



PRESS RELEASE NO. 8

APRIL 2016

HIGH END® 2016 (5.- 8. MAY 2016)

THE HIGH END IS A STAGE FOR TALKS AND PRESENTATIONS

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:

TECHNOLOGY STAGE - HALL 3, STAND K08

HQ-RADIO IN EUROPE

Initiatives and trends for radio as quality audio medium

Mr. Werner Bleisteiner, editorial manager for digitalisation projects at BR-KLASSIK

Thursday, 05 May 2016, 3.00 pm

Friday, 06 May 2016, 4.30 pm

Radio has come a long way to arrive in the future: Digital distribution channels - on air and online - program associated data services and interactive features have blown the old box. Yet, audio quality is still the key issue to define the special quality of experience of the medium.

Major European broadcasters, especially from Germany, France and Great Britain, collaborate closely under the auspices of the European Broadcasting Union EBU to set future milestones and standards in media technology development.

Werner Bleisteiner (BR) takes a look at the European broadcasting landscape for surround sound, binaural and high quality streaming services with HTML5, as well providing first hand insights into the present stage in the development of the upcoming technology "object-based broadcasting".



MOC

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Interested public

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Mixing console

photo

(Phillipp Kimmelzwinger)

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PRESS INFO

TECHNOLOGY STAGE - HALL 3, STAND K08

THE FASCINATION OF TUBES

Dipl.-Ing. Ulrich Apel (Association of German Sound Technicians)

Friday, 06 May 2016, 3.00 pm

Starting with an explanation of the basic function of a tube, different types and details on the tasks they perform in preamplifiers and final amplifiers will be explored. An important aspect is the comparability of the tubes made by different manufacturers, different type designations and an outlook of their lifespan. To finish, a few tips for integrating a tube amplifier into an existing system.

THE TAPE MACHINE IN THE HIGH-END CHAIN

Dipl.-Ing. Ulrich Apel (Association of German Sound Technicians)

Saturday, 07 May 2016, 3.00 pm

What does it need to be able to do, and what should its settings be, to ensure it sounds right when playing master tapes?

By explaining how magnetism works, the way sound goes through magnetic heads and onto the tape is explored. Mechanical and electrical settings ensure perfect transmission. Finally, there are valuable tips for connection and level ratios.

TECHNOLOGY STAGE - HALL 3, STAND K08

SENNHEISER HE1, SOUND REPRODUCTION SYSTEM

Axel Grell, Sennheiser

Friday, 06 May 2016, 11.00 am

Saturday, 07 May 2016, 10.30 am

In his presentation, Axel Grell, Portfolio Manager at Sennheiser, explains an innovative amplifier concept and sound converter system designed to unite the HE1 headphones, which cost €50,000, with exclusive materials.

SENNHEISER'S AMBEO 3D AUDIO TECHNOLOGY

Gregor Zielinsky, Sennheiser

Friday, 06 May 2016, 11.00 am

Saturday, 07 May 2016, 10.30 am

The trailblazing 3D Immersive Audio technology makes recording and reproducing audio at the very highest level possible, thereby creating a hitherto unheard sound experience for the user. Within the framework of a presentation at the HIGH END 2016, graduate sound technicians Gregor Zielinsky provides some insight into the development of Sennheiser's AMBEO 3D audio products, and speaks about the special features and application areas of the 3D audio technology.



Ulrich Apel

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Axel Grell

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Gregor Zielinsky

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PRESS INFO

CONFERENCE ROOM K1B (OPPOSITE HALL 1)

Daily from 10 am to 6 pm

HIGH END 2016 – THE FASCINATION OF MULTICHANNEL

Following the extremely positive feedback received last year, a top-class multichannel audio demonstration will be held again this year, in conference room K1B, opposite Hall 1.

Loudspeaker icon Joachim Kiesler from Musikelectronic Geithain and cable specialist Hans M. Strassner from HMS have joined forces with the studio professionals from Merging Technologies from Switzerland and a German HiFi Internet platform to form an ambitious cooperative venture. Once again, demonstrations and workshops will treat the attendees to acoustic performances of what is currently viable in terms of multichannel music playback.

The internationally renowned master sound technicians Jean-Marie Geijsen (Polyhymnia International), Jared Sacks (Channel Classics), Morten Lindberg (2L), Daan van Aalst (Navis Classics) and Stephan Cahen (Myrios Classics) will share reports from everyday life in the recording studio, and share their passion for multichannel music with their listeners. Accompanying presentations will round off the program.

Music in all formats will be played for visitors to listen to in closed, thirty-minute demonstrations. Stereo recordings, historical audio documents as three and four channel recordings, and the original master files from the most recent recording sessions by the sound technicians participating will encourage acoustic comparisons.

All those involved will be doing their very best to be able to demonstrate the music on an extraordinary system. Musikelectronic Geithain will be lending an exclusively loudspeaker set-up for this demonstration, using their reference products ME 800 K and ME 801K. This will be accompanied by the NADAC (Network Attached Digital to Analogue Converter) made by Merging Technologies as a source, and which the Swiss studio experts intend to use to redefine the quality standard in digital playback in the home entertainment sector as well. The first euphoric reactions from all over the world justify the high expectations. Hans M. Strassner from HMS will be continuing the state-of-the-art Suprema series he began with network cables, and will be contributing his brand-new, highest quality connection cables of the same name for use with this exceptional system. And last but not least, Reinhard Weidinger from Hörzone will be working with his sales partner, artnovion from Portugal, to provide the appropriate acoustics in the room, without which top-quality sound is not even possible.



Knowledge
presented from
top speakers

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PRESS INFO

WORKSHOP DATES WITH MATTHIAS BÖDE FROM THE STEREO EDITORIAL TEAM

Duration approx. 30 minutes
Advance reservations are not needed.

Saturday, 07 May 2016

11.00 am

Topic: What role does the pick-up play for the sound of vinyl?
Three pick-up heads - from MM to MC - in comparison.
Exhibitor: Transrotor/AVM - Atrium 4, Room F104

12.00 am

Topic: How much potential does bi-amping offer? Loudspeakers played using two or four monoblocs.
Exhibitor: AVM/Gauder Akustik, Atrium 4, room E105

2.00 pm

Topic: Does the phono cable define the record player's performance?
Conductors from the low-price segment in a cross check.
Exhibitor: Pro-Ject/Cabasse, Atrium 3, Room C118

3.00 pm

Topic: Is high-bit HiFi more than just a buzz word?
Format checks from MP3 right up to 24 bit/192 kilohertz.
Exhibitor: Burmester, Atrium 3, room D106

4.00 pm

Topic: Unique: Listen to record players from all price segments "virtually".
The new "STEREO Phono Festival" through a super system.
Exhibitor: MBL, Atrium 4, room D106



Matthias Böde

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PRESS INFO

FACTS:

- Exhibition:** HIGH END[®] 2016
THE INTERACTIVE EXHIBITION FOR EXCELLENT ENTERTAINMENT ELECTRONICS
- Location:** MOC Munich - Lilienthalallee 40
80939 Munich-Freimann
- Dates:** 5th May – 8th May, 2016
Trade visitors day: Thursday, 5th May 2016 (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 MARKETING GMBH
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Atrium MOC

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