



PRESS RELEASE

Wuppertal, 16th February 2023

GUITAR GENIUS AL DI MEOLA IS THE FACE OF THE HIGH END® 2023

The new brand ambassador at the HIGH END 2023 is Al Di Meola. He is succeeding Alan Parsons, who was the face of the international audio show in 2022. In this, the HIGH END SOCIETY is upholding its winning concept of having a renowned musician carry the message of the HIGH END into the world. From May 18 to 21, 2023 the established specialized trade show will once again take place at the MOC Munich, where for four days it will become a vibrant center for high-end audio equipment.

"By signing up Al Di Meola, we have again succeeded in enlisting a world-class artist as a testimonial for the HIGH END", says Stefan Dreischärf, Managing Director of the organizer, HIGH END SOCIETY Service GmbH. "Di Meola is an excellent, passionate musician, making him a perfect fit for our audio show, which is all about enthusiasm for top-notch, authentic sound." The American with Italian roots is considered among the best guitarists of his era, and is an outstanding jazz great in the music business. At the HIGH END audio show, Al Di Meola will attend the official press conference as a guest of honor and stage an autograph session for his fans.

Di Meola launched his solo career in the mid-1970s, after gaining initial experience as a band musician. Even in his early years, he was recognized with numerous music awards, including a Grammy Award for Best Jazz Performance by a Group with the fusion band *Return to Forever*. Following his "Best New Talent" award by the popular magazine *Guitar Player* in the year 1976, his second album won "Best Guitar LP", an accolade awarded to him a total of four times. Very early on, Al Di Meola developed his own unique style of guitar playing, using percussive techniques. It shaped his jazz fusions of various music genres, in addition to creating an unmistakable sound characteristic. He achieved the highlight of his career with the 1981 release of the live album "Friday

Night in San Francisco". The recording of the concert, which he performed with no less ingenious colleagues John McLaughlin and Paco de Lucía, sold more than two million copies. Last year, the iconic guitar player created a sensation by releasing "Saturday Night in San Francisco", the four decades-old recordings of the subsequent appearance. Included on the album are songs that were not used for the original release.

With over 40 years of experience on stage, Al Di Meola still regularly goes on world tour. He is frequently seen with live appearances at German jazz festivals. Together with his German-born wife, he lives in New Jersey, where among other activities, he is also involved in social causes.

Information on the HIGH END

The HIGH END, the internationally renowned audio trade show, is the undisputed leader when it comes to impressively setting the tone for top-class music reproduction. It has been providing ideas and impetus for producers, sellers and consumers of high-quality consumer electronics for four decades. On the four days of the event in May, the entire world of audio experts and professionals will gather in Munich to visit hundreds of exhibitors from more than 40 different countries as they showcase their latest innovations in the halls and atriums of the MOC Event Center.

FACTS & FIGURES

HIGH END

The Leading International Audio Show
May 18 to 21, 2023

Venue:

MOC Event Center München
Lilienthalallee 40
80939 Munich/Germany

Opening hours:

Thursday + Friday: 10am to 6pm **trade
visitors only**

Saturday: 10am to 6pm

Sunday: 10am to 4pm

Organizer:

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