



PRESS RELEASE NO. 5 MARCH 2014 HIGH END® 2014 (15 - 18 MAY 2014)

HIGH END® ON WHEELS

Music experience in cars: The HIGH END presents a new exhibition segment

According to a study from the employment service Randstad, German workers sit behind the wheel for an average of 90 minutes on any working day. Of course, some of them do this for much longer. In our busy lives marked by stress and restlessness, there is scarcely a place left to listen to music in good quality without being disturbed. Yet the car is a personal living space and serves as a retreat – almost comparable to your own living room. Agreeable music can make the journey far more relaxed and leisurely or make it into an emotional event. Moreover, you can enjoy it just as you please, because here, unlike at home in the living room, a certain level of volume does not mean that your neighbour is at the door straight away sounding alarms.

The car industry has long recognised this and offers specially designed and tuned music systems from specialized audio companies for all types of cars to maximise the pleasure of listening in your own car. In the meantime, an exclusive music system in the car has turned into a prestige item which buyers no longer want to be without.

The December 2013 edition of the German magazine “Auto, Motor & Sport” not only includes an extensive test of several “high-end car sound systems” but also reports that 25% of new car registrations are now fitted with an extra sound system for an additional charge! Fortunately, more and more car companies are now contracting reliable manufacturers in our audio industry to design new vehicle sound systems so that they can provide a premium sound in the latest cars on the market. The end customer (car buyers) then has the opportunity to enjoy outstanding music quality in modern vehicles.

“If you follow the market, you simply can’t overlook that there are more and more of these collaborations, which is why our industry can proudly claim that we are innovative in this segment and deliver outstanding symbiosis,” says Branko Glisovic, Managing Director of the HIGH END SOCIETY.

To do justice to this development, special attention will be given to the new “HIGH END ON WHEELS” exhibition segment for the first time at this year’s HIGH END show. Visitors will be able to admire a whole host of luxury cars equipped by HIGH END exhibitors or their brands with exceptional sound systems and which can also be ordered from the car factory with a tick.



Pagani on the HIGH END 2013

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Pagani Huayra with Sonus Faber

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Soundsystem Sonus Faber

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Burmester Sound Systems in various cars

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PRESS INFO

At the HIGH END, an absolute dream car from the top Italian sports car manufacturer Pagani will be on show once again. This elegant car is equipped with an exclusive Sonus Faber system from the exhibitor Audio Reference.

In addition, the renowned HIGH END manufacturer Burmester will be presenting a total of five vehicles with exclusive music systems, as they were able to gain other renowned partners with Porsche and Mercedes-Benz presented here following a successful debut as sound provider in the Bugatti Veyron.

FACTS:

- Exhibition:** HIGH END® 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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Pagani with
Sonus Faber

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Burmester &
Mercedes Benz

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Burmester
& Porsche

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Location of
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