



PRESS-RELEASE NO. 9 APRIL 2015

HIGH END[®] 2015 (14 - 17 MAY 2015)

Atrium 3.1, room C112

A special event is being held on every day of the trade fair.

THE HIGH END SOCIETY, IN COLLABORATION WITH MERIDIAN AUDIO, PRESENTS MQA

At a press conference convened on 4 December 2014, the British company Meridian presented a technical innovation to the invited media, the industrial companies from our trade and the software industry - an innovation that product developers are expecting to revolutionise our industry and the way we play our music.

All of the previous attempts to produce high-quality music playback using digital formats for the average listener have failed. This is true for formats such as SACD, but also Pure Audio Blu-ray failed to make any real mark.

However, the British company Meridian, known for its innovative technical solutions, is trialling a new digital audio format and is promising its end customers, for the first time, music in studio quality for home listening and for out-and-about.

According to Meridian, "for the first time in the history of music recording, an artist's real performance can be heard," as the British company promises with its newly developed MQA audio system, which stands for "Master Quality Authenticated".

This technology has been "on the market" since the start of the year and is spreading rapidly. Companies like TIDAL (download portal), Imagination, 7digital or Onkyo as well have already adapted MQA for their own purposes, and now a range of "record companies" have made their own positive statements about their expectations for this new technology.

MQA provides a previously unequalled music quality with the aid of a technical application that can be integrated into every method of transporting music without requiring any special effort. The technology is "backwards compatible" with every type of hardware and provides all the applications necessary, including those for streaming to a smartphone, as well as those for high-end downloads right at home. The "container format" will make "an accurate and unadulterated signal path from the recording studio to the listener" possible. In principle, the format is based on complete capture and authentic reproduction of master recordings, which in turn undergo a special sampling process. This should make it possible to listen to the true performance capability of an artist for the first time in the history of music recordings.

And it can be experienced live, for the first time at a trade fair.

At the HIGH END 2015, Meridian will be holding a special presentation of the new MQA process, in Atrium 3.1, room C112, with the experts from Meridian also being open to questions from industry customers interested in this new technology.

More on the topic, and illustrations, can be found at: www.musicischanging.com



Technical discussion > [Bild herunterladen](#)
[picture download](#)



Presentation > [Bild herunterladen](#)
[picture download](#)



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
Vorm Eichholz 2g
42119 Wuppertal - Germany
Tel. +49 (0)202 - 70 20 22
Fax: +49 (0)202 - 70 37 00
Email: info@HighEndSociety.de
Internet: www.HighEndSociety.de
[facebook.com/HighEndSociety](https://www.facebook.com/HighEndSociety)
twitter.com/HighEndSociety

Contact: **Renate Paxa**
Public Relations & Press Affairs for HIGH END SOCIETY
Email: Renate.Paxa@HighEndSociety.de

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



MOC

> Bild herunterladen
picture download