

🇬🇧 HIGH END 2009 Special Events

In a few weeks, the HIGH END 2009 opens the doors. As every year, we have tried to organise some special events to make your stay in Munich enjoyable. Please see what we have prepared for our visitors.

🇬🇧 The Blu Ray Audio The new audio format ?



(screen shot blu-ray audio menu)

Does the HIGH END® 2009 presents the potential recording media of the future? It's the "Pure Audio Blu-ray Disc". The HIGH END SOCIETY presents "new media" at the M,O,C, Atrium 3, room D 111.

High-bit sound for everyone! Is it the user-friendly audio format Blu-ray? The Blu-ray Disc (BD) has conquered the video market with HD pictures since 2008. The sale of BD players is rising steadily. This new medium also provides some interesting options for the audio sector and could replace therefore the rather less successful SACD and DVD audio formats. The blue disc has sufficient storage space for high-bit recordings and is also extremely user-friendly. Anyone owning a BD player will be able to lis-

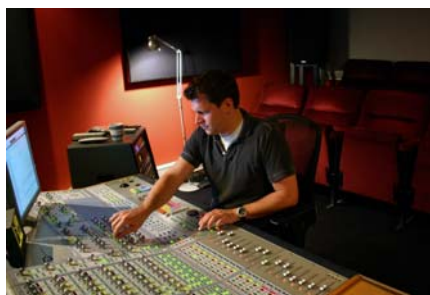
ten to music with a quality hardly known up to now.



(Hans Jörg Mauksch, Pauler Acoustics)

The *msm-studios* in Munich, *Pauler Acoustic* from Northeim and the Norwegian label *2L* show, how it is done. Together they have already produced some "Pure Audio Blu-rays" or are planning to do so and consequently have planned some additional releases for 2009. The HIGH END SOCIETY shows how it works, every day in room D 111 for visitors at the HIGH END®:

1. Stefan Bock from *msm-studios* will be giving a talk about Blu-ray audio and on the development of a menu-free Blu-ray audio (without the screen usually required) and also has some music samples.



(msm Studios Munich)

2. Hans-Jörg Mauksch from *Pauler Acoustic* reports on producing the first three *Stockfisch* Blu-ray and shows some ex-

cerpts from the music DVD movies (Allan Taylor, The Spirit of Gambo). This block takes place every day at 11am, 1pm and 4pm.

🇬🇧 The „Walking Act“ „Newton meets Saxsisters“

The HIGH END SOCIETY would like to surprise our visitors and exhibitors with musical interludes in the form of a walking act, which will be a treat to the ears on every day of the exhibition.



(Newton meets Saxsisters)

The exhibition's walking act: "Newton meets Saxsisters" appears every exhibition day from 12am to 5pm over the entire exhibition area. Golden moments intersperse the exhibits with gentle melodies, jazzy tunes, groovy rhythms. All this awaits you with "Newton meets Saxsisters". Three young ladies got together to present a walking act which aims to leave a lasting musical impression.

🇬🇧 Glengoyne Whisky Do you want a taste?

Sidelines: quality for fans, connoisseurs and collectors. Glengoyne in atrium 3, room D 112 - a high-end whisky without equal. Come in and taste the "water of life".

Tannoy Loudspeakers Ltd. in co-operation with the HIGH END SOCIETY presents Glengoyne, one of the oldest and finest distilleries in Scotland.



Glengoyne is one of the world's finest Whiskies and has the awards to prove it. At the HIGH END® 2009, visitors can expect a very special attraction: in atrium 3 room D112 there will be a bar made of old whisky casks, where attractive Scottish ladies in kilts will be offering tastings every day of the fair, and there will also be talks on distilling whisky - the "water of life". If you insist on high-end entertainment, you'll appreciate the same quality in drinks for the senses and the spirit.



🇬🇧 The Hinterberger Folk music on Thursday

As has now become tradition, visitors will receive a hearty musical welcome from the "Vier Hinterberger Musikanten" on Thursday 21st May 2009 from 9.30 am in the foyer

of the M,O,C, in front of hall 4. The performance of this well-known group is a nod to the Bavarian location of our fair and should delight our visitors from approx. 50 countries and help create a great atmosphere. The four musicians perform Alpine folk and brass band music in a small formation, without electronics and at a pleasant volume.



