



PRESSE-RELEASE NR. 11 (MAY 2010)

HIGH END® 2010

FINAL REPORT

HIGH END® 2010 – The exhibition consolidated its position as an international meeting point and leading trade fair in the industry.

The HIGH END show offered its visitors a magnificent chance to experience high quality products from the world of home electronics.

On Thursday 6th May 2010, the HIGH END opened its doors, and for the second time in over 15 years, the show did not take place on the usual Ascension Day bank holiday, due to the Ecumenical Church Days scheduled in Munich from 12th - 16th May 2010. Therefore, in order to avoid any foreseeable bottlenecks in reservations and exorbitant hotel rates and airline fares, we brought the exhibition forward one week.

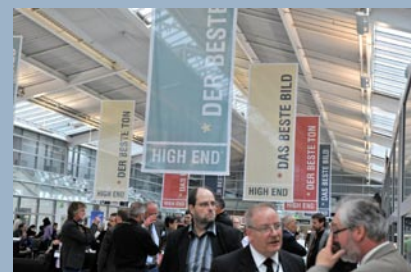
The HIGH END opened its doors on a chilly, rainy and in rather unfavourable weather conditions for this time of year. On Friday, the first day open to the public, visitors also had to put up with unusually cold weather. However, on Saturday and especially Sunday, the heavens cleared giving us blue skies and sun, more suitable for a trip at the weekend. For those living in Munich, the sunny weather on Sunday was something extra special because the Bayern Munich football team won the Bundesliga again and more than 100,000 fans gathered together in Marienplatz to celebrate their team and enjoy 25,000 litres of free beer.

Despite this, the number of visitors had increased by 8.7% by the end of the event compared to the previous year, although there were several changes counting visitors per day, due to the lack of a bank holiday. On Thursday and Friday there was a slight drop in the number of visitors, but the following two days made up for it. Saturday had the highest number of visitors. Here we recorded an increase of almost 40% compared to the previous year. The consistently high number of visitors clearly indicates that consumer interest in technological innovations and products in our branch, which shape our lives in so many ways, is not subsiding.

The future is made up of ideas. The demand for perfect reproduction, whether it's for sound or pictures combined with a love of good quality are ubiquitous requirements in our branch. This does not include the bargain mentality of always searching for the cheapest offer, but the quality of the service and value of the product. Thus, this year the HIGH END show once again offered a wide and multi-faceted range, from the traditional hi-fi sector to the aesthetic, perfectly-customised home cinema solutions, wireless signal transmissions at home and brilliant 3D screen technologies.



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Exhibitors

The exhibitor numbers confirm the position of the HIGH END as the leading European trade fair for high quality home electronics.

A record was achieved with 258 exhibitors participating from 24 countries in an exhibition space of 18,373 square metres. The high presence of exhibitors from overseas was particularly noteworthy: almost half of them came from abroad, with large contingents from within Europe – predominantly from Denmark, Italy, France, Netherlands, Sweden and Switzerland. Numerous exhibitors from Asia and USA were also present. The large number of exhibitors from Europe underlines the world class quality of the HIGH END and reaffirms its position as a leading European trade fair. "The HIGH END has developed into the most significant international meeting point in the industry for high quality entertainment electronics. It is essential for anyone involved in this area." says Kurt Hecker (CEO of High End Society).

Trade visitors

For all four days of the exhibition we registered a total of 3,849 B2B visitors. The high international presence of trade visitors was particularly striking. They came from 56 countries and made up 60% of the overall number of trade visitors with a 13% increase. This huge growth is spectacular and confirms the declared intention of the HIGH END becoming a central international meeting point in the industry for high quality entertainment electronics. The lion's share of the international trade visitors came from England, Switzerland, Russia, Austria, France, USA and Italy.

446 national and international journalists generated widespread publicity

As well as constant news reports, there were several TV and radio stations, journals and Internet platforms broadcasting directly from the HIGH END 2010.

The supporting music programme left nothing to be desired

This unique kind of sound experience not only guaranteed high quality highlights but also a wide variety of live music performances during the course of the exhibition. From Alpine folk songs and brass bands to jazz evergreens with charming saxophonists and groovy rock 'n' roll beats, to country folk and blues ballads. Visitors were able to experience and enjoy a whole range of different musical genres live.

