



PRESS RELEASE NO. 1

JANUARY 2018

HIGH END® 2018 (10 to 13 MAY 2018)

The HIGH END® as the key global exhibition of the audio industry

From May 10 to 13, 2018, the HIGH END show will once again open its doors at Munich's MOC Event Center. This year, the internationally highly-acclaimed exhibition will already mark its 37th consecutive staging, making it Europe's oldest trade fair of its kind.

It sets new standards and is the most important sector rendezvous of the audio industry. This is where all the key manufacturers, importers, distributors and retailers from around the world come together. Over 500 exhibitors showcase their highlights and innovations in four exhibition halls and two atriums, with 138 prominent conference rooms. It is a feature found nowhere else in the world at a trade fair of this kind.

In addition to the large, leading global players in the industry, however, there are always the smaller audio specialists who display their passion for innovation and find just the right setting at the HIGH END in Munich's MOC.

The entire industry shows its range of products and services

The exhibition allows a unique insight into the market of the entire international audio industry. The HIGH END offers the whole variety of the audio market – from analog to digital. With its wide array of products and services, the HIGH END has established itself for many years as the unrivalled and worldwide leading exhibition of the industry.

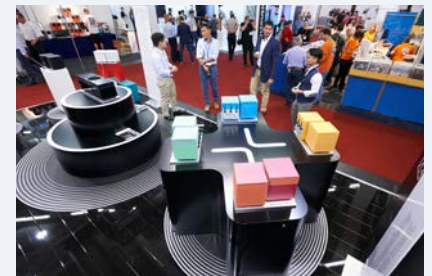
The latest consumer electronics for all age groups and any budget

For large or small pocketbooks, young or older clientele, at the HIGH END, all music and equipment aficionados can find what they are looking for. Naturally also on display are affordable entry-level models for hi-fi novices. Consequently, the HIGH END offers the full range of hi-fi products, whether it be small systems for those just getting started, centrally-controlled multi-room systems, headphones, turntables and, of course, the ultimate peak of technical perfection. It is in fact the "Formula One of consumer electronics".



Welcome

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Exhibition stand

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Sophisticated HiFi

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HiFi for music lovers

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Connecting two worlds from the analog turntable directly to WiFi.

The HIGH END combines elegant, traditional hi-fi with state-of-the-art digital trends. For many people, audio is still the most important companion throughout the day. Listening to music remains consistently popular. The ways in which people listen to music are as different and multifaceted as the users themselves.

Music “flows” out of more sources than ever before. Especially in the mobile society, networked audio devices structure music consumption in new ways and offer a variety that was virtually unimaginable across the sector a few years ago. Users now have a vast library in their pocket and can retrieve the perfect song at any time for each situation.

Topics such as streaming and multi-room are becoming ever more popular, yet even vinyl records are experiencing a comeback. In the modern, more and more hectic and sophisticated world, the LP seeks to be an oasis of tranquility, where the focus is on traditional and lasting values.

Munich becomes a mecca for headphone fans

Partner Event CanJam Munich 2018: CanJam to run parallel to the HIGH END 2018 in Munich for the first time

On the public days of HIGH END 2018 (and not on the trade visitor day), the CanJam headphone show will be staged concurrently in a location next to the MOC. This exhibition caters to consumers having a special interest in headphones and mobile audio devices. That is why the admission tickets and trade visitor passes for the HIGH END 2018 are also valid for the CanJam Munich 2018. The venue for this special trade show is the so-called “Kohlebunker” (coal bunker) diagonally across from the MOC.

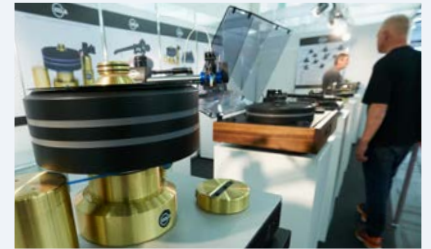
Action-packed special events program

In addition to the wide array of innovative products, the event will naturally once again feature an abundantly diverse special events program consisting of live music, workshops, lectures and music presentations.

HIGH END exhibition to kick off with a trade visitor day

On May 10, 2018 (Corpus Christi holiday in Germany), the exhibition will only be open to registered trade visitors and media after completed pre-registration.

The HIGH END exhibition is organized by the HIGH END SOCIETY, the Interest Society for High Quality Consumer Electronics and an industry association involving the confederation of leading companies in the EE industry.



Turntable

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Mobile portable devices

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Interesting lectures

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Musical Programme

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PRESS INFO

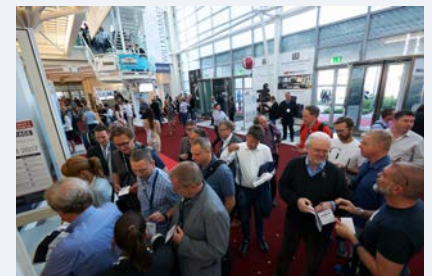
FACTS:

- Exhibition:** HIGH END 2018
THE INTERACTIVE EXHIBITION FOR EXCELLENT
ENTERTAINMENT ELECTRONICS
- Location:** MOC Munich - Lilienthalallee 40
80939 Munich-Freimann
Germany
- Dates:** 10 – 13 May 2018
- Trade visitors day:** Thursday, 10 May 2018
(with prior registration only)
- Opening times:** 10 – 12 May 2018
from 10 a.m. – 6 p.m.
13 May 2018
from 10 a.m. to 4 p.m.
- Entry:**
- Trade visitors:** EUR 25.00 for pre-registration
(valid for all the days)
- General public:** EUR 15.00 / day ticket
(valid only on an exhibition day between 11 – 13 May 2018)
EUR 25.00 / 2-day ticket
(valid on two exhibition days between 11 – 13 May 2018)
Tickets including admission to the partner event CanJam Munich
- Organizer:** HIGH END SOCIETY SERVICE GMBH
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HIGH END signs in front of the entrance > [picture download](#)



Huge crowd attends > [picture download](#)



MOC in Munich > [picture download](#)