



## PRESS-RELEASE NO. 11 MAY 2015

### HIGH END® 2015

## HIGH END® 2015 – FINAL REPORT

Once again, the HIGH END® made a splash as the world’s largest trade fair for the audio industry.

- 506 exhibitors from 42 countries (+11%)
- Increased attendance with a total of 20,637 visitors (+16%)
- 6,588 trade visitors from 71 countries (+22%)
- Even more international profile
- Huge media presence from around the world

For four days, Munich was once again the meeting place and global focus of the international audio industry. The attendance rose again, this time by 16% compared to the previous year. The crowds gathered as usual at the gates, which is why this great increase can rightly be called spectacular.

Just as sensational was the international and diverse presence of the trade visitors who had travelled from every continent in the world. But this is easy to explain, because only the HIGH END fair in Munich offers such a comprehensive view of the entire industry, and all the real movers and shakers are guaranteed to be there.

The HIGH END thus yet again proved its status as the most popular international fair for the industry, and underlined its leading position with record numbers of exhibitors and guests. Not only the global players, but also a large number of small audio specialists showed that their keenness to develop new products is as sharp as ever.

**Mr Kurt W. Hecker, Chairman of the Board of HIGH END SOCIETY e.V., summed it up:**

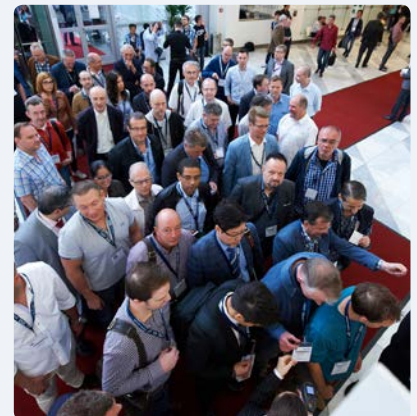
“In 2015, the HIGH END once again impressively demonstrated its position as the most important exhibition for the high-end home entertainment sector. Our customers, the numerous exhibitors from all over the world, were very happy. The atmosphere was excellent and the trade visitors and consumers showed a remarkable level of interest. What more could we want as organisers?”

**“The HIGH END clearly emphasised its character as the leading international fair”, agrees Branko Glisovic, CEO of the HIGH END SOCIETY.** “This year’s fair was another perfect opportunity for the industry to show off innovations and celebrate the legendary HIGH END community spirit. The fair gave all those who were interested a chance to see what the international audio market currently has to offer. The HIGH END showed that people are as fascinated as ever by high-fidelity music reproduction – no matter how big or small their wallet is. It was a great fair with a lively atmosphere and everyone was talking about the numerous opportunities for the future”, says Branko Glisovic.



Welcome to the HIGH END 2015

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Lots of visitors

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At the Atrium „marketplace“

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## PRESS INFO

### The HIGH END represents the entire audio industry.

Everyone met up in Munich. The HIGH END provided the visitors with a wide and varied range of things to see and do – whether they wanted to find out about the latest home entertainment technology, look for new records, enjoy the musical performances, compare the sound of the various music systems, take look at the latest headphones or simply chat about their hobby with fellow enthusiasts over a tasty snack in the beer garden. The HIGH END left nothing to be desired and had something for everyone. There was an exciting and varied mix of innovations, trends, information, opportunities for networking, live music and a full programme of entertainment and events.

### The HIGH END has an increasingly international profile.

More than 60 percent of the exhibitors in Munich this year came from abroad – an increase in the international presence of more than 2 percent. Of the 42 countries represented, Germany took first place, followed by the USA, the UK, Italy, Switzerland and France. As well as this, more exhibitors from Asia, and particularly China of course, came to Munich.

