



PRESS RELEASE NO.7

APRIL 2018

HIGH END® 2018 (10 TO 13 MAY 2018)

This year, the HIGH END once again offers members of the press and an interested public many attractions and special features, in addition to a diverse medley of numerous events and a variety of music demonstrations.

HERE ARE SOME OF THE HIGHLIGHTS AT A GLANCE:

Official press conference and an autograph session with Kari Bremnes

The Norwegian composer and singer Kari Bremnes is a prominent guest of honour and brand ambassador of the HIGH END 2018 exhibition.

Official press conference at the HIGH END 2018 (only for accredited journalists)

10th May – starting at 11:00am
Room K4 (opposite to Hall 4)

SPECIAL TOPIC

High-end music reproduction from the perspective of musicians

Special guests

Kari Bremnes (Norwegian composer and singer)
Bengt Hanssen (musician and manager of Kari Bremnes)

Autograph session with Kari Bremnes

11th May 2018 – starting at 12:00 noon
Foyer in front of Hall 3

Kari Bremnes is giving an autograph session, and visitors can make the most of the opportunity to purchase a hand-signed copy of her new album “Det vi Har” (What we have).

Special award for Till Brönner

11th May 2018 – from 2:00pm to 3:30pm
Room: K1B on the ground floor of the MOC, across from Hall 1

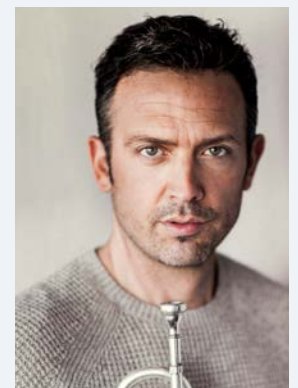
At the HIGH END 2018, the so-called “Quartet of Critics” is presented in a public event orchestrated by the HIGH END SOCIETY and the German Record Critics’ Award Association (PdSK). This year, the special award goes to the musician and international star Till Brönner.



press conference > picture download



Kari Bremnes on stage > picture download
Foto: Roger Hennum



Till Brönner > picture download
Foto: Ulla Lommen



PRESS INFO

“HÖRBAR” Listening Bar – headphones in a side-by-side comparison

Foyer in front of Hall 4

The visitors again have the opportunity to directly compare various headphones in various price categories. In the musical selection, identical, lossless and uncompressed music pieces of various genres will be selected, enabling listeners to have a direct basis of comparison. The headphones are controlled via tablet computers, which offer easy and intuitive operation.



Hörbar

[> picture download](#)

The app for the HIGH END 2018

The app for the HIGH END 2018 can be downloaded from 20th April 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.



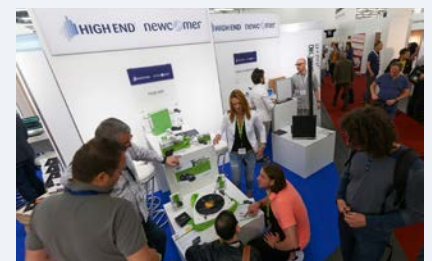
HIGH END App

[> picture download](#)

Start-ups – new entrepreneurs introduce themselves

Hall 1 – Stand B07

Since 2012, the HIGH END SOCIETY has offered young and new companies a presence free of charge at the HIGH END. Since then, there has indeed been strong interest in this offer, and the “Newcomer Area” provided by the HIGH END has developed into a popular forum for up-and-coming start-up companies. New entrepreneurs have the opportunity to introduce themselves at a group stand. This year, a total of six start-up companies were chosen from the large number of applications received. They involve manufacturers of traditional product lines such as loudspeakers, electronics, turntables and even TV hi-fi furniture in a special design.



Newcomer

[> picture download](#)



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
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HIGH END signs [> picture download](#)



MOC in Munich [> picture download](#)