



PRESS INFO

PRESS-RELEASE NO. 6 FEBRUARY 2015

HIGH END® 2015 (14 - 17 MAY 2015)

**THE HIGH END IS THE WORLD'S LEADING EVENT
IN THE INDUSTRY AND IS STILL GROWING**

WHAT MAKES THE HIGH END SO SUCCESSFUL?

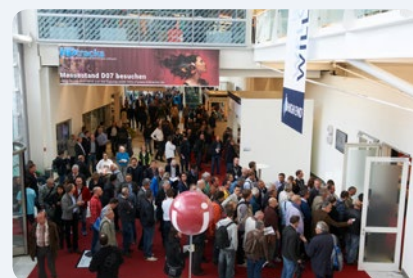
"Preparations for the fair are in full swing and our stand layouts for the wide variety of exhibition areas are almost finalised", says Branko Glisovic, CEO of HIGH END SOCIETY. Our fair provides companies with a unique platform to show off their innovative strengths and to reach out to an international audience. The most important trade fair of its kind, the HIGH END 2015 gathers everything on the market under a single roof. With more than 400 renowned domestic and international exhibitors signed up so far, the mark set by this time last year has already been beaten. This positive development indicates that the HIGH END will have at least as many participants as the event in 2014. We have therefore decided to open another hall, which means the HIGH END 2015 now has 27,610 square metres where the entire industry can present itself", Branko Glisovic continues. In addition to halls 2, 3 and 4, hall 1 will now also be used as a presentation and exhibition area. There will now be four exhibition halls, and two bright atria with open market places, seats, catering services and relaxation zones will create a pleasant atmosphere.

What makes the HIGH END so unique, so special and so successful?

The HIGH END is open to new technologies and has always been receptive to progress on the market. The HIGH END brings together every aspect of high-quality audio, which means it attracts visitors with all kinds of needs and interests. By combining hi-fi and network technology, digital audio has opened up an impressive range of opportunities. We don't mind what sort of technology is used to produce the music, or what kind of technology listeners use. Whether it's analogue or digital, valve or transistor, speakers or headphones, streaming with downloads or vinyl and CD - all these technologies coexist peacefully at the fair, so that visitors can decide for themselves which solutions are best for them. The HIGH END has given the industry an up-to-date, contemporary image that appeals to every age group and section of the public.

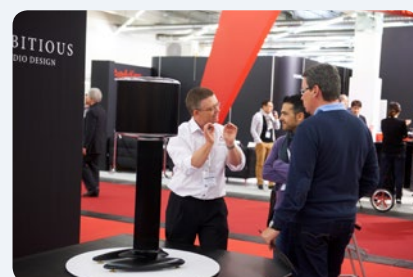
The HIGH END is a trade fair with a profile all of its own

Despite having grown so fast, the HIGH END is still a fair where the focus is on high-quality music reproduction. In 34 years, neither the aim of the fair has changed, nor the intention of the exhibitors to present the best possible audio quality. The emotional experience of listening to music still lies at the heart of the fair. That's why it appeals to everyone who lives and breathes music. Nothing else should be allowed to dilute this philosophy, because if a trade fair wanted to attract absolutely everyone, it would have to give up what makes it special in the first place. For more than 30 years, the HIGH END has been devoted to presenting high-quality audio. Nothing is off limits, and anything that contributes to the quality of the music is exhibited. But that also means that the organisers do not go out "drumming up" exhibitors to make the fair bigger or more varied than it needs to be.



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conversation

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MOC

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nice products

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Ideal conditions for the industry to present itself

The HIGH END offers exhibitors at the MOC in Munich a wide range of opportunities for presentation. They can book empty spaces, various ready-made stands, specially developed demonstration booths for acoustic presentations, and conference rooms of various sizes, so that every company exhibiting can find something to suit it. Exhibitors can book the ideal presentation space, which can be as small as 12 square metres. As well as this, in terms of the price per square metre, the HIGH END is probably the most inexpensive fair in Europe for our industry, even though it is also the biggest and most successful.

The HIGH END is not just an exhibition, but an all-round experience.

The HIGH END is about much more than just looking at equipment. With its top-class selection of domestic and international products, fascinating music demonstrations and exciting presentations, daily live music and tasty culinary treats, the HIGH END is the ultimate event – an experience that the whole industry looks forward to.

All-round service for exhibitors and visitors

The fair always scores highly among both exhibitors and visitors when it comes to organisation and assistance. At HIGH END 2014, 93% of exhibitors rated the organisation and support for the event as good to excellent. A comprehensive full-service offer makes taking part in the fair a pleasant and rewarding experience for exhibitors and visitors. This manifests itself in the countless small details with which we ensure that exhibitors and visitors enjoy all-round service. These include a free bus shuttle service to our partner hotels and the airport, inexpensive room rates at the hotels, a comprehensive exhibition catalogue and a special magazine with a map, which visitors receive for free on arrival.



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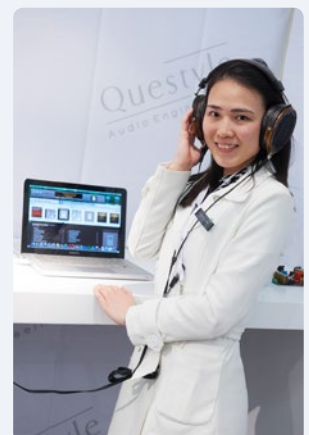
listening

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live music

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headphones

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FACTS:

- Exhibition:** HIGH END® 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
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