

Press Release

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Light + Building expands the digital sphere

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Never before has ‘digital space’ been so valuable. Besides all the negative consequences, the corona virus has also generated an impulse that many have been waiting for. After all, users find it difficult to choose from the great variety of relevant offers. The spectrum is broad and, in many cases, credibility questionable to a certain extent – especially when it comes to obtaining first-hand information relating to the sector. At the same time, there can be no doubt: personal encounters are irreplaceable.

It is a long time until the next Light + Building in March 2022. The need for an exchange of information, new products and trends continues to grow. And reams of text are not much help in satisfying this demand. The call for alternative formats on the internet is getting louder.



Chris Boos, adviser to the German government with regard to the future, discusses artificial intelligence in buildings. Source: Messe Frankfurt

“Light + Building has decided to literally net voices from the sector”, says Iris Jeglitza-Moshage, Senior Vice President of Messe Frankfurt. The first catch is Chris Boos, who can be heard in a podcast. The entrepreneur and adviser to the German government with regard to the future and digitalisation reports on the development of artificial intelligence shares his perspectives on smart buildings. In another video podcast, Bernd and Stefan Ehinger, joint managing directors of the eponymous Frankfurt-based family-owned business, discuss why “the electrical installation trade is the official supplier of digitalisation”. Additionally, Andreas Bettermann, deputy chair of the Electrical Installation Systems Division of the German Electrical and Electronic

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Manufacturers' Association, can also be heard. He reports on connected buildings and their significance for the future.

Light + Building is giving an unequivocal signal with this new series of podcasts entitled Building Technology Experts, "that, even in times of reduced contacts, the sector still has much to say. This exchange of ideas and information represents the foundation of the success of all in the future", says Iris Jeglitza-Moshage. Physical encounters and networking will be possible again at the next Light + Building – from 13 to 18 March 2022.

In the ears

Hear Chris Boos' podcast now: www.light-building.com/stream

In addition to podcasts and video interviews, the Light + Building portfolio of information will be expanded step-by-step to include other dynamic formats, such as guided construction-site tours and technical inspections of electronics apprentices, as well as surveys, video discussions and works tours.

There's lots to look forward to!

+++ The next Light + Building will be held in Frankfurt am Main from 13 to 18 March 2022. +++

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Background information on Messe Frankfurt

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

Light + Building
The world's leading trade fair for lighting
and building services technology
Frankfurt am Main, 13 to 18 March 2022