



PRESSE-RELEASE NO. 11 (MAY 2011) **HIGH END® 2011 – (19th – 22nd May 2011)**

FINAL REPORT

The 30th anniversary trade fair was so far the most varied and largest HIGH END® in its history.

This impressively underlines the HIGH END's leading position in Europe.

The 30th HIGH END® trade fair ended last Sunday in the Munich M,O,C, on an exceedingly positive balance. At the HIGH END® trade fair, 337 exhibitors presented their varied products and top-class new devices from the sector of high-end consumer electronics. As a result, the range of products on offer was wider than ever and received enthusiastically by our visitors. Even though the weather on all four days was beautiful and perfect for an outing, visitors streamed to the trade-fair premises of the M,O,C. The HIGH END® show has continuously expanded its position as Europe's largest trade fair for consumer electronics, and is gaining more importance every year at international level as well.

In total, 14,079 visitors frequented the halls and atriums of the M,O,C, during the four days of the show. This corresponds roughly to the high level of the past year. The public day on Saturday was clearly the most popular day for visitors and attracted several thousand HIGH END® enthusiasts.

The exhibitors

This year, exhibitors from 29 countries used an area of around 20,000 sqm of the HIGH END® as an attractive stage for their new products. The satisfaction of exhibitors and visitors could be felt from the first day of the fair. With this enormous resonance and the record involvement of 337 exhibitors, the HIGH END® has proved that it remains a very successful concept in the market even in its third decade. Mr Branko Glisovic, the managing director of the HIGH END SOCIETY, commented: "Everyone involved has been convinced and motivated by the strong participation by exhibitors and the brisk flow of visitors." In total, the number of exhibitors increased by 30 % in comparison to the previous year. The HIGH END® fair of 2011 was marked by a strong increase in internationality of the exhibitors. The proportion of non-German exhibitors reached almost 50% and increased by, believe it or not, 46% in comparison to the previous year. The strongest European exhibitor nations after Germany were Denmark, France, the UK, Italy and Switzerland.

The most overseas exhibitors came from the US, Japan, South Korea, Canada and China. We were especially pleased about the large numbers of exhibitors from Japan represented at the HIGH END® in spite of the difficult situation at home. From the German perspective, the great overall involvement and positive mood from Germany were also pleasing. After all, Germany is one of the countries with especially high levels of turnover where high-value consumer electronics are sold. The increase in exhibitors from Germany was 17%. Overall, the exhibitors at the HIGH END® were very satisfied, especially with the quality of discussions and the ability of specialist visitors to take decisions at the stands. Mr. Kurt Hecker, the chairman of the HIGH END SOCIETY, summarised it like this: "Over the past 30 years, the HIGH END® has developed into the most important trade fair for high-end consumer electronics in the world. The HIGH END® 2011 has done justice to these high expectations in every regard."



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More and increasingly international trade visitors – the HIGH END is the meeting point for the industry

The HIGH END show has developed into an ideal, central and highly competent industry meeting point. Specialists from retail and industry - entrepreneurs, managers and employees - attend HIGH END to obtain insider information on current developments and new technical features, and to see these presented and demonstrated. This year, we recorded an increase of almost 14 % in trade visitors compared to the previous year. In total 4.398 trade visitors from around the world found out about the newest products in high-end consumer electronics on the premises of the M,O,C. Once again, the international character is remarkable. The proportion of foreign trade visitors increased from 60 to 71 percent. The fair was especially popular with visitors from the USA, Scandinavia and Switzerland. The strongest European visitor nations after Germany were Switzerland, the UK, Austria, Russia, Italy, Sweden, France and Spain. The most overseas exhibitors came from the US, India, China, Taiwan, Japan, Israel, Australia and Japan.

Undamped media interest

The exhibitors at the HIGH END® benefit from the publicity and from considerable media interest. Numerous print and online media from Germany and abroad reported on HIGH END, as did many radio and television channels. 437 national and international journalists generated widespread publicity and ubiquitous reporting. This also documents the "leader function" of this trade fair.

Varied presentations with an extensive supporting programme

The HIGH END® generates a pleasant atmosphere that invites people to stroll and stay. Next to the wide range of products, there is a rich lecture and supporting programme with numerous live music acts, all of which illustrate the claim of the HIGH END® as a quality trade fair for audio and visual, both for specialists and for the broad public. Visitors were also very interested in the topics of the special interest magazines, which attracted hundreds of visitors to trend experience 3D, comparisons of top-end systems, streaming concepts compared in practice and workshops. Numerous presentations took place on the technology stage on a great variety of topics relevant to our industry, and they were once again well received. The audience was impressed with the high quality of the lectures and presentations, which ranged from practical solutions for everyday problems to high-tech innovations. In just a few days, the lectures will be available for streaming or listening on our internet page or for download in the MP3 format.