Diverse company presentations

Once again a diverse and exciting programme of company presentations on the technology stage provided some entertaining moments. Visitors could get first-hand information. Special moderators talked about selected topics. The feedback from the visitors was overwhelming. Some of the most popular topics included: "Digital audiostreaming", "Basics of power supply", "The world of acoustic myths and fairy tales" and "How do I configure a Mac to get the best audio results". We will soon be making these talks available as podcasts on our website.



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Finally, we would like to quote some of the exhibitors' statements which best convey what this year's exhibition was really like.

Exhibitor quotes:

Ken Ishiwata, Brand Representative, MARANTZ Europe: "The HIGH END show in Munich is getting stronger with many more international visitors from year to year. Actually this is the only international show for premium brands like ourselves where you can exhibit and obtain business and information."

Jürgen Timm, Product Manager Home Business Group, Pioneer Electronics Deutschland GmbH: "A successful event for Pioneer. Visitors are looking for clear product designs that are easy to use. Price and the world of discovery must be in keeping with a timeless design. In future, high end will focus more on merging into the personal home ambience."

Agnes Pillis, Managing Director, KaCsa Audio/ Budapest, Hungary: "The best show in 2010. I am waiting for the next. Thanks"

Nicholas Korakakis, company owner, Signal Projects, Greece: Everything was perfectly organized. For the coming years, I would recommend encouraging all exhibitors to have a demo-room at their stand. This will help visitors to come to safer conclusions. Thanks for your support."

Hans M. Strassner, Managing Director, HMS Elektronik: "Fully-fledged hi-fi, mostly high end too. If the HIGH END didn't exist, someone would have to invent it."

Jürgen Schneider, Head of Sales Germany, Avantgarde Acoustic GmbH: "Many thanks for the well-organised event as usual. The most successful HIGH END for us to date! We're already looking forward to next year – after the show, is the run up to the next one!"

Michael Mudra, company owner, Mudra Akustik: "As in previous years, we've had visitors from every nationality and international friends and business partners. It was successful from a business point of view, but also socially."

Thomas Sauer, Managing Director, German MAESTRO: "Just the outstanding presence of international trade visitors alone made the HIGH END totally worthwhile for us."

Bernd Hömke, Managing Director, input Audio: "Good show, a lot of visitors, well-organised, good contacts, the show should be over at 5pm. Catering at the stands."

Reinhold Simm, head of company, Audio Systeme Friedrich Schäfer: "I think the HIGH END 2010 was an excellent opportunity for trade visitors and music lovers alike to find out about the latest products. Members of the public who came to "listen" could try out hi-fi systems at any price range. We think the whole event was excellent."

Dragana Zirkel, Head of Marketing, ULTRASON AG: "Extremely well-organised as usual."



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Jeremy Curtis, Business Development Manager, Black Rhodium: "The first two days were very useful for our international trade partners. We gained important new business contacts in key target territories from as far away as Australia, India throughout Europe. The HIGH END 2010 has been well-organised and productive, so much so that we fully intend to return next year."

Dorothee Thomanek, Managing Director, ELAC ELECTROACUSTIC GMBH: The HIGH END has the highest rating as a trade fair for ELAC – particularly for my export business. The presentation opportunities are perfect. We would like to thank you for the perfect organisation and the exhaustive public relations work carried out by the High End Society Marketing GmbH.

Patrick W. Fischer, Managing Director, Fischer Elektronik GmbH & Co. KG: "Visitors good – organisation good"



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FACTS AND FIGURES ON HIGH END® 2010

	2008	2009	2010	+/- to 2009
Exhibition floor space	18.373 qm	18.373 qm	18.373 qm	
Exhibitors	231	248	258	+ 4,0 %
Accredited journalists	407	438	446	+ 1,8 %
Fachbesucher			3.849	
Visitors			11.020	
Total visitors	13.895	13.677	14.869	+ 8,7 %

The number of visitors does NOT include the journalists NOR the 1,503 exhibitor passes issued. HIGH END SOCIETY is also a member of FKM = Society for Voluntary Control of Fair and Exhibition Statistics. This means that all the details of the figures must be disclosed, checked and certified..



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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
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