### Trade visitors from all over the world

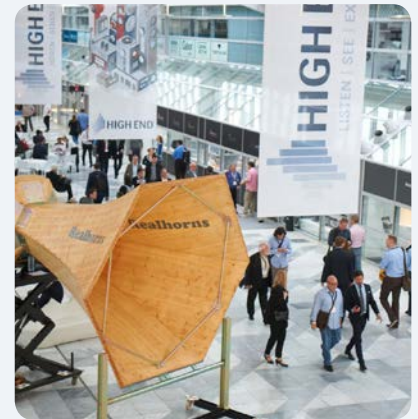
In total, 6,588 trade visitors from Germany and abroad came to find out about the latest technological trends. Almost two thirds of the trade visitors (66 percent) came from abroad, with 71 countries represented, most prominently the UK, Italy, Austria, China, Switzerland, France and the Netherlands. “This shows that the fair has developed internationally into an indispensable global marketplace. This means the HIGH END has continued to grow in international prestige and is now unquestionably the most important platform for both the domestic and international markets”, concluded Branko Glisovic at the end of the fair.

### International media resonance

The HIGH END attracted a lot of media attention: the trade press and daily newspapers, television and radio around the world reported on the topic of audio reproduction. A total of 504 journalists from 38 countries visited the fair. More than half of the journalists (53 percent) came from abroad.

### The HIGH END ON WHEELS section

The car has become increasingly important in recent years as an individual listening environment, which is why in Hall 32 at the fair, everything was about in-car sound systems. The visitors had the opportunity to experience customised sound systems live in various vehicles. Once again, manufacturers clearly showed that they are willing to put work into developing optimum in-car audio.



Horn loudspeaker  
as eye catcher

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Trade visitors from  
all over the world

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HIGH END  
ON WHEELS

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## An even wider range of accompanying events

The high-quality range of accompanying events proved as popular as ever. It included well-attended presentations on the technology stage, with a total of 33 presentations on the latest topics, such as room acoustics, music streaming and much more. As well as these, in many rooms there were special demonstrations, workshops and presentations with acclaimed speakers on every topic to do with home entertainment. The highlights included the special demonstrations of the newly developed MQA (Master Quality Authenticated) music streaming system, which was shown for the first time live at a fair. Companies like TIDAL (download portal), Imagination, 7digital and Onkyo have already adapted MQA for their own purposes, and now a range of record companies have expressed positive expectations for this new technology. Another special attraction was provided by Bayerische Rundfunk, together with the Institut für Rundfunktechnik, who presented the variety and quality of radio programming and technology.

## A DATE FOR YOUR DIARY

The next HIGH END takes place from 5 to 8 May in Munich.

## FACTS AND FIGURES ON THE HIGH END® 2015

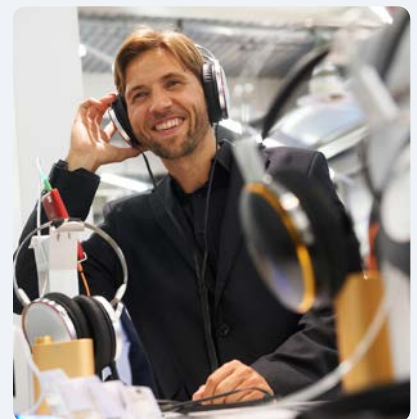
	2013	2014	2015	+/- from 2014
<b>Exhibition space</b>	20,000 m <sup>2</sup>	26,500 m <sup>2</sup>	27,610 m <sup>2</sup>	+4%
<b>Exhibitors</b>	363	452	506	+12%
<b>Accredited journalists</b>	481	482	504	+ 5%
<b>Trade visitors</b>	5.211	5.387	6.588	+ 22%
<b>Visitors</b>	10.948	12.468	14.079	+ 13%
<b>Total attendance</b>	16.159	17.855	20.637	+ 16%

The visitor numbers do NOT include the journalists and do NOT include the 2,801 exhibitor badges issued.



Live music during the show

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Just listen

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Still alive: the radio today

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To conclude, we would like to share several quotes from exhibitors that best provide an authentic picture of this year's trade fair.

**Seth Kolon, International Relations, Nippon Precision Jewel Industry:** „Nice show, great facility. This is our first time exhibiting at the HIGH END but I'm sure we'd like to come back again. I haven't had a chance to see many other exhibitors yet but am impressed with the wide selection and quality of brands represented.”