🇬🇧 Blues at Thursday United Blues Experience

The HIGH END SOCIETY presents in co-operation with Clearaudio the *United Blues Experience* – "A firework of passion and blues" in atrium 3, 1st floor, room D 111. Performing on: Thursday, 21st May 2009 at 12am, 2pm and 5pm

"A firework of passion and blues!" wrote the newspaper "Stuttgarter Zeitung" in January this year following a concert by the trio. The exceptional guitarist and singer Wolfgang Bernreuther, his long-standing partner Rudi Bayer on the double bass and the singer Beata Kossowska also on the mouth or-

gan, perform extremely melodious and harmonious pieces.



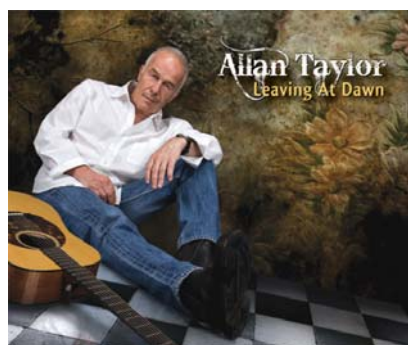
Live concerts with UNITED BLUES EXPERIENCE thrive on the magical and emotional atmosphere that emerges when the overall effect is far more than the sum of three instruments and two voices. Bernreuther, Bayer and Kossowska have found their own niche in the blues and folk genre. It is said that white people are not capable of feeling the blues, but this trio proves that they are firmly and emotionally rooted in the blues. "The musical harmony of Bernreuther, Bayer and Kossowska and the frequent prominence of the mouth organ solos create a feeling of infinite depth. Genuine, hand-crafted music underscores the character of the trio and leaves no doubt about their authenticity and originality" (quotation: Nürnberger Nachrichten).

🇬🇧 Allan Taylor Live on stage

Allan Taylor will give us the pleasure to perform on stage in atrium 3, room D 111. He's a troubadour of quiet and will be in Munich with extracts from his new SACD "leaving at dawn" Performing on: Friday,

Saturday and Sunday, daily at 12am, 2 pm and 5pm.

For 35 years he has been considered as the consummate performer; a writer of literary gracefulness whose troubadour chronicles encapsulate the realism of otherwise unsung heroes, otherwise uncharted lives. His songs are faultlessly constructed and flawlessly performed, with his instantly recognisable voice, attractively dark and mellow, and his intricately detailed and full-sounding guitar.



His songs are written from a lifetime of travelling; always the observer passing through, each song is a vignette of life, like a story told over a drink in a bar. Each has an integrity that tells you it comes from something real; characters come to life like people you know and places become as familiar as if you had been there. As Allan says at the beginning of each concert, "Sit back and enjoy the journey."

Bayerischer Rundfunk

Dimensions of sound

At the HIGH END® 2009 in hall 3, booth E05, the Bayerischer Rundfunk (Bavarian Broadcast) will be presenting all the dimensions of

multi-channel technology today with *Bayern 4 Klassik*.



Expert sound engineers will be using their own productions to show how multi-channel technology improves the surround effect for the human ear. In direct comparison to stereo productions, the aesthetic advantage will be very clear. The listener is fully immersed in the music - with a perfect seat in the concert hall or placed in the middle of the ensemble. Recordings from various genres such as classical, jazz and contemporary music will be presented.

As well as this, the Fraunhofer institute for integrated circuits (IIS) will be presenting new surround technologies such as "DAB Surround" and "mp3 Surround" for digital and internet radio.

HIGH END® 2009
Trade pre-registration done?



Make sure you have made as trade visitor your pre-registration online.

As you know, you need to have the trade badge to visit the show on the 1st trade day. Once your pre-registration was made, you will receive by E-Mail the code number that allows you to enter our online-ticket system and to create and print out your badge. Don't miss the opportunity to be at the center of that all.

<http://www.highendsociety.de/english/highend/akkreditierung.php>

🇬🇧 DYNAUDIO + VW

Topsound at VW Phaeton

Dynaudio presents an outstanding sound system in the Volkswagen Phaeton. You can experience for yourself the highlight of the Dynaudio automotive range in the Volkswagen Phaeton in the foyer of Hall 3. With a car as exceptional as this, only the best Dynaudio Sound system was good enough. The specially developed *Temptation Sound* System stands out with its natural, balanced sound. Twelve speakers perfectly integrated in the interior and a multi-sub concept with four subwoofers, as well as a unique 4-way system in the front, provides the best and most balanced surround sound on the market. A 1000 Watt digital amplifier guarantees controlled power.



(Alle Information, Angaben und Erläuterungen ohne jegliche Gewähr).