



PRESS RELEASE NO.5

MARCH 2018

HIGH END[®] 2018 (10 TO 13 MAY 2018)

ACTION-PACKED EXHIBITION PROGRAM

Presentations, information and workshops – first-hand expertise

This year, visitors to the HIGH END can once again look forward to exciting talks, presentations, demonstrations and workshops, featuring high-calibre speakers, throughout the HIGH END 2018 exhibition.

Here is a small preview of the exciting topics:

Music without limits

Room K1b (opposite to Hall 1)
On all the exhibition days from 10:00am to 6:00pm

In what has now become quite a tradition, various accomplished experts in the audio industry, enlisted by Meik Wippermann* to participate, put on music demonstrations of exquisite quality.

Music of all different styles and in all formats, stereo and multichannel, is made available for visitors' listening pleasure in closed, 30-minute sessions. The internationally-renowned sound engineers, Jean-Marie Geijsen (Polyhymnia), Bert van der Wolf (Northstar Recording) and Ronald Prent (Wisseloord Studios) present the results of their audiophile work.

No expense was spared in acoustically preparing and equipping presentation room K1b, in order to guarantee enjoyment of the presentations, to the extent this is possible at an exhibition.

* For several decades, Meik Wippermann's has been dedicated to high-quality music reproduction. Even if he is involved in another profession, he is in fact considered a music connoisseur with proven expertise in the high-end industry. Wippermann is an excellent moderator and time and again capable of bringing people together who actually "have something to say".



Room K1b

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Meik Wippermann

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Bert van der Wolf

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PRESS INFO

Theory and practice: A workshop for optimal adjustment of pickup heads, pickup arms and drives

**On all the exhibition days from 2:00pm
Hall 2, Stand E04/F07**

The free workshop is held by Wally Malewicz (WAM Engineering, USA), an internationally acclaimed expert when it comes to the adjustment of drives, pick-up arms and pick-up heads.

Seeking to achieve the optimal level of precision in music reproduction, this workshop, in addition to offering discussions on theory, will also involve practical demonstrations on exact adjustment of any vinyl playback system. The mystery, mathematics and magic of the perfect setup – Wally Malewicz will cover it all. He will explain and demonstrate with proper adjustment tools all the parameters of the settings to enable visitors to also apply this hands-on knowledge to their own system at home.

The seminar will be conducted in English, and an interpreter service (German) will be provided.

Presentations of the HIGH END SOCIETY on the Technology State / HIGH END LECTURE SERIES

Room K2A (opposite to Hall 1)

The multi-faceted series of presentations on the so-called Technology Stage within the scope of the HIGH END LECTURE SERIES invites visitors to learn and emulate best practices, encompassing the following topics, among others: "Room acoustics and setting up a listening room", "Music services & streaming in practice" or "The comeback of analog music media formats in the digital age".

The "headline" items already announced on the presentation agenda promise to deliver exciting content and invaluable tips for all trade fair visitors. An overview of all the topics is expected to be posted from mid-April on our website at www.HIGHEND2018.de.



Wally Malewicz

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Last year on the
technology stage

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PRESS INFO

Workshops with Matthias Böde (editor at the German HiFi-magazine STEREO)

Eminent workshop expert, Matthias Böde, offers visitors to the HIGH END 2018 exhibition an informative, exciting and entertaining experience. Using sound samples, Böde vividly illustrates a wide array of topics from the hi-fi realm.

Saturday, 12th May
11:00am
Room E1124, Atrium 4

Records as a luxury item - 45 RPMs, direct cut, one-step
Extraordinary productions using super turntables and horns

12:00pm
Room D106, Atrium 3

Identical music, played in analog and digital formats
Cross-check of high-end turntables and streamers

2:00pm
Room E125, Atrium 4

How sensitively do devices respond to their setup?
The rack can have a dramatic effect on the sound

3:00pm
Room D105, Atrium 3

Weighing the music and sound benefits of high-res hi-fi
Format checks of MP3s on up to 24 bits/192 Kilohertz

4:00pm
Room E102, Atrium 4

Exclusive: Virtually listen to turntables in all price categories
The new "STEREO Phono Festival Vol. II" on a super system



Matthias Böde

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PRESS INFO

FACTS:

Exhibition:	HIGH END 2018 THE INTERNATIONAL HI-FI SHOW
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 Vorm Eichholz 2g 42119 Wuppertal, Germany Tel. +49 202 702022 Fax: +49 202 703700 E-mail: info@HighEndSociety.de Website: www.highendsociety.de Facebook: www.facebook.com/HighEndSociety Twitter: http://twitter.com/HighEndSociety
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HIGH END signs

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MOC in Munich

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