

PRESS-RELEASE NO. 4 (MARCH 2010)

HIGH END® 2010 (6th – 9th May 2010)

MUSICAL SUPPORTING PROGRAMME AT THE HIGH END 2010 “Crowd pullers and artistic-musical attractions”

Numerous entertaining and imaginative musical performances will once again lend the HIGH END a particularly pleasant atmosphere

A colourful and diverse mixture of music awaits the visitors – from traditional Bavarian folk music to charming, jazzy and poppy saxophone sounds as well as classic rock'n' roll – and even the finest folk pop and jazz numbers.

Welcoming by original, Alpine folk music in a traditional line-up

On Thursday, the 6th of May 2010, from 9.30 a.m., the HIGH END will open with original Alpine folk music in a traditional line-up. For the organisers, it is quite natural that the international guests will be greeted with Bavarian sounds in perfection on this trade and industry day. We wish to offer the visitors an “acoustic homeland” in the everyday globalized world, and having the Bavarian “**Hinterberger Musikanten**” setting the mood and greeting the guests musically is meanwhile an integral part of the HIGH END programme. Having this traditional and well-liked group perform is a nod to the Bavarian location of our trade fair, and should delight our visitors from over 50 countries by creating a great atmosphere. The four musicians perform Alpine folk and brass band music in a small formation, without electronics and at a pleasant volume.

In 1981 they started up with their own special sound as the “Hinterberger Musikanten” with bass trumpet, flugelhorn, accordion and a tuba in the tradition of Alpine folk music.

“Walking act” during the trade fair:

Two of the finest musical animation performances.

The walking act is once again a sensation in the midst of the crowds.

This year two different walking acts will be mingling closely with the visitors and exhibitors, providing fun and entertainment in direct contact. The walking acts, with their abundance of charm and flexibility, are engrossing, inspiring and original, and ensure fun and cheer reign supreme among the patrons.

The “**sax to go**” bewitch the public with wonderful saxophone sounds

The trio will be performing on the 6th and 7th of May, from 12.00 to 5.00 p.m., in the entire exhibition area.

Three young, stylishly dressed saxophonists, the “sax to go” present modern and stylistically assured international pop classics, evergreens, jazz standards, gentle melodies and groovy rhythms. These three ladies joined forces to present an enchanting and unique “walking act” which aims to leave a lasting musical impression. The two graduate musical pros and a passionate, extraordinary artist will thrill the audience with brilliant entertainment and professionally performed music.

Verena Richter on soprano saxophone, Susanne Jaeger on alto saxophone and Sabine Bürger on baritone saxophone take you on a journey to the music of Sidney Bechet, Paul Desmond, Herbie Hancock and other jazz greats.



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“The Trisonics” present a musical firework of classic rock’n’ roll
“The Trisonics” perform on the 8th and 9th of May, from 12.00 to 5.00 p.m., in the entire exhibition area.
The “rocker quiff” has finally arrived in the 21st century!

The “Süddeutsche Zeitung” wrote: “...in Greece, they say that this group plays with such passion that they make the audience burst into flames”. And British journalists were equally delighted: “I love this.”

Sometimes their drum sound is reminiscent of Elvis in Las Vegas, and yet drummer Dim has long hair! Dice might be draped around the bass player’s neck, but this guy is a girl named Barbara! And singer/guitarist Derek originally comes from the USA and has a Gretsch, but also plays on other guitars. “The TriSonics” also like “Mystery Train”, albeit in their special jungle version. “The TriSonics” have previously held concerts in Germany, Austria, Greece, the Netherlands and Great Britain. More gigs in Spain and the USA are planned. On their second album, “Welcome to the Club”, swing brass and an accordion can be heard alongside gypsy fiddles – is this even rock’n’ roll?

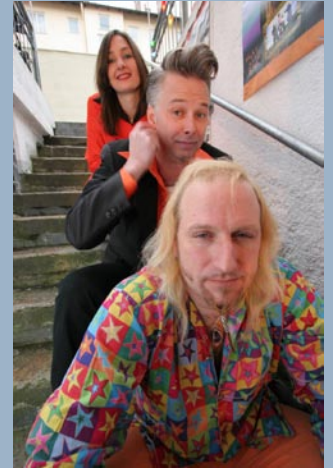
Paul O’Brien live on stage and the production of a vinyl record from recording to pressing in Atrium 3, Room D111

- Film presentation, followed by: Paul O’Brien live
- Daily at 11.00 a.m., 1.00 p.m. and 4.00 p.m.

This year, the team from Stockfisch Records/Pauler Acoustics are presenting an HD film documentation about the secrets of good studio recordings, a description of “DMM disc cutting” and the resulting vinyl production by means of the “Special high-end 12-inch release” with the Canadian singer Paul O’Brien. Afterwards, Paul O’Brien will be giving three concerts on the Stockfisch stage.

Paul O’Brien, a guitarist and singer who lives in Canada, delights the audience with his expressive and warm vocals and his musically sophisticated arrangements.

Raised in England and influenced by his Irish grandparents, Celtic music is a golden thread running through his diverse songs. The mostly autobiographical stories are lent a dynamic and vitality by his skilled combination of traditional Irish music, and elements of pop and jazz, appreciable at all his concerts. Paul O’Brien never fails to motivate his audience with each and every vibe, regardless whether the songs have a rhythmically accentuated atmosphere, or are presented in a meditative and serene manner – and a seemingly never-ending applause always shows the audience’s appreciation of a successful concert.



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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
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