

## PRESS-RELEASE NO. 3 (MARCH 2010)

HIGH END® 2010 (6th – 9th May 2010)

### THE TREND TOWARDS “SLOWING DOWN” A slower pace and more enjoyment with music?

For some time now, trend scouts, emotional analysts and leisure researchers everywhere have all been reporting the same trend, whereby our society is turning its back on the increasingly complicated and accelerated pace of life which is involuntarily forced on us by external influences.

Information overload and the ever-increasing speed of life seem to be the reasons for more and more people returning to a slower pace and reflecting on the fundamental values of being. This occurs mostly subconsciously and gradually but nevertheless it is constant and persistent: “slowing down” is the key phrase, and “doing nothing” is no longer considered abject time-wasting.

However, it is more often that we have just forgotten how to “live” because we cannot withdraw from the increasing pace of everyday life, or at least we think we are not able to. Therefore, the desire to rediscover a slower way of life and a better quality of life is also growing.

People’s desire to relax has always played a major role in advertising. First energy drinks were all the rage, now the so-called anti-stress drinks are on the rise in the USA. The relaxing lemonade is supposed to induce a feeling of holiday and lower the pulse rate with ingredients such as chamomile and valerian. The implication is that relaxation comes in the form of a drink. Well-being<sup>2</sup> now as a liquid.

Well-being within your own four walls, on the other hand, is very easy and uncomplicated. Music is the synonym for it. Nowadays, we can benefit from the healing effects of good music playback, which only a few years ago could only be marvelled at as science fiction. Rather like music as Well-being on Tour.

A survey conducted by Shell, which examined the interests and values of young people, states that listening to music is by far the most popular leisure activity in the 12–25 year old age group. Music is everywhere and the image of someone listening to music with earphones and the MP3 player in the jacket pocket is everywhere you look. The development of the mobile music player also offers a versatility when listening to music which was unthinkable just a few years ago.

Hundreds of hours of music fit on to a small device where untold numbers of CDs or records were needed in the past. The presence of music and its accessibility continues to rise. No other branch of the economy has responded to the digital challenge like the music industry. The number of download dealers is continuously rising and user-friendliness is constantly being optimised.

According to a study conducted in 2008 by Pricewaterhouse Coopers and the IFPI (PWC Global Entertainment and Media Report), already 20 percent of the revenue is obtained from the new digital sales forms and business models. The number of downloads has increased six-fold in five years. Music is not only the most frequently used broadband in the Internet, but also the most important form of entertainment of our day at 51%, far more than TV (27%) and cinema (10%).

According to the annual report of the German association of the music industry (Bundesverband Musikindustrie), since 1995 there has been an increase of 21% in the daily consumption of music in the audio formats LP, CD and mp3 alone – and the trend



> Bild herunterladen  
picture download



> Bild herunterladen  
picture download



> Bild herunterladen  
picture download



> Bild herunterladen  
picture download

is rising! Four out of ten Germans buy music at least once a year. They purchase one to three music products a year and make up 25.9% of the population. While many countries are struggling with a two-digit drop in sales, the German music market is stable in comparison.

Out of the five largest music markets in the world, Germany is the only country that was able to increase its share of the world market. Behind all these business models is the fact that music not only remains one of the most popular entertainment products but contributes in a major way to the sales of other products and services, due to its high level of emotionalisation. It shows that people can barely do without music. However, just as the availability of information through digital media is not a claim to being wise, the omnipresence of music is by no means an indication of the quality of consumer's active and conscious experience. In fact, the availability of music tempts us to take it for granted and listen to it arbitrarily.

Music is consumed just like fast food, whether you are in the pedestrian area, on the bus, on the train, out shopping or jogging. There is no time or peace and quiet to listen and enjoy your own special music properly. But the "good old" stereo system does not have to suffer, quite the contrary. Those of you who want to listen to music at home, which does not sound "annoying" and "irritating" will sooner or later find your way to a good sound system with uncompressed signal sources – provided that you have had the chance to listen to music in good quality. "A treat for the ears and the mind".

As we all know, you can always go one step better. The "better" high-quality systems are not distinguished by being louder, or producing more treble or bass. A high-quality system usually draws attention to itself by being unspectacular and inconspicuous. Once you have become accustomed to it, you realise that such a system enables effortless listening without being overpowering or irritating. This person goes through a learning phase which is quite similar to appreciating a good wine.

Here you usually begin with "loud" sweet wines until your palate starts detecting differences and your taste matures. A better sound quality can also be heard listening to the radio, as whenever a piece of music seems "unobtrusive and quiet", there is considerably more substance at its core than in music that is loud, raw and therefore overpowering.

Sensual pleasure, pausing for thought and the joy of beautiful music or a captivating melody are completely individual. Music that really moves you has to be found first. Then any sound system is able to produce musical pleasure in its own way. But how overwhelming can music really be? The same as a visit to the opera or a live concert? Consciously experiencing and enjoying music instead of just unthinkingly consuming it as an accompanying noise to an increasingly loud world of images leads you to automatically develop a special appreciation of high-quality entertainment electronics.



> Bild herunterladen  
picture download



> Bild herunterladen  
picture download



> Bild herunterladen  
picture download



## **FACTS:**

- Show:** HIGH END® 2010  
THE BEST SOUND. THE BEST PICTURE.  
The Leading Trade Fair for Outstanding Stereo, TV and Home Cinema Equipment
- Location:** M,O,C, Munich, Lilienthalallee 40, 80939 München-Freimann
- Duration:** 06th – 09th of May 2010
- Trade Day:** Thursday, May 06th 2010 (only by pre-registration)
- Open:** From 10am – 6pm
- Entrance fee**
- Trade visitors:** 20,- Euro with pre-registration (the badge is valid for all days)
- Public:** 10,- Euro / day  
20,- Euro / family ticket (for 2 adults and up to 3 children)
- Show Guide:** Up from April 2010 available
- Show-Organiser:** HIGH END SOCIETY MARKETING GMBH  
Hatzfelder Strasse 161 – 163  
42281 Wuppertal-Germany  
Telephone: +49 202.70.20.22  
Telefax: +49 202.70.37.00  
E-Mail: [info@HighEndSociety.de](mailto:info@HighEndSociety.de)  
Internet: [www.HighEndSociety.de](http://www.HighEndSociety.de)
- Contact:** Renate Paxa  
Press Affaires and Public Relations  
E-Mail: [Renate.Paxa@HighEndSociety.de](mailto:Renate.Paxa@HighEndSociety.de)