



PRESS-RELEASE NO. 9

APRIL 2016

HIGH END® 2016 (5.- 8. MAY 2016)

The new HIGH END 2016 app is now available

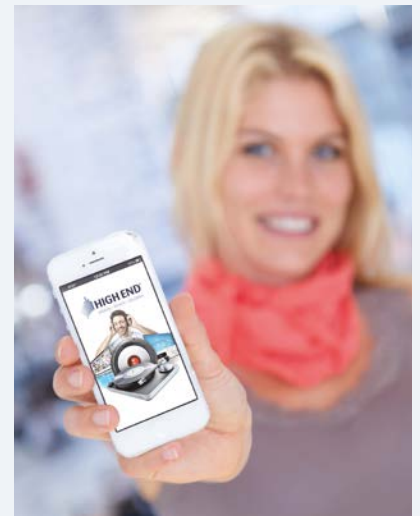
- The app can be downloaded free of charge from the Google Store and the Apple App Store and can only be updated here.
- Available for iOS and Android
- Available in German and English

The HIGH END SOCIETY has designed the official smartphone app for the HIGH END 2016 specifically to cater for the interests and requirements of visitors and exhibitors.

The new app for 2016 focusses on the visitors' schedule for the fair. The HIGH END app means that our guests have at their fingertips all the information they need to plan their own schedule so that they are ideally prepared for their visit. By downloading all the important data just once, the app can be used anywhere, regardless whether or not there is a mobile internet signal.

A comprehensive service is available to app users, including the following information:

- Hall layouts
- Brand list
- List of all product groups and associated brands.
- Shopping list - visitors can simply draw up an individual list of their personal favourites and plan their own tour of the exhibition.
- Fair info with all the important information for visitors to the HIGH END - hotels, restaurants, public transport, parking, shuttle service and much more besides.



HIGH END App > picture download

HIGH END 2016 INFO-APP



Available on the **App Store**

ANDROID APP ON **Google play**

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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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