

# PRESS RELEASE NO. 6



April 2019

## Specialties at the HIGH END 2019 – DIVERSE EXHIBITION PROGRAM

### Presentations, information and workshops: first-hand expertise

This year as well, visitors at the HIGH END 2019 can once again look forward to a first-rate mix consisting of numerous events, many music demonstrations, exciting lectures, presentations, demonstrations and workshops, to be staged during the exhibition and featuring high-calibre presenters.

### Key topics at a glance:

#### SoundsClever

An absolute innovation is the initiative of the HIGH END SOCIETY's „SoundsClever“. It provides recognition to complete playable audio systems offering extraordinary sound performance for less than EUR 5,000. A musical experience even for, or indeed, especially for the discerning audiophile. During the HIGH END exhibition, various professionals from the industry will present their contribution to the HIGH END SOCIETY's initiative. In addition to a large array of manufacturers and sales organisations presenting their contribution in their own stands/rooms, the HIGH END SOCIETY has specially equipped dedicated auditory booths in Hall 1, Stand A15/17, in which two exhibitor-independent music systems will be presented. The rules are the same for all specialists: aside from the provision that a set is ultimately not allowed to cost more than EUR 5,000, there are no restrictions. Thus, the combinations are expected to reflect the full spectrum of the audio industry – either strictly digital, high-end analogue or both combined in one system.

#### Music without limits

Room K1b (opposite to Hall 1)

On all the exhibition days from 10:00am to 6:00pm

Long awaited by many music aficionados with great anticipation, this year's music demonstrations of exquisite quality will again take place in conference room K1B across from Hall 1.

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) and Bert van der Wolf (Northstar Recording) present the latest results of their painstaking audiophile work.

On Saturday afternoon, French horn player and Echo prize winner Felix Klieser will be the guest in Room K1B. He is bringing along his new album with all horn concertos from Wolfgang Amadeus Mozart, naturally also on vinyl. In an interview, the renowned classical bassist, Lothar Brandt, will be exploring the topic of how meaningful high-quality music reproduction is becoming for today's classical musicians.

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.

## FACTS

### Exhibition:

HIGH END® 2019  
THE INTERNATIONAL HI-FI SHOW

### Venue:

MOC München - Lilienthalallee 40  
80939 München-Freimann (Germany)

### Dates:

May 9 - 12, 2019

### Trade visitor day:

Thursday, May 9, 2019  
(only with pre-registration)

### Opening hours:

May 9, 2019: 9:00am – 7:00pm  
May 10 - 11, 2019: 10:00am – 6:00pm  
May 12, 2019: 10:00am – 4:00pm

### Admission for Trade visitors:

EUR 25.00 for pre-registration  
(valid for all the days)

### Admission for General public:

EUR 15.00 / day ticket  
(valid only on Friday or Saturday)  
EUR 25.00 / 3-day ticket  
(valid from Friday to Sunday)  
EUR 5.00 / Sunday ticket  
(valid only on Sunday)

### Organizer:

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## **Presentations of the HIGH END SOCIETY as part of the HIGH END KOLLEG**

Room K2A (opposite to Hall 1)

The multi-faceted series of presentations within the scope of the HIGH END LECTURE SERIES invites visitors to learn and emulate best practices, encompassing the following topics, among others: the lectures by LowBeats “Comparing hi-fi online – the virtual auditory room”, “Better placement of loudspeakers – understanding your space” from Dynaudio or the lecture by the successful YouTuber Hans Beekhuyzen “A simple two step approach on loudspeaker placement” promise to deliver exciting content and invaluable tips for all exhibition visitors. The extremely diverse and informative lecture series will be made complete with already well-known “subject highlights”.

An overview of all the topics is expected to be posted from mid-April on our website at [www.HIGHEND2019.de](http://www.HIGHEND2019.de).

## **Official press conference and an autograph session with Steven Wilson**

The British all-around talent, Steven Wilson, is the prominent guest of honour and Brand Ambassador at the HIGH END 2019.

Official press conference at the HIGH END 2019 exhibition (only for accredited journalists)

9th May – starting at 11:00am

Room K4 (opposite to Hall 4)

## **Special Topics**

- High-end music reproduction from the perspective of musicians  
Special guest: Steven Wilson
- Dynaudio Unheard at the HIGH END 2019 exhibition

## **Autograph session with Steven Wilson:**

9th May 2019 – starting at 2:00pm

Foyer in front of Hall 4

## **More listening test knowledge at the HIGH END 2019**

As in previous years, in 2019 the editors of stereoplay and the High End Society e.V. will once again be producing an audiophile test CD specifically for the exhibition. The 12 music pieces of the “HIGH END listening course 2019” demonstrate the most important audiophile terms for evaluating sound and each within one discipline, bring out what is possible in each system.

