



PRESS-RELEASE NO. 5 MARCH 2015 HIGH END® 2015 (14 - 17 MAY 2015)

HIGH END 2015 - All exhibition spaces are booked up - the planning is complete

As the biggest fair in the audio industry, the HIGH END is always in demand. The spaces at the HIGH END are already fully booked two months before it begins. The continuing growth of the HIGH END and the positive resonance from exhibitors, trade visitors and the press underline the successful concept of the HIGH END as the audio industry's biggest marketplace. This enormous interest demonstrates the potential in the market for consumer electronics.

The sector is being revolutionised by network technology and the enormous potential for development that it offers. Many exhibitors develop new products deliberately in time for this fair, and the event is bigger and more international than ever before. The organisers are delighted at the fantastic response from the industry.

FREE PRESENTATIONS ON THE TECHNOLOGY STAGE

- Well-known speakers talk about the latest trends
- Information directly from the exhibitors and interesting speakers

As always, visitors can once again look forward to an exciting and varied programme of information events on every day of the fair. Renowned expert speakers will be providing information and inspiration. Since 2005, the technology stage has been a regular and popular attraction at the HIGH END and has become a firmly established part of the exhibition. All exhibition visitors can attend free of charge. The main focus of the topics and the exact times of the presentations will be announced in due course.

START-UPS PROVIDE NEW INNOVATIONS - THE SPRINGBOARD FOR NEWCOMERS

The HIGH END SOCIETY supports young entrepreneurs by allowing them to exhibit for free at the HIGH END 2015. Once again, a newcomers' area will be set up in Hall 1. The start-up companies can present their projects in this special, separate area. The HIGH END SOCIETY invited applications from any companies which opened for business in the past 24 months and are clearly positioned in the field of high-quality consumer electronics. At the HIGH END 2015, eight newcomers will be presenting their products in this area.



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Lecture on the technology stage > Bild herunterladen
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Famous Contributor > Bild herunterladen
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Newcomer stand > Bild herunterladen
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PRESS INFO

THE HIGH END SHOWCASES THE VARIETY OF MUSIC SOFTWARE AVAILABLE TODAY.

Digital music products

These days, millions of songs are downloaded and paid for by flat rate. Naturally, this major change in consumer habits has affected our industry. Faster internet speeds, greater bandwidth and the storage media now available mean that music can now be enjoyed in the fullest quality, with no reduction or compression of data. Many exhibitors at the HIGH END 2015 offer music products in the form of streaming services or downloads.

Sales of physical audio media

Fans of fine recordings can once again discover and purchase musical treasures in the exhibition halls. Manufacturers and importers will be offering top-quality software. The hurly-burly and rummaging through the racks at this part of the fair are some of the traditional highlights of the HIGH END. Over 200 music labels will be selling various records, CDs, SACDs, Blu-ray and DVDs. Music lovers who want more than just access to disembodied, downloaded music are sure to find just what they are looking for. It is not without reason that there is healthy demand for physical recordings, particularly vinyl records, regardless of the fluctuations of seasonal business.



digital music

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musik-software

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Vinyl variety

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Grubbing in
various records

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PRESS INFO

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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