**Javier Guadalajara, CEO, WADAX SA:** “Improved organization of the event. Well done.”

**Brian Russell, President, Buyston Ltd.:** “Great work, high traffic. Very well done!”

**Gregore Gierszweski, CEO, Albedo:** “This is the second time we are at the Munich HIGH END show and for next year we will like to be here as well at the same stand which is Hall 2 Ro1. Hope to see you next year.”

**Carl Sambell, Managing Director, Atacama Audio:** “The best HIGH END show we have been involved with to date. Well beyond our expectation!!! Looking forward to next year already.”

**Ken Ishiwata, Marantz Brand Ambassador, D&M Europe:** “The HIGH END show in Munich became really the most important show for Hi-Fi industry. A lot of international visitors with huge members of press are very impressive. I believe continue this way for ..... some time.”

**Frits Wittgreffe, CEO, StreamUnlimited:** “StreamUnlimited ist very excited about the overwhelming interest of HIGH END companies in its streaming and multi-room technology at this years HIGH END show.”

**Tom Foyle, Operations Manager, Audio Power Systems GmbH:** “Munich HIGH END show 2015 at the MOC has been fantastic. A great environment to enable brands to show and market their products. Huge attendance from dealers and end users. As always a fantastic show. Thank you.”

**Manno Oh, President, Silbatone Acoustics Inc.:** “We are very satisfied with this show.”

**Susanne Burfeind, Geschäftsführer, Silent Wire GmbH:** „Vom ersten Kontakt bis durchgehend einen Tag vor der Veranstaltung sehr gute Organisation. Professionell alles durchgeführt, gute Atmosphäre und das gesamte Team sehr freundlich.“

**Dennis Kruijsse, Sales Manager, Tivoli Audio:** “Well organized, helpful staff, great mix in brands and products. Good location and with a clear goal on what the intention of this fair is meaning Hifi originell. Therefore it is also good for B2B and end-consumers that there is a shared common interest.”

**Dustin Well, Wall Audio:** „Gute Atmosphäre, viele Besucher, großes Interesse.“

**Ivo Linnenberg, CEO, Linnenberg Elektronik:** „Rundum gelungene Messe, komme gerne wieder.“

**Darren Smith, Managing Director, Clearer Audio:** “Our first time exhibiting at HIGH END has been very positive, meeting many international clients and distributors. We look forward to exhibiting in the future.”



High End headphones

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sound and form

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listening test

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**Trevor Butler, PR + Marketing Manager, Harbeth Audio Ltd.:** *"The international meeting point for serious, high-end manufacturers. Excellent organisation and efficiency ensures an effective show. Very busy - especially on trade day - lots of worldwide business."*

**Lorenzo Martinelli, Co-Owner and CPO, Emmespeakers:** *"Great opportunities of trading, maybe the biggest audio show now available. We would like to have more chances to get a room in Atrium the next year."*

**Anne Berke, Owner, Well Rounded Sound:** *"HIGH END is a very well organized and executed showcase of the best high end audio brand in Europe. The exhibition is specifically focused on high end audio so visitors are fully engaged."*

**Veronica Ned, Platform Manager, Primephonic B.V.:** *"Great show with many exhibitors. A wonderful opportunity to meet with like-minded audiophiles in the industry and also to shine about our version."*

**KC Wong, Public Relation, Telos Audio Design:** *"Overall, Munich HIGH END show has brought great opportunities and exposures for our company and products in the European region. Most visitors to the show showed great interest in looking for new products for the market. We will definitely come to exhibit again."*

**Erin Phillips, Marketing & Communications Manager, Paradigm & Anthem:** *"Excellent show and venue! World class audio show with quality exhibitors and high traffic with attendees. Well done!"*

**Jim Garrett, Director, Harman Luxury Audio Group:** *"Very good show again this year. Great press coverage for us and very high attendance/traffic. We noticed an even higher number of international attendees this year. See you again in 2016!"*

**Jim Thompson, President, EgglestonWorks:** *"This is our 4th year in Munich and as usual the HIGH END show has been a great event for us. We will be back."*

