

PRESS-RELEASE NO. 11

HIGH END® 2009



THE HIGH END® IN MUNICH – RECORD NUMBER OF EXHIBITORS AND UNCHANGED INTEREST FROM VISITORS

The HIGH END has sent a positive signal in the middle of the economic crisis. In spite of the crisis, people need music as food for the soul, especially during difficult times.

HUGE CROWDS ON TRADE VISITORS' DAY

On 21 May, Ascension Day, the HIGH END® opened its gates in bright sunshine and picture-book weather. As usual, long queues gathered at the entrance. Trade visitor attendance increased by around 18% compared to the previous year. This huge increase compared to the HIGH END 2008 is spectacular. The high percentage of international trade visitors was just as sensational. The foreign trade visitors came from 60 countries, and made up 47% of trade visitors. The lion's share of international trade visitors came from Europe, with particularly large contingents from Switzerland, Austria, England, Italy, the Netherlands and Russia. Fortunately, we were also able to welcome many trade visitors from Asia and America. This development has allowed the HIGH END to expand its position as the most successful European central trade fair for high quality entertainment electronics; it is now known globally as the central meeting point of the industry. Manufacturers, importers, distributors and retailers from around the world meet in Munich when it comes to successful business.

UNBROKEN MEDIA INTEREST

The number of visiting press representatives increased from the previous year, and reached a record number of 438 visiting journalists. This is an increase of 8% on the previous year. 31% of press representatives were from abroad, and came from 28 different countries. Here too, the high degree of internationality is remarkable, and speaks a clear international language.

THE EXHIBITORS

248 exhibitors represented themselves on a 18,373 square metre area. Compared to the previous year, the number of exhibiting companies increased this year by around 7%. The proportion of exhibitors from outside Germany has increased by 6% from the previous year, and now accounts for 40% of the total. The foreign exhibitors came from 26 countries, and mainly from Italy, England, Denmark, Switzerland and Austria. Numerous conversations with exhibitors, visitors and journalists seem to show real enthusiasm for the fair from all sides. The exhibitors were not only delighted about the constant high numbers of visitors, but also because they meet the absolutely correct target group at HIGH END, without a waste of coverage.



THE VISITORS

On Friday the 22nd of May, in rainy and changeable weather, the public days began. An absolute record of visitor numbers was achieved this day. Huge groups of people massed outside the entrances; by 11 in the morning, both parking levels in the underground parking lot with 1,500 spaces were full, so that alternative parking near the Zenith Hall had to be used. Even the hydraulic oils of the lifts to the underground car park got overheated for a short time, so they had to be partially switched off to cool down again.

During the night from Friday to Saturday the 23 of May, excitement was caused by a fire in one of the Atrium rooms. As usual in the industry, many exhibitors left their equipment running overnight. The fire was caused by an electronics component that caused a smouldering fire in a wooden shelf. The sprinklers were activated and resulted in some water damage. The perfectly coordinated actions of all support staff kept the total damage low, and the opening of parts of atrium 4 and hall 4 was only delayed by 30 minutes on Saturday morning. Despite beautiful sunny weather, and because of the final German premier league championship games, attendance on this tropically hot Saturday was however at a high level.

On Sunday, the weather was once again tropical and exceeded 30 °C, making it the hottest day of 2009 so far. As Munich is known as a city with a high recreational value, featuring beer gardens at almost every corner, the English Garden at the cool Isar river and many inviting sunbathing lawns, this weather must be considered as an absolute punishment for every show organiser.



Nevertheless, despite this humid and hot swimming weather, when Munich is often deserted in favour of the lakes surrounding it, the visitors did not let the weather stop them visiting the HIGH END.



OVERVIEW OF THE FAIR

Exhibitors showed great engagement and presented numerous special events, elaborate presentation areas and an outstanding novelties show, as well as lectures on our technology stage and many diverse presentations of music and home cinema. Visitors were also awaited by many attractive highlights, select sound carriers and rarities in the recording media village, and by lots of live music. This successful mixture of musical performances, presentation of high-end equipment, lectures, special events and presentations made the HIGH END® 2009 into a unique experience once again.

STATEMENTS FROM SOME EXHIBITORS:

Roland Hoffmann, Marketing Manager, Dynaudio:

"We are happy about the many conversations, and even more happy about the many good conversations. The HIGH END® visitors are more open than ever before towards informing themselves about the multitude of high-end music and image reproduction, so that they can buy something that is sustainably good. This is exactly what the HIGH END provides: many ideas in a pleasant environment."

