



PRESS-RELEASE NO. 7 APRIL 2015 HIGH END® 2015 (14 - 17 MAY 2015)

THE HIGH END IS A STAGE FOR TALKS AND PRESENTATIONS

The HIGH END 2015 offers visitors the world's biggest selection of high-quality consumer electronics products. No other event offers the public such an international, wide and varied product spectrum. The visitors can look forward to seeing major brand names, exciting designs and new products.

In addition to this, the HIGH END is not only a trade fair; it is also an experience. Once again, the HIGH END will feature a wide variety of interesting talks, presentations, demonstrations and workshops with high-profile speakers all about consumer electronics.

Special demonstrations, talks, presentations and events with top speakers
Here is a small selection of the exciting topics to come:

RADIO AUDIO QUALITY: DIGITAL AND EVERYWHERE

BR, WDR and IRT present state-of-the-art audio technology at the HIGH END

Conference room K2A (opposite Hall 1)

Radio in the digital age: 90 years after it was introduced, radio broadcasting uses the full range of digital possibilities. With digital production and broadcasting technology, optimum studio quality can now be delivered directly to living rooms, cars and mobile devices. Bayerischer Rundfunk, Westdeutscher Rundfunk and the Institut für Rundfunktechnik, the joint research centre of ARD/ZDF, ORF and SRG, will be demonstrating the variety and quality of radio programmes and technology for the first time together this year at the HIGH END.

In an acoustically optimised demonstration room (K2A), visitors can look forward to exhibits, demonstrations and information all about audio technology, production, distribution and audio quality.

Sound engineers from BR and WDR will be presenting highlights from the latest music productions and radio plays in studio quality, in 5.1 Surround Sound or binaurally on headphones. DAB+, DVB-C and internet digital broadcasting will all be available for direct comparison. In a listening booth, you can judge the quality of audio codecs and data rates in a MUSHRA test.

Other topics: The importance of EBU R128 loudness regulation and the work, this involves when remastering archive material. Exhibits on HTML5 Audio and Binaural Room Synthesis give an insight into the latest research and an outlook on forthcoming developments.

As well as this: at the BR stand in Hall 2 Ro6 there is a car where you can listen to DAB+ digital radio and the Symphoria audio system developed by the Fraunhofer Institute for Integrated Circuits in Erlangen.

Visitors can find a detailed programme with all the dates, topics and speakers from the beginning of May at www.br.de/highend2015.

Listen to the original master files of a recording session, just like the sound engineer. This is as close it gets to the original recording.



Monitoring desk,
photo BR (Philipp Kimmelzwinger)

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PRESS INFO

DSD IN ITS PUREST FORM

Conference room K1b (opposite Hall 1)

Andreas Koch from the USA, one of the inventors of the DSD high-definition digital audio format and owner of Playback Designs, Joachim Kiesler from Saxony, professional recording engineer and mastermind of Musikelectronic Geithain, and Primephonic, the new Dutch download portal, have got together to set up a very special joint venture. The aim is not only to show interested visitors the musical potential of the DSD format, but also to demonstrate the current state of the art in DSD downloading, not just in stereo, but above all in multi-channel audio.

The presentations will be given by the leading European sound engineers Erdo Groot (director, producer and sound engineer of Polyhymnia B.V.), Jared Sacks (director, producer and sound engineer of Channel Classics B.V.) and Jan-Eric Persson (sound engineer and founder of Opus3 Records). As well as this, the engineers and producers will be presenting their recordings and talking about their experience with DSD.

The subject of DSD mastering of analogue multi-channel tapes will also be discussed. Visitors are sure to prick up their ears at the demonstrations of legendary recordings from the Quadro era of the 1970s.

WORKSHOP DATES WITH MATTHIAS BÖDE FROM THE STEREO EDITORIAL TEAM

Duration approx. 30 minutes

Saturday, 16 May 2015

11:00

Topic: The importance of USB cables for PC hi-fi

Comparison of USB connections in all price categories

Exhibitor: Nagra - Atrium 4, room E217

12:00

Topic: A naturally beautiful voice

Jazz artist Lyn Stanley sings live and on record

Exhibitor: Purist Audio Design - Atrium 4, room F226

14:00

Topic: How sound finds its feet

Turntable spikes show what's happening below

Exhibitor: Aura/Verity Audio, Atrium 3, room D106

15:00

Topic: How sound benefits from modern high-bit technology

Music from MP3 to the highest definition in direct comparison

Exhibitor: Burmester, Atrium 3, room D106

16:00

Topic: How a high-class audiophile compilation is made

STEREO's new listening test CD presented on a super system

Exhibitor: MBL, Atrium 4, room D106



Jan-Eric Persson,
Producer and Recording Engineer,
Founder Opus3 Records

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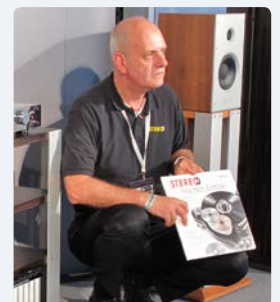
Jared Sacks
Director, Producer & Recording
Engineer, Channel Classics B.V.

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Erdo Groot, Director, Producer &
Balance Engineer Polyhymnia B.V.

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Matthias Böde,
Editor magazine Stereo

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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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MOC

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