With the CD and a visit to the exhibition, visitors can learn something about listening to music and train their own ear. In 33 individual lectures, the editors of stereoplay will provide a compact course, explaining terms such as tone colour neutrality, offset in depth, fine dynamics and resolution of ranging for novices and advanced listeners alike. With the music samples on the CD, editors Alexander Rose, Stefan Schickedanz and Andreas Günther, along with editor-in-chief Malte Ruhnke will be visiting 12 leading exhibitors in Atriums 3 and 4, and using their demo systems to make theory come alive in practice. Two back-to-back lectures comprise a complete “listening course”.

Visitors on site receive the “HIGH END listening course” with the exhibition guide from stereoplay (free of charge, as long as supplies last at all participating exhibitors or in Hall 4 at the WEKA stand).

## **Special awards for Eva Mair-Holmes and Klaus Voormann**

10th May 2019 – from 3:30pm to 4:00pm

Room: K1B on the ground floor of the MOC, across from Hall 1

At the HIGH END 2019, the so-called “Quartet of Critics” is presented in a public event orchestrated by the HIGH END SOCIETY and the German Record Critics’ Award Association (PdSK). The jury has selected the Munich music producer Eva Mair-Holmes as well as the musician and graphic designer, Klaus Voormann, as special laureates in 2019. Following the award presentation, Klaus Voormann will be on hand from 4:00pm in front of room K1B to sign autographs for his fans.

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### **MQA Live Session with Ana Silvera**

On 10th May, at 3:30pm, MQA will be recording an MQA live session. The British singer and songwriter Ana Silvera will join Jasper Høiby (from the prize-winning trio, Phronesis) in giving a concert. The concert will be live-streamed from the Village Recording Studio in Copenhagen to MQA at the HIGH END. “Stunning ... Silvera mixes operatic and folk elements with magical storytelling”, The Guardian. You can find additional information at MQA on Facebook.

### **The app for the HIGH END 2019**

The app for the HIGH END 2019 can now be downloaded free of charge in the Google Play Store or in Apple’s App Store and also updated. With the HIGH END app, visitors have all the necessary information on every aspect of the exhibition on their smartphones.

### **Start-ups – new and innovative entrepreneurs introduce themselves**

Hall 4 – Stand T11

With the “Newcomer Area”, the HIGH END has developed into a forum for up-and-coming start-up companies. The organiser offered six companies from Europe the opportunity to showcase their power of innovation in one place free of charge at a group stand. This year, a total of six start-up companies were chosen from the large number of applications received from four different countries. The range of selections extends from an “ingenious” tool for turntables (Mind-Pop Revolution), individually crafted tube amplifiers (Röhrenschmiede & Hartlab), loudspeakers in extraordinary shapes and designs (Deeptime), powerful subwoofers in open cabinets (ModalAkustik), right down to complete audiophile systems (LaMusika).



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## PICTURES FOR DOWNLOAD



HIGH END KOLLEG

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Newcomer

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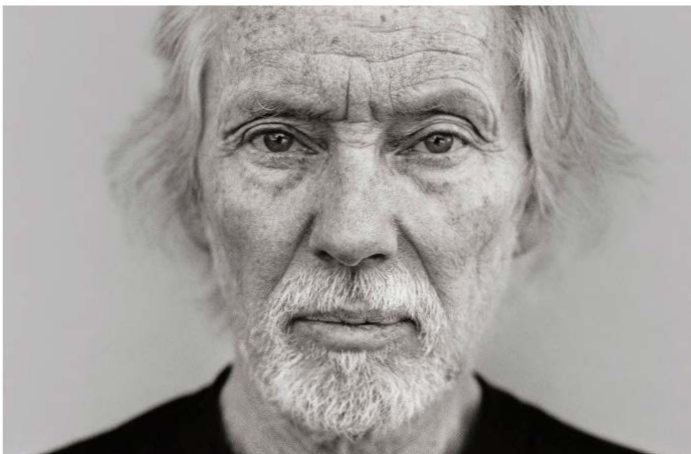
Ana Silvera

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Eva Trikont

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Klaus Voormann

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Sounds Clever Logo

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