**Agnes Pillis, Managing Director, KaCsa Audio:** *"We are satisfied with the organization as usual."*

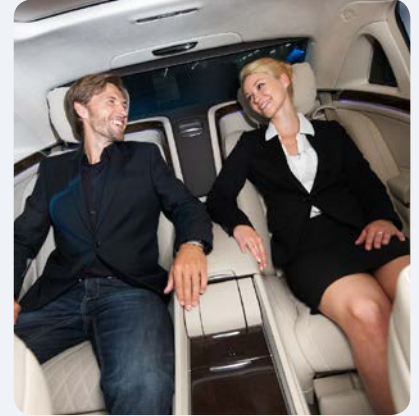
**Maximilian Bier, Lehmann Audio:** *„Die HIGH END ist für uns sicherlich die wichtigste Messe im Jahr, da man sowohl geschäftliche Kontakte als auch den Dialog mit den Endkunden auf internationalem, höchsten Niveau pflegen kann.“*

**Sven Schulz, Vertriebsleiter, in-akustik:** *„Die HIGH END entwickelt sich gerade im internationalen Bereich zur wichtigsten Fachmesse. Es ist ein absolutes 'Muss' hier auszustellen.“*

**Przemek Kokocinski, Director, European Sales, TAGA Harmony-Europe:** *"It is a great show - a must to be for all music lovers and Hifi brands. We have been receiving a very positive feedback. We are sure that we will find new distributors from countries which we are not present in. Our German distributor is also very satisfied to get new contacts from professional and private visitors."*

**Heiko Boss, Eigentümer, Audition6:** *„Die Welt zu Gast in München. Vielen Dank für die perfekte und unkomplizierte Organisation.“*

**Holger Breiner, COO, Anthony Stark Merchandising GmbH:** *„Die HIGH END ist für HIFI eine Messeinstitution par Excellence. Diese Veranstaltung möchte man als audiophiler Mensch nicht missen. Immer weiter so!“*



HIGH END  
ON WHEELS

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The Beergarden  
between the halls

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Culinary offerings  
in the MOC

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**Elke Riederich, Vertrieb, Staywired:** „Zu unserem ersten HIGH END Auftritt sind wir sehr angetan von der freundlichen Aufnahme. Das Publikum mit dem gemeinsamen Nenner 'Hören und die Sinne befriedigen' strahlt dadurch auch einen ganz bestimmten Charme aus.“

**Darren Hollands, Managing Director, Sonic Concept Limited:** "The show has been great for us as newcomers. We have been able to show our products to the public and industry professionals. It has given us an opportunity to learn more about the wider Hifi market and interact with fellow High-End audio professionals. We are pleased to have had this chance to exhibit at the show."

**Christian Hermeling, Geschäftsführer, MBL Akustikgeräte:** „Was für eine Messe! Nie zuvor hatten wir eine solch hohe Anzahl an begeisterten Gästen und hochwertigen Geschäftskontakten. Die HIGH END hat aus unserer Sicht weiter an Bedeutung gewonnen und ist auf dem besten Wege zur weltweit wichtigsten Messe für HIGH END-Audioprodukte. Wir freuen uns schon auf das nächste Jahr.“

**Veronika Suchy, CEO, clearaudio electronic GmbH:** „Eine mal wieder sehr gelungene Messe. Von der Vorab-Organisation über die Durchführung und Betreuung der Aussteller vor Ort!“

**Hans Strassner, Geschäftsführer, HMS Elektronik GmbH:** „Auf den Punkt gebracht: eine Stimme aus Kanada 'the meanwhile most important show - worldwide.' Den allerbesten Dank an die Organisationen und Akteure für diese Leistung.“

**Andreas Probst, Marketing, TAD-Audiovertrieb:** „Die Lage unseres Standes war in Halle 1 absolut top. Allgemein war der Besucherandrang größer als im Vorjahr. Das gesamte TAD-Team war mit der HIGH END 2015 hoch zufrieden.“

**Reinhard Weidling, Geschäftsführer, Hörzone GmbH:** „Positiv ist, dass die Messe größer geworden ist. Die Besucherzahl ist vermutlich hoch, gute Stimmung, guter Standort, Messehalle ok. Die Werbung ist mehr geworden.“

**Heinz D. Schultz, Vertrieb, SSB Audio GmbH:** „Guter Standplatz für uns als Newcomer. Wir sind im nächsten Jahr wieder dabei!“

**Francis Chaillet, CEO, Audioprim:** "Professional and a perfect organization as usual. Thanks to the HIGH END SOCIETY."

