



## PRESS-RELEASE NO. 1 JANUARY 2015 HIGH END® 2015 (14 - 17 MAY 2015)

### THE EAR ON THE PULSE OF TIME

From 14th to 17th May, Munich is the meeting place once again for all those interested in getting up to speed with the latest consumer electronics. In today's households many different products from this industry are used to make people's lives more comfortable and the HIGH END show in Munich is the place to discover the latest development.

The first day of the exhibition (the public holiday of Ascension Day) is exclusively reserved for trade visitors from all over the world who have been accredited as a trader and who want to discuss and define future developments of the market in Munich. European retailers also come to the event to find out about current developments in the industry because it is only at the HIGH END that all major companies gather together under one roof.

The HIGH END is also an end user exhibition and enjoys huge public enthusiasm from year to year. From Friday to Sunday anyone interested in music and technology can experience the entire range of the audio industry in the MOC.

### The HIGH END as the world's most prominent location for quality consumer electronics

With its wide variety, the HIGH END has established itself as the most important exhibition for the industry worldwide. The exhibition is held for the 34th time this year. The oldest and largest exhibition for high quality consumer electronics has taken place every year in Munich MOC since 2004. The ultra-modern architecture and infrastructure of the MOC convention centre in the north of Munich offers a unique exhibition space. The modular design concept with spacious exhibition and event halls, 140 ready-to-use conference rooms from 50 to 500 square meters and two light-filled atriums allow for plenty of customised solutions.

### The whole industry presents its range of services

Preparations for the world's biggest exhibition in the audio field are already underway. The HIGH END brings together all market participants and adds important impulses to the industry. More than 400 exhibitors from home and abroad will be presenting their products, services and innovations at the HIGH END. There is no other place in Europe where the entire range of audio products is presented as impressively and emotionally with their fascinating brand worlds and no other exhibition offers such a comparable presence for major suppliers. The diversity of services in the industry reflects both the big players as well as the many smaller, more specialised and niche providers.



Welcome

> Bild herunterladen  
picture download



Atrium

> Bild herunterladen  
picture download



Loudspeaker

> Bild herunterladen  
picture download



## PRESS INFO

### The HIGH END provides a comprehensive overview

The HIGH END presents the complete spectrum and acts as a compass for the market and a signalling device for an innovative industry. Here the visitor is immersed in analogue high-precision art as well as in the latest audio and visual soundscapes. Exquisite analogue equipment blends in harmoniously with the latest multimedia equipment. Perfectly processed loudspeakers, traditional tube amplifiers and cult turntables stand side by side with networked audio systems, audio streaming solutions, digital wireless systems and multimedia stations. Visitors can find everything their music-loving hearts desire, regardless of age and user behaviours.

### Technology that moves you - experience it with all your senses

Under the motto "look, touch, listen", the HIGH END presents all the industry has to offer in 2015. The HIGH END appeals to the senses and creates an emotional world of experience. Right from the outset, one of the defining features of the HIGH END was, and still remains, that it is not only about presenting the products, but also about creating a sensual experience. The visitor experiences tactile and auditory product worlds in impressive ways at the HIGH END. Thus, the HIGH END is intelligible, tangible and distinctive as a brand. Equipment is designed and manufactured with passion - and visitors can sense this while listening, looking and touching.

The HIGH END is organised by the HIGH END SOCIETY, the association for high-quality entertainment electronics. This is an industrial group consisting of the most prominent companies in the entertainment electronics business.



Nice products

> Bild herunterladen  
picture download



HIGH END  
ON WHEELS

> Bild herunterladen  
picture download



A break in the  
beer-garden

> Bild herunterladen  
picture download



## PRESS INFO

### FACTS:

- Exhibition:** HIGH END<sup>®</sup> 2015  
The interactive exhibition for excellent entertainment electronics
- Location:** MOC Munich - Lilienthalallee 40  
80939 Munich-Freimann
- Dates:** 14th May - 17th May, 2015
- Trade visitors day:** Thursday, 14th May 2015 (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  
Vorm Eichholz 2g  
42119 Wuppertal - Germany  
Tel. +49 (0)202 - 70 20 22  
Fax: +49 (0)202 - 70 37 00  
Email: [info@HighEndSociety.de](mailto:info@HighEndSociety.de)  
Internet: [www.HighEndSociety.de](http://www.HighEndSociety.de)  
[facebook.com/HighEndSociety](https://www.facebook.com/HighEndSociety)  
[twitter.com/HighEndSociety](https://twitter.com/HighEndSociety)

**Contact:** **Renate Paxa**  
Public Relations & Press Affairs for HIGH END SOCIETY  
Email: [Renate.Paxa@HighEndSociety.de](mailto:Renate.Paxa@HighEndSociety.de)

Reproduction permitted; we would be grateful to receive a copy.



MOC

> Bild herunterladen  
picture download