Finally, we would like to quote some of the exhibitors' statements which best convey what this year's exhibition was really like.



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Exhibitor quotes:

Hans Strassner, Managing Director, Hans M. Strassner GmbH:

“The trade fair was very well organised by the organiser. Lot’s of cheerful customers, at least on Saturday and Sunday. All in all a promising trade fair.”

Hans Ole Vitus Nielsen, Owner of the company, Vitus Audio:

„Great success. We enjoyed all 4 days and we look forward to 2012. All has been arranged and organized very well.”

Kimberly Aud - Stahl, President, Purist Audio Design, Inc.:

“Very well organized-coordinated, good communication, good promotion, very accommodating venue! We will be back 2012!”

Günter Pauler, Geschäftsinhaber, Stockfisch-Records/ Pauler Acoustics:

“Once again an increase in every way compared to the last year.”

Thomas Fischer, Managing Director, Fischer & Fischer:

“Perfectly organised trade fair. Good visitor traffic in spite of wonderful weather.”

Friedhelm Licht, Marketing Trainer, Panasonic Deutschland: “We are very satisfied with the number of visitors and the quality of discussions. We would like to see more exhibitors for top-quality images next to all the exceptional exhibitors of audio equipment. The organisation was excellent again.”

Thorsten Morisse, Director Marketing & Sales Europe, Dynaudio International GmbH:

“We had a successful trade fair with outstanding organisation and a successful HIGH END celebration. For us, this is the most important trade fair worldwide”

Roland Spiegler, Head of Marketing/ Sales, Nubert electronic GmbH: “HIGH END 2011 was a great success for Nubert. Our decision to book a demonstration space for our top speakers range and an additional presentation room was shown to be absolutely correct by the great interest demonstrated.”

Dina Hoenge, Head of Public Relations, Burmester Audiosysteme GmbH: “For us, the HIGH END fair in Munich has become the most important meeting point for our industry in the world. We can hardly imagine a better showcase for our products.”

Dragana Zirkel, Head of Marketing, Ultrason AG: “HIGH END is and remains our favourite trade fair. The position of the stand for our products was excellent.”

Sven Roth, Managing Director, Dragon Audio: “As newcomers to the HIGH END fair, we were very pleasantly surprised by the reaction from the visitors. The response from the specialist media is also very good for us as newcomers. That is why we will be here again next year.”

Agnes Pillis, Managing Director, Kácsa Audió GmbH:

“This year 2011 was even better than 2010, 2009, 2008....Thank you. See you in 2012!”

Rolf Gemein, company owner, Symphonic Line: “Relaxed atmosphere – the hall a little too noisy, positive vibrancy from the stands, good organisation. Overall rating: good”



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Dr. Rainer Kahleiss, company owner, Klassik Center Kassel: “The interest in our range of our sound storage media labels, especially in SACD and audio Blu-ray, shows one thing, at least for classical music: contrary to claims from the specialist HiFi press, the physical sound storage medium is alive and kicking, not dead.”

Britta ter Wint, Head of Marketing and Advertising, T + A elektroakustik: “As ever, a well organised trade fair for T + A; good visitor numbers, even though Thursday was not a bank holiday.”

Chris Feickert, Managing Director, Dr. Feickert Analogue: “HIGH END was professional as always, and the party was wonderful. Nice people – we will be here again next year.”

Sascha Walther, Product Manager Telefunken Audio, Intron Electronic GmbH:

“There has been a consistently very positive reaction to the fact that the German brand TELEFUNKEN is represented in the consumer electronics market again. We would like to thank the High End Society for the cordial welcome, and thank the national and international visitors for the high level of interest and the positive reception.”



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DATA AND FACTS ON THE HIGH END® 2011

	2009	2010	2011	+/- to 2010
Exhibition floor space sqm	18.373 qm	18.373 qm	ca. 20.000 qm	
Exhibitors	248	258	337	+ 30,6%
Accredited journalists	438	446	437	- 2,0 %
Trade visitors		3.849	4.398	+ 14,3%
Virsitors		11.020	9.681	- 12,0%
Total visitors	13.677	14.869	14.079	- 5,3%

The number of visitors does NOT include the journalists and does NOT include the 1,862 exhibitor passes issued. HIGH END SOCIETY is also a member of FKM = Society for Voluntary Control of Fair and Exhibition Statistics. This means that all the details of the figures must be disclosed, checked and certified.



FACTS:

The Show:	HIGH END® 2011
Location:	M,O,C, Munich, Lilienthalallee 40, 80939 München-Freimann, Germany
Duration:	19 th – 22 nd of May 2011
Trade Day:	Thursday, May 19 th 2011 (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
Show Guide:	Up from April 2011 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
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