**Wolfgang Kisseler, Inhaber, SSC Accept Audio:** „Positiver Messeverlauf mit vielen Geschäftskontakten und intensiven Endverbraucher-Gesprächen. Wir sind mit dem Erfolg der Messe sehr zufrieden.“

**Anton Suter, Geschäftsführer, Swisscable GmbH:** „Wie immer gut organisierte Messe. Sehr gut besuchte Messe, auch international. Beste Basis für gute Resultate.“

**Emily Zhen, Sales Manager, Sonicstar:** "... the staff here are very nice and professional. Many large brands of audio exhibit a lot of high-end products. The designs are excellent and the sounds are very amazing. In a word: this is a good show!"

**Manuel Ricke, Product Manager, Sennheiser:** „Die HIGH END bietet uns die Möglichkeit unsere audiophilen Produkte einem sehr interessierten Publikum vorzustellen. Im Nachhinein kann ich aus meiner Sicht auf eine sehr gut organisierte Messe zurückblicken, wie allerdings in jedem Jahr.“

**Michael Zirkel, CEO, Ultrason AG:** „Unser Highlight im Messekalender. Perfekte Organisation, Fachbesucher auf höchstem Niveau und gut informierte Endkunden. Ein perfekter Ort um seine hochwertigen Produkte zu präsentieren.“



HIGH END  
ON WHEELS

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Testing headphones

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Media Server

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**Markus Haas, CEO, Osiris Audio AG:** „Unser Dank an den Veranstalter für eine erneut lückenlos und professionell organisierte Messe und Glückwunsch an den Veranstalter für einen Messeerfolg gemessen an den Besucherzahlen, den wir in vielen vergangenen Jahren HIGH END selten in der Form erlebt haben.“

**Thomas Brieger, Vertrieb und Marketing, Octave:** „Big is beautiful. Doch schiere Größe ist und bleibt kein Qualitätskriterium. Dass die HIGH END mittlerweile die größte High End Messe weltweit ist, zeigen die internationalen Besucher. Es ist aber auch qualitativ die Spitze der internationalen Messen und das hat die HIGH END SOCIETY in hervorragender Weise gelöst. Gratulation.“

**Chris Hollebhone, Sales & Marketing Manager, Merging Technologies:** “For us very successful first participation in HIGH END Munich. Trade day produced good distribution candidates. More on friday and press. Impressive attendance generally.”

**Andy Hughes, Marketing Manager, Entotem Ltd.:** “The Munich HIGH END has been a great success for Entotem... We like to thank the organisers and all of our visitors for making our time here memorable, enjoyable and successful...”

**Werner Bleisteiner, Redaktionsmanager, Bayerischer Rundfunk:** “Premiere auf der HIGH END. Wir hatten zunächst Bedenken wegen der Raumlage: erschien etwas abseits: Im Gegenteil; optimale Location für unser Konzept der Präsentation von Produktion in Studioqualität. Danke für die vielen Werbeaktionen! Jetzt sind viele bei uns überzeugt, dass die Präsenz auf der HIGH END für uns wichtig ist. Wir werden es fortsetzen und über ein unsererseits verbessertes Konzept nachdenken. Wir freuen uns auf die weitere Zusammenarbeit.“

**Rene Rimmig, Produktmanager, Dynaudio:** „All in all a good service, professional driven conference. We needed some electricity help and got pretty fast. We will be back next year.“

**Matsaz Zakels, Produktmanager, Kuzma Ltd.:** „Everything is as it should be, but the show could end earlier on Sunday.“

HIGH END SOCIETY SERVICE GMBH  
18th of May 2015

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The official trade fair magazine

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