

PRESS-RELEASE NO. 1 (DECEMBER 2009)

HIGH END® 2010

The largest and most important branch meeting

From the 6th to the 9th of May, the Bavarian state capital will welcome a gathering of fans of the very finest consumer electronics. The world's leading suppliers of high-quality entertainment electronics will again be putting their crown jewels on display. The HIGH END® has been hosted by the HIGH END SOCIETY (Association for High-Quality Entertainment Electronics) for 29 years. Started in 1982, after two decades located in Frankfurt/Main, since 2004 the oldest and largest trade fair for high-quality electronics products has been held in the Munich Operation Center (MOC). The modern architecture and infrastructure of the MOC event venue in the North of Munich provides a pleasant atmosphere, short routes between sites and optimum presentation options for highly exclusive products.

The HIGH END® resonates throughout Europe

The HIGH END® has enjoyed a most prestigious reputation among exhibitors and visitors alike for many years now. The trade fair has become a veritable institution on the industry calendar and has grown steadily over the years. The HIGH END® is Europe's most important trade fair for high-quality home electronics and is the ideal platform for international trade, industry, the media and visitors. There is no other location in Europe where the entire range of audio and home cinema products are presented so impressively and with such panache.

Last year, the HIGH END® again set a new record for the number of exhibitors. Unlike other trade fairs, the effects of the economic crisis were conspicuously absent and the total of exhibiting companies rose again by around 7% compared to the previous year. 248 companies displayed their products in an area of 18,373 m².

High-Tech for the senses

From the traditional to the futuristic, the range of products on display encompasses valve amplifiers and classic record players as well as music playback from hard disks and network-compatible components. As diverse as these devices are, they are all manufactured with exacting levels of professional quality.

These contrasts inject added vitality to the trade fair's huge number of exhibits. The visitor can immerse himself in finely-crafted analogue soundscapes or in the very latest acoustic and visual experiences. The HIGH END® is a Mecca for audiophiles seeking inspiration and exclusivity and hungry for the latest developments and innovations. Trade fair visitors and end consumers have the opportunity of testing and enjoying the latest premium and high-end products for themselves in fabulous surroundings.

The HIGH END® unites technology and feeling which allows visitors to enter a spectacular realm of the senses.

Attractions all round the show

The HIGH END® will again be accompanied by numerous, diverse and diverting events in 2010. Live concerts, workshops, unique presentations, impressive demonstrations, fascinating lectures and a magnificent new products show will embellish and enliven trade fair visits. A special day is set aside for trade visitors at the start of the HIGH END®.

The exhibition opens on 6th May 2010 only for trade visitors who have pre-registered. The HIGH END® is organised by the HIGH END SOCIETY, the association for high-quality home entertainment electronics. This is an industrial group consisting of the most prominent companies in the home entertainment electronics business.



>> Picture in high quality



>> Picture in high quality



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Facts:

Show: HIGH END® 2010
THE BEST SOUND. THE BEST PICTURE.
The Leading Trade Fair for Outstanding Stereo,
TV and Home Cinema Equipment

Location: M,O,C, Munich
Lilienthalallee 40
80939 München-Freimann

Duration: 06th – 09th of May 2010
Trade Day: Thursday, May 06th 2010
(only by pre-registration)

Open: From 10am – 6pm

Entrance fee:

Trade visitors: 20,- Euro with pre-registration
(the badge is valid for all days)

Public: 10,- Euro/day
20,- Euro/family ticket
(for 2 adults and up to 3 children)

Show Guide: Up from April 2010 available

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
E-Mail: info@HighEndSociety.de
Internet: www.HighEndSociety.de

Contact: Renate Paxa, press dept.
renate.paxa@HighEndSociety.de



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