

PRESS-RELEASE NO. 9 (APRIL 2010) **HIGH END® 2010**

POCKET INTERNET

The HIGH END SOCIETY website is now also accessible by mobile and smart phones.

“Standing still is a step backwards” That is a well-known proverb. No-wadays, it is more important than ever to be familiar with modern communication devices. The web 2.0 was only just gaining ground, while there’s already another new mega-trend being observed in Europe: It’s the mobile internet!

The mobile internet is booming in Germany

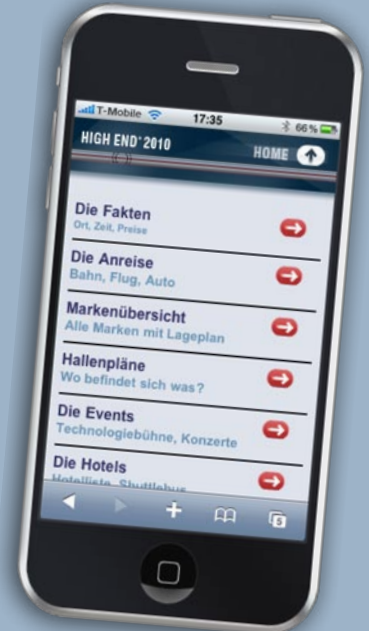
Internet anywhere and anytime: mobile internet use is currently one of the Germans’ favourite pastimes. It works best with a Smartphone, which is a mobile telephone with a particularly large, and mostly touch-sensitive, display. In 2010, every third device sold will be a smartphone. According to the results of the “Mediascope Europe 2009” study, issued by the EIAA (European Interactive Advertising Association), 16 million people in Germany access the internet using mobile broadband connections. More than 5 million people use the mobile internet for an average of an hour a day. This means that German users spend virtually double the time surfing the mobile internet as they do reading magazine or newspapers. This new, unrestricted freedom is fun and opens up a whole new range of opportunities. Restaurants in the immediate vicinity, current timetables or even just the local weather forecast can be downloaded onto the device in real time.

With the HIGH END 2010, the High End Society is launching mobile websites for all standard, internet-capable mobile phones. From now on both visitors and anyone interested in taking a look can access the new mobile internet presence at <http://mobil.highendsociety.de>

This is your opportunity to take a virtual tour through the halls, plan your journey or pre-plan your route through the exhibition. Mobile users can find their orientation during the exhibition as well with the help of the mobile hall map, or get information on events currently taking place. Search for brands and exhibitors is easily done in a matter of seconds.

During development, we made a conscious decision not to do the programming using platform-based software (so-called “Apps”), as we wanted to reach as broad a public as possible with a non-brand dependent website, and be able to reach all users of smartphones.

We will therefore be successively extending the mobile website to other events organised by the HIGH END SOCIETY, so that you are always up-to-date when out and about.





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
Internet: www.HighEndSociety.de
- Contact:** Renate Paxa
Press Affaires and Public Relations
E-Mail: Renate.Paxa@HighEndSociety.de