Norbert Lehmann, Company Owner, Lehmann Audio:

"For Lehmann Audio, the HIGH END® is and remains the most important trade fair for the industry. We have doubled our exertions this year for good reason."



Luca Gombi, Director of Sales, Suono e comunicazione srl:

"Attendance, Especially in the first day dedicated to the professional visitors, was very good."

Ken Ishiwata, "brand ambassador", Marantz:

"The HIGH END Show is becoming the real international event. There is not any other show in the world that can serve the need of manufacturers today like the HIGH END."

Peter Sternberg, Sales director, Audiovector:

"We have seen a good organized show. We were there as exhibitor for the first time in 2009. We meet and had visitors from most important key persons from the industry. The result and outcome was far above expectations."

Alessandro Copetti, CEO, U-Vola Speakers:

"The HIGH END® is perfectly arranged, one of the best organisation word wide."

Vital Gbezo, Marketing and sales manager, Emillé Labs:

"Very high standards and professional services as usual. The HIGH END® at the M.O.C., Munich is the place to be. It's an established reference in the Audio industry."



James Baik, General Manager, Cresyn Co., LTD:

"I think the show was well organized and very supportive during and prior to the show. I look forward to participate in next year."

Bernd Hugo, Director, B.M.C. Audio GmbH:

"Lots of contacts with other countries, and good contacts with trade visitors. We are very satisfied and naturally will be taking part again in 2010."

Christoph Roßner, Director, Roßner & Sohn GmbH:

"We are absolutely satisfied with the implementation of our exhibit at the fair; it became a perfect fair exhibit thanks to the HIGH END SOCIETY."

Dr. Roland Gauder, Director, Acoustic Consulting/Isophon:

"Knowledgeable audience, great interest, a lot of very hectic people, new audience, many Austrians, many Swiss and lots of foreign reviewers."

Tobias Tritschler, Marketing Manager, in-akustik GmbH & Co. KG:

"The HIGH END remains the most important platform for presenting our high-quality audio and video cables, and is the highlight

in our trade fair calendar. We use the feedback from the knowledgeable audience to further develop our products. The trade fair is an important indicator for the mood and development in the home entertainment electronics business."

Harry Geiger, Company Owner, HiFi Sound & Design:

"Good organisation and support by the HIGH END SOCIETY; the acoustics of the presentation cabin can be set properly with the requisite effort. As a first-time participant, I am very satisfied with the very good reception of my new product by the audience. Numerous purchase enquiries have confirmed that the HIGH END is the ideal platform for presenting products."

Friedhelm Licht, Employee, Panasonic:

"Visitor numbers were great, and visitor feedback was the best it has been for years."

Christian Hermeling, Director, MBL Akustikgeräte GmbH & Co. KG:

"We are very satisfied with the way the trade fair went. Resonance with the audience exceeded our expectations. We had many promising conversations with end customers and with business partners."

DATEN UND FAKTEN ZUR HIGH END® 2009

	2007	2008 (Thursday was NOT an public holiday)	2009	+/- 2008 (compare to)
Space	15.500 qm	18.373 qm	18.373 qm	
Exhibitors	220	231	248	+ 7,4 %
Journalists	410	407	438	+ 7,6 %
Thursday visitors	1.969	1.686	2.064	+ 22,4 %
Friday visitors	4.663	4.311	5.284	+ 22,6 %
Saturday visitors	3.691	4.987	3.476	- 30,3 %
Sunday visitors	2.579	2.911	2.853	- 2 %
In total	12.902	13.895	13.677	- 1,6 %

The total number of the visitors does **NOT** include the journalists and the issued exhibitor-badges (1.373 pcs)
The HIGH END SOCIETY is member of the FKM = Society for Voluntary Control of Fair and Exhibition Statistics which means, that all numbers regarding exhibitors, visitors and space will be proofed by Ernst and Young advisory.

Contact: Dipl. Ök. Renate Paxa, press dept.
E-Mail: Renate.Paxa@HighEndSociety.de

Show-Organiser: HIGH END SOCIETY MARKETING GMBH
Hatzfelder Strasse 161 – 163
42281 Wuppertal-Germany
Telephone: +49.202.70.20.22
Telefax: +49.202.70.37.00
www.HighEndSociety.de