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HIGH END® 2010

CAR HIFI IN ATRIUM 3

At this year's HIGH END® you can also experience high quality audio systems outside of living room conditions. Some of our exhibitors also provide particularly high quality sound systems for different car manufacturers and this is why suitably prestigious vehicles with appropriately high quality sound systems will be on show in Atrium 3.

Porsche Panamera with a top class high-end surround sound system
- a unique experience

Visitors to the HIGH END 2010 will have the opportunity to admire a Porsche Panamera in Atrium 3. The car has been equipped with a top class sound system by the German manufacturer Burmester. Two German companies with long traditions of uncompromising innovation, engineering skill, performance and production quality coming together to pursue one aim is indeed a rare event. However, you could almost say it was only a matter of time before these two companies would collaborate in a joint project. The new Porsche Panamera from the Stuttgart-based manufacturer comes with the option of installing a first-rate high-end surround sound system which was developed in close cooperation with the high-end audio system manufacturer Burmester from Berlin. The high-end surround sound system consists of 16 separate amplifier channels with more than 1000 watts of overall power, and a prodigious total speaker membrane surface of 2,400 cm² distributed over 16 loudspeakers that have been specially developed for the Porsche Panamera and which include an active subwoofer with a 300-watt amplifier.

Dynaudio, the specialist for audio playback of the highest quality, is presenting a completely new sound concept to accompany the market launch of the new VW Touareg.

For the high-end sound system in the new Touareg, Volkswagen set itself the ambitious goal of reaching a new level of audio quality in the offroad sector. The technology deployed, together with the expertise of Dynaudio – a genuine loudspeaker specialist – results in a hugely impressive system.

The VW Touareg has been equipped with a completely new sound system by Dynaudio. The system consists of 12 high quality Dynaudio loudspeakers which are seamlessly integrated into the luxurious interior. A unique 3-way system in the front of the Touareg provides particularly fine, distortion-free playback of high frequencies as well as rich medium frequency sounds. In the rear, an additional 2-way system enhances the loudspeaker configuration. The rear speakers do not only relay sound to passengers in the back, they also add to the overall sound formation in the interior. One very special feature for sound systems in the car industry is the unique Dynaudio technology for medium and low frequencies: An unusual magnesium-silicate polymer and extremely light aluminium voice coils have been used which are driven by magnets on the interior. Even when space is at an absolute premium, this complex construction can provide a powerful yet highly precise playback with dynamic and impressive bass tones and absolutely clean and distortion-free medium frequencies. In addition, a special central loudspeaker ensures excellent surround sound, which sets new standards in terms of the sound systems developed for Volkswagen to date.



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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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