

PRESS RELEASE



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THE CONTACTS IN THE AUDIO WORLD UNITED IN ONE WEB PORTAL

AUDIO SUBMARINE - THE NEW GLOBAL BUSINESS NETWORK FOR THE AUDIO INDUSTRY

The HIGH END SOCIETY Service GmbH is expanding its range of services and presenting **Audio Submarine**, the first global web-based network for the audio industry. Aboard the exclusive online portal is a developing international marketplace where companies network and exchange information globally, showcase their products and services, and forge new business relationships.

One solution for many needs

The aim of Audio Submarine is to build up a solid network that allows its members access to reliable business contacts worldwide, brings business interests together and boosts company success over the long term. Introduce products and innovations, seek distribution, trading or development partners, recruit qualified staff, monitor market activities, and with the inside scoop, you can always remain up to date – there are myriad activities from which companies can benefit as members of the platform. “We are in constant dialog with our customers, and we have a good understanding of their needs”, affirms Stefan Dreischärf, Managing Director of the HIGH END SOCIETY Service GmbH. “That is why we are convinced that Audio Submarine is precisely the right tool for acting quickly, efficiently and in a targeted manner in the market.” Those who want to utilize all the advantages can choose from among the various options their desired membership, including an exclusive offer for start-ups. After all, the network can provide a vital business springboard for start-up companies towards generating worldwide attention or finding the right partners. Job seekers and journalists can register as well. On the launch page, there will be a news area where even non-registered visitors to the website can find information.

Perfect initiator for Audio Submarine

It is no coincidence that the makers of the worldwide leading audio show HIGH END just happen to have launched the global network for the audio industry. The organizers are professionals at bringing people together and creating relationships. In the industry, the HIGH END SOCIETY Service GmbH has a comprehensive database with company contacts throughout the world. “After all trade shows and exhibitions had to be cancelled over the past 18 months, we thought about how we could bring our customers together, even outside of the exhibition halls”, says Stefan Dreischärf. Because especially in times where face-to-face contact is missing, it is important for companies to stay connected. What’s more, the Corona pandemic has accelerated the process of digitalization and the related shift of communication into the virtual realm. Many trade show organizers are trailblazing new paths today and supplementing live events with an alternative range of services based on modern technology. But digital and hybrid trade shows aren’t the solution everywhere, as they cannot fully recreate the experience of multiple senses. With Audio Submarine, HIGH END SOCIETY Service GmbH is expanding its portfolio, without losing its main focus on the trade show and exhibition business, which is starting up again in the coming year. “There is nothing comparable for the audio industry”, says Stefan Dreischärf. “That is why we believe that many companies will be enthusiastic about our new product.” Dreischärf is convinced that the new platform offers a perfect supplement, which allows for successful business development the whole year round and can shape the future of the industry. “Audio Submarine is naturally not intended to replace the personal encounters and face-to-face meetings at our trade shows.”



> Logo download

The benefits of Audio Submarine at a glance:

- International contacts and business partners worldwide
- Boost sales and profits with new partners and product presentations
- Open up additional distribution channels and new markets
- Position yourselves as experts and generate attention
- Recruit qualified employees

Audio Submarine offers four membership options:

- Premium Day – for newcomers
- Premium Month for pioneers
- Premium Year for champions
- Premium Start-up – for young talents

Our video about Audio Submarine gives you an overview:

watch our video 

Audio Submarine is a web-based global network for the audio industry, powered by the HIGH END SOCIETY. Members of the Audio Submarine community will find inspiration, personal networking and ideas for the business of tomorrow.

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