

PRESS-RELEASE NO. 8 (APRIL 2010)

HIGH END® 2010

ANALOGUE TREASURES

Believe it or not, but the sales of vinyl records is increasing again. With a growth of 33 percent in 2009, it even broke the million mark again. The actual turnover of this „black gold“ may even be higher still, as sales made by small specialist dealers or among the close-knit online communities are not recorded in the statistics due to a lack of barcode scanners (compare the Federal Association of the Phonographic Industry's annual economic report for 2009). Analogue audio culture is more than just nostalgia, and has been celebrating a huge comeback among true HiFi enthusiasts. Enjoying music without any sort of digital signal processing, as it was originally recorded, is a unique experience. There is nothing more seductive than a slowly rotating turntable and a gently glowing valve amplifier to entice you to linger and relax to the music.

At the HIGH END 2010, which covers the entire spectrum of the high-quality reproduction of music, musical culture of the analogue kind can also be experienced, inviting you to immerse yourself in the fascinating world of analogue audio technology.

Elegant analogue drives

Clearaudio – Hall 3 / Stand D08-12

This year, Clearaudio will once again be presenting a range of analogue players which will make every aficionado's heart beat faster. Beginning with the innovative Plug&Play drive, „Concept“, with its high value ratio, to the drive model „Innovation“, which keeps the speed of your turntable absolutely constant using a newly-developed „optical speed control“ system - and, last but not least, one of the most expensive and best drives in the world – the „Statement“ – the visitor will be utterly captivated by the new and trend-setting analogue sector technologies at Clearaudio's stand.

Horo Music – Hall 4 / Stand G21

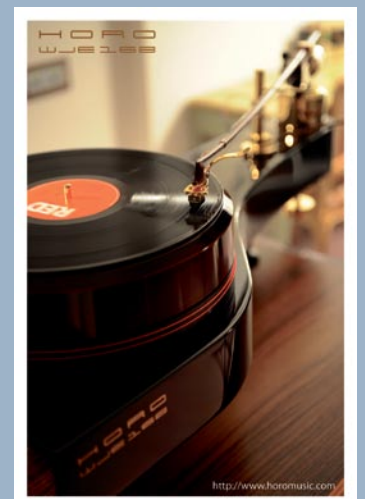
The „tuneable“ record player

The Horo Music company capitalises on innovative engineering philosophy. The contours and materials used to make violins are employed for the final design of a „tuneable“ record player. The tonearm consists of a violin bow and is an integral feature of a record player which is built like a musical instrument. Together they create original acoustic conditions and pure vibrations.

It's a unique experience, which evokes the unpretentious and pure emotions of live music. Each component is unique and embodies the entire personality and full value of a treasured object, created with the skill and handicraft borne of a passion for music.



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Sintron Vertriebs GmbH - Atrium 4 / Rooms F108 and F116

The analogue specialist Thorens will be presenting the TD 309 turntable at the HIGH END 2010. This player captivates with its extraordinary design and its outstanding drive system. The innovative three-point suspension technology provides a perfect balance for the drive. The precision tonearm and the quartz glass turntable also form the basis for an outstanding sound quality. The distribution of the weight over three stands means the TD 309 will never wobble, and also looks delightfully different to most competing brands of record player. Supplied complete with tonearm and cartridge, this high-quality player is suitable for analogue beginners and as well as those rediscovering it. Marvellous tube amplifiers

TAD Audio Sales – Atrium 4 / E121

- Tube amplifier art encased in wood
- Timeless elegance, coupled with the best quality craftsmanship.

Unison Research tube amplifiers call Vincenza, a city in Italy, home - a place which has every right to claim to be the hub of Italian HiFi art. All UNISON products are one-of-a-kind specimens hand-made in Italy. Each individual component is subject to the most strict and diverse testing before leaving the production facilities. The wooden parts and applications are precisely selected and processed by wood-work technicians. Giovanni Maria Sachetti, managing director of Unison Research, is considered the mastermind of tube amplifiers. 45 years ago, the professor (at the Faculty of Electrotechnology) designed his first amplifier. The trade magazine Audio quotes his credo: „Good tube sound can not be calculated.“ Every glance into a UNISON appliance reveals the high quality of production, the love and attention to detail and the superior standard of the components used. The „845 Absolute“ tube amplifier develops an unbelievable force and dynamic for a tube set. Even the greatest live volumes do not impress this tube amplifier in the least. The exclusive tube amplifiers are made of mahogany or cherry wood.

OCTAVE Audio – Atrium 4 / E105

- OCTAVE Audio is celebrating a premiere at the HIGH END 2010 in Munich with their quality tube amplifier V70SE.

For over 20 years now, OCTAVE has been making quality tube amplifiers which function with the same stability and reliability as good transistor devices. These models owe their outstanding longevity to sophisticated control and signal electronics. Control, dynamics and authenticity are the pre-eminent characteristics of the V70SE. In terms of circuitry, they have evolved from the V70, and are built in the optimised chassis of the top V80 model, allowing the V70SE to prove the superiority of its audio dimensions and, at the same time, boast highly sensitive features such as Phono and XLR. The V70SE is a high-level integrated amplifier with 2 x 70 watt output power. Its output stage works with two 6550 tubes per channel. Music lovers can enjoy their records and CDs at the highest standards for decades with an OCTAVE amplifier.



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AMI GmbH & Co KG – Atrium 4 / E106

KR Audio is the only manufacturer of tube devices worldwide with the technical competence to develop and produce new tubes. From glass processing to the transmitter, they manufacture each and every pivotal component themselves.

Everything began with a simple question by founder Dr. Richardo Kron: „Why do music lovers all over the world still love tube amplifiers?“ It is common knowledge that tube amplifiers offer an incomparably natural and three-dimensional music experience.

The acoustic non-plus-ultra of tube amplifiers is represented by the designs with the legendary tube called 300B. Striving and searching for improvements, Kron decided to take a resolute path. He developed new tubes from scratch, manufactured according to the latest technology and expertise. The first tubes to be compatible with the models produced for decades were created this way. In terms of acoustics, the progress was enormous.

After this success, a further logical step was taken. KR Audio developed completely new tube types for new switching concepts - free from the constraints of old layouts. As the premiere class among tubes, triodes such as the 300B were completely redesigned. A milestone of tube technology was reached: the double triode T 1610. On the basis of this technology, innovative switching concepts could now be implemented.

The amplifiers created this way are musically fascinating and also feature a functional beauty which spellbinds every observer. Experience the KR Audio tube amplifier and immerse yourself in a world full of vibrant sound panoramas.

High –Fidelity-Studio - Atrium 4 / E103

The creations presented by the Italian manufacturer Pathos appeal to all the senses. A multiple award winner, showered with prizes worldwide, its engineers in Vicenza prove that perfect audio components require a holistic approach and integral solutions transcending philosophy. The combination of the latest technology with tubes supplying the voltage creates unique audio devices which are often described as artworks by outsiders. And yet Pathos is only pursuing one goal: Unadulterated music playback.



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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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