Messe Frankfurt

The Messe Frankfurt Group is the world's largest trade fair, congress and event organiser with its own exhibition grounds. With a workforce of some 2,300 people at its headquarters in Frankfurt am Main and in 28 subsidiaries, it organises events around the world. Group sales in financial year 2023 were around € 609 million. We serve our customers' business interests efficiently within the framework of our Fairs & Events, Locations and Services business fields. One of Messe Frankfurt's key strengths is its powerful and closely knit global sales network, which covers around 180 countries in all regions of the world. Our 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. We are using our digital expertise to develop new business models. The wide range of services includes renting exhibition grounds, trade fair construction and marketing, personnel and food services.

Sustainability is a central pillar of our corporate strategy. Here, we strike a healthy balance between ecological and economic interests, social responsibility and diversity.

For more information, please visit our website at: www.messefrankfurt.com/sustainability

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