



## PRESS RELEASE NO. 2

FEBRUARY 2018

# HIGH END® 2018 (10 to 13 MAY 2018)

### Kari Bremnes - Brand Ambassador at the HIGH END 2018

Norwegian singer and songwriter Kari Bremnes is the brand ambassador of the world's largest audio exhibition, the HIGH END 2018.

Kari Bremnes presents music on a high artistic level and is one of the most extraordinary female vocalists. Her interpretations embody the perfect link between high artistic performance and the excellence in music reproduction.

That our exhibition is able to comply with this extraordinary artist's high standards is something that we at the HIGH END SOCIETY are extremely proud of.

Her style is a blend of folk, singer/songwriter, chanson, pop with electronic elements and the lyrics are deep, describing extraordinary life stories and emotions: full of poetry, musicality and passion. The mood in her songs shifts from sad to amusing.

Atmospherically and musically, Kari Bremnes' recordings are of stunning quality, capable of transforming the living room into a concert hall. Provided that the music is played on a hi-fi system of comparable quality, because no good hi-fi system can compensate for poor recording quality. The better a hi-fi system is, the more important it is to also have high-quality music recordings.

Both qualities, recording excellence and the premium hi-fi system, are mutually dependent for enabling a reproduction quality that approaches the experience of an actual concert.

The aim of the HIGH END is to enable visitors at the exhibition to experience and understand this key difference.



Welcome

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Kari Bremnes

Brand Ambassador at the HIGH END 2018

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The new theme is available on request in your desired size. For further information please contact us.



Recording excellence

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## PRESS INFO

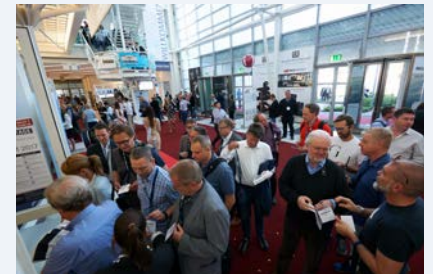
### FACTS:

- 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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Huge crowd attends > [picture download](#)



MOC in Munich > [picture download](#)