

## PRESS RELEASE NO. 2 (JANUARY 2012) HIGH END® 2012 – (3. - 6. MAY 2012)

### **HIGH END® offers technology trends to experience Fascination for all the senses**

The HIGH END® conveys the joy of fascinating technology. Our visitors can enjoy an acoustic and visual experience and gain an understanding of technology. The HIGH END®, Europe's largest exhibition for high-quality consumer electronics, takes place once again at the M,O,C, Exhibition Center in the North of Munich.

The HIGH END® is Europe's major international event in the industry for high-quality entertainment electronics. Due to its unique combination of numerous audio and video demonstrations, exhibition stands, live music, talks and presentations, it offers a great stimulus for business development and economic success. The HIGH END® brings high-quality entertainment electronics to life and presents the trends of tomorrow.

### **The HIGH END® unites the past, present and future of high-quality consumer electronics**

It presents the entire spectrum of audiophile technology under one roof. Traditional equipment and pioneering technology stand side by side on equal footing. Puristic, analogue music systems with large numbers of vinyl and tubes meet modern computer-based high end systems. Nowhere else can visitors come across such contrasting themes and technology from the digital and analogue world in such a manifold way. The variety of themes covers all the high-quality audio and visual technology for unlimited audio-visual pleasure. For the latest trends in technology in 2012, we anticipate further developments with a strong focus on the internet and networks, and thus a growing range of pure audio streaming and multi-functional systems which can manage and provide audio and video, stereo and surround in one centralised system. The trend is clearly towards the simple networking of all media. This means easy installation and intuitive controls.

### **The HIGH END® showcases the crème de la crème of high-quality entertainment electronics products in Munich**

Our Munich location could have been designed with such an exhibition in mind. Here, the visitor can browse and listen to the technological highlights on display in a peaceful and completely relaxed atmosphere. The HIGH END® provides an international stage for small specialist companies as well as established brands in the high-quality entertainment electronics sector. In addition to large renowned companies, increasing numbers of smaller companies are seizing the opportunity to present their products to an international public. The M, O, C, combines all the benefits of a conference hotel and congress centre with the functional structure of exhibition halls. The exhibitors can choose from a wide range of options for combining and dividing their space. Over 145 rooms around the atrium can be designed as required and numerous audio booths in the exhibition hall allow opportunities for acoustic and visual demonstrations, which are unique in their variety and size.



Purer Genuss

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Atrium Bereich

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High End Vielfalt

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**A special day is set aside for trade visitors at the start of the HIGH END®**

The exhibition opens on 3rd May 2012 for trade visitors who have pre-registered.

The HIGH END® is organised by HIGH END SOCIETY, the association for high-quality entertainment electronics. This is an industrial group consisting of the most prominent companies in the entertainment electronics business.



Schallplattenspieler

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## FACTS:

**Exhibition:** HIGH END® 2012  
THE INTERACTIVE EXHIBITION FOR EXCELLENT  
ENTERTAINMENT ELECTRONICS

**Location:** M,O,C, Munich - Lilienthalallee 40  
80939 Munich-Freimann

**Dates:** 3rd May – 6th May, 2012

**Trade visitors day:** Thursday, 3rd May 2012 (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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