



## PRESS RELEASE NO. 1

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## HIGH END® 2016 (5.- 8. MAY 2016)

### THE HIGH END IS AN INDISPENSABLE GLOBAL MARKET FORUM

#### The world's leading trade fair for the audio industry

From 5 to 8 May 2016, international visitors to the HIGH END will be able to experience the best that electronic home entertainment has to offer. The Bavarian capital will once again become a Mecca for fans of innovation from all over the world. The fair provides an unparalleled overview of the entire international audio market. It gives visitors a unique opportunity to experience a whole range of audio delights, and take time to indulge in musical pleasure.

#### 35 years of the HIGH END - a fair with a long tradition

The HIGH END can look back on a long tradition. First held in Düsseldorf in 1982, it will be taking place for the 35th successive year in 2016. After 21 years in Frankfurt am Main, the oldest and biggest exhibition of its kind moved to the MOC in Munich in 2004, where it has been held ever since.

#### The HIGH END is a paradise for audio and video demonstrations

With its ultra-modern architecture and infrastructure, the MOC convention centre in the north of Munich offers ideal conditions for presentation. The MOC has now been home to the annual exhibition for more than a decade. On an area covering 27,610 square metres, the HIGH END occupies four spacious exhibition halls and four glass atria with 140 adjacent showrooms. These beautiful, light-filled, individually customisable units offer ideal conditions to make a lasting impression.

#### The HIGH END represents the entire audio industry

More than 500 exhibitors from Germany and abroad will be presenting their audio innovations. Not only the global players, but also smaller audio specialists will be showing off their flair for development. Once again, the world's leading suppliers of electronic home entertainment products will be presenting all their product groups and the entire spectrum of state-of-the-art technology.



Welcome

> picture download



Atrium

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Loudspeaker

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Tube amplifiers

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## THE SECRET OF THE HIGH END'S SUCCESS IS ITS VARIETY

### Variety, impact and quality of information

This fair makes a lasting impression on all those who experience it. With high-quality individual presentations by exhibitors from every part of the audio sector, fascinating musical demonstrations, exciting workshops, instructive comparative audio tests, interesting talks on the technology stage and live music everywhere, the fair is a guaranteed success.

### The HIGH END in Munich brings together every aspect of the audio industry

The HIGH END covers every area of technological development. Bringing together traditional analogue hi-fi, the latest digital trends and high-definition video, the fair has everything there is to offer. Visitors can experience the whole variety of video and audio systems. People have different tastes, and there is a wide range of ways to listen with pleasure. So, for example, visitors to the HIGH END can enjoy everything from the reassuring sight of a vinyl disc turning to high-definition audio files with sophisticated conversion systems. There is no single method that can please everyone, so everyone can and should use the variety of media exactly how they want to.

### There's also pure analogue technology

The whole range of tried-and-tested analogue technology will be there, with turntable units, amplifiers, tone arms, cartridges and valve equipment. Vinyl records are also on sale to go with it. The tactile, heavy vinyl disc has been in growing demand for a number of years.

### Naturally, the "sound of the future"

The entire spectrum of recent digital developments will be on show. These days, music is not just consumed on digital and mobile devices, but also online and in networks. The products on display include internet-capable receivers and hi-fi systems, as well as multi-room music systems, wireless Bluetooth speakers, sound bars and innovative, state-of-the-art headphones.

### HIGH END in the car

Visitors to the HIGH END 2016 will once again have the opportunity to listen to unusual sound systems in different classes of car. This is because during the past decade, many car manufacturers have used the expertise of the companies in our industry to offer their customers tailor-made, and therefore better, audio systems. In Germany, a third of all new cars sold are now equipped with a special, optional sound system.

### Electronic home entertainment for every age and every pocket

Naturally, affordable entry-level models for newcomers to hi-fi will be presented. Visitors can find everything the music enthusiast needs, regardless of age and listening habits. After all, the HIGH END will always be a fair for music lovers.



Music demonstration > [picture download](#)



Analog Technology > [picture download](#)



High-resolution music > [picture download](#)



HIGH END ON WHEELS > [picture download](#)



## PRESS INFO

### The HIGH END begins with a special day for trade visitors

On 5 May 2016 (Ascension Day), the fair is only open to registered trade visitors and journalists with prior accreditation.

The HIGH END is organised by the HIGH END SOCIETY, the trade association for high-quality electronic home entertainment, which includes the industry's leading companies.

#### FACTS:

- Exhibition:** HIGH END<sup>®</sup> 2016  
THE INTERACTIVE EXHIBITION FOR EXCELLENT ENTERTAINMENT ELECTRONICS
- Location:** MOC Munich - Lilienthalallee 40  
80939 Munich-Freimann
- Dates:** 5th May – 8th May, 2016  
**Trade visitors day:** Thursday, 5th May 2016 (with prior registration only)  
**Opening times:** from 10 a.m. to 6 p.m. daily
- Entry:**  
**Trade visitors:** EUR 20.00 with prior registration (valid on all days)  
**General public:** EUR 12.00 / day ticket from Friday to Sunday
- Event organiser:** HIGH END SOCIETY MARKETING GMBH  
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Beer Garden > [picture download](#)



MOC > [picture download](#)