



## PRESS RELEASE NO. 1 JANUARY 2014 HIGH END<sup>®</sup> 2014 (15 - 18 MAY 2014)

**The HIGH END is becoming the world's largest and most important trade show for high-quality entertainment electronics and the industry's leading international trade event.**

From May 15th to 18th, the Bavarian capital will once more serve as the meeting point for fans of the finest entertainment technology from across the world. Over the course of more than three decades, the HIGH END has evolved into the most successful European event of its kind. The show and its exhibitions are principally aimed at trade visitors but the three-day event is also as a major public event that can boast a long tradition. It was established in 1982 in Düsseldorf by a group of audio technology purists. Over the course of the 21 years that followed, the HIGH END was an annual guest at the renowned Kempinski Hotel Gravenbruch, near Frankfurt and since 2004, the oldest and largest trade show for products in high-quality entertainment electronics has been held at the MOC in Munich. The MOC's modular concept offers exhibitors a range of ideal presentation opportunities with its event halls and brilliantly lit atriums with over 140 adjoining conference rooms devoted to the exhibition of the most exclusive products in the field of high-quality entertainment electronics. Here, exhibitors will find professional exhibition technology, the best infrastructure, quick access between event points and a comfortable atmosphere. The switching of the event location to Munich has seen the number of exhibitors and visitors more than double. In 2013, over 360 exhibitors and roughly 900 brands presented their products.

### The HIGH END as leading industry meeting point and foremost global communications platform

The HIGH END is not only a trade show - it also serves as an important communication and information-exchange platform. Delegations from all corners of the world travel to Munich to get an overview of the current market and the industry as a whole. The HIGH END is now without doubt an established cornerstone of the industry, with manufacturers, importers, distributors, suppliers and retailers from all over the world coming together every year in Munich. Last year, 58 percent of visitors were international trade guests from across the globe.

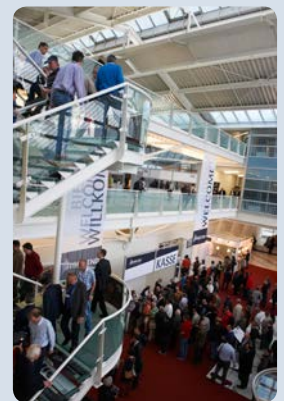
### The HIGH END - where fostering traditional values meets the digital lifestyle

There is an ever-increasing diversity of entertainment devices on the market. The HIGH END serves as a stage for experiencing the tremendous transformations in picture and sound that have taken place over the past few years. Nevertheless, the show stands as the perfect marriage of modernity and tradition. Audio-streaming and headphones may be booming but the old, trusted turntable is more vital than ever. As always, the HIGH END remains a place where analogue enthusiasts can rejoice and experience first hand a vast range of turntables, premium valve amplifiers and classic hi-fi playback technology. There can only be a few technical products that have such a high level of visual appeal.



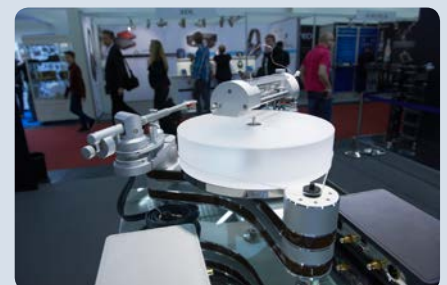
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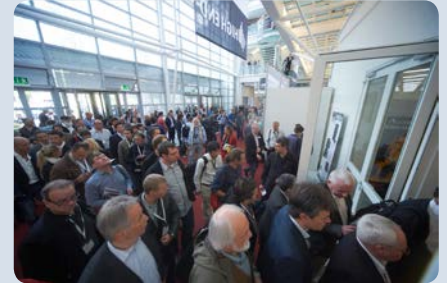


At the same time, the HIGH END highlights trends that signal the way forward into the future, with an emphasis on the innovational spirit. Ease of availability and new modes of user behaviour mean that today people are listening to more music than ever before. The entertainment technology industry is experiencing a radical transformation in the midst of an era of digitalisation and virtualisation. Entire product categories and masses of music data are now being stored via cloud technology. Visitors to the HIGH END now have more access to complete music servers, including streaming modules with network connections, digital wireless systems, multimedia stations and much more, which they can all experience first hand with their own eyes and ears.

## The HIGH END offers a diverse accompanying entertainment programme with live music

Alongside the striking technology on display, the HIGH END also offers a diverse entertainment programme that leaves nothing to be desired. A host of live musical performances, special exhibitions and workshops make for a highly entertaining visit. In addition, a free programme on the technology stage features lectures and training events that offer fascinating behind-the-scenes insights into the world of audio-visual playback technology. And what's more, the delightful restaurant area offers visitors a range of culinary delights while they discuss and process the ideas and information they have taken from the exhibitions.

The HIGH END trade show organised by the HIGH END SOCIETY (association of manufacturers and distributors of entertainment technology) is now in its 34th year.



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## FACTS:

**Exhibition:** HIGH END<sup>®</sup> 2014  
THE INTERACTIVE EXHIBITION FOR EXCELLENT  
ENTERTAINMENT ELECTRONICS

**Location:** MOC Munich - Lilienthalallee 40  
80939 Munich-Freimann

**Dates:** 15th May - 18th May, 2014

**Trade visitors day:** Thursday, 15th May 2014 (with prior registration only)

**Opening times:** from 10 a.m. to 6 p.m. daily

**Entry:**

**Trade visitors:** EUR 20.00 with prior registration  
(valid on all days)

**General public:** EUR 12.00 / day ticket from Friday to Sunday

**Event organiser:** HIGH END SOCIETY SERVICE GMBH  
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