

HIGH END 2019 FINAL REPORT



May 2019

- **551 exhibitors from 42 countries (+ 3.8%)**
- **21,180 visitors in total (+ 6.5%)**
- **8,208 trade visitors from 72 countries (+ 8.6%)**
- **High satisfaction among all participants**

The 38th consecutive staging of the HIGH END, featuring 551 exhibitors from 42 countries, was once again a worldwide highlight for the industry. From May 9-12, the exhibition halls and rooms encircling the atriums on the upper levels of the MOC were booked solid, and the crowd of visitors was accordingly vast. The trade show delighted some 21,180 visitors, arriving from all over the world to find out about products and trends in the audio industry.

A total of 551 exhibitors (previous year: 530) from 42 nations and 21,180 visitors (previous year: 19,899) were counted, including 8,208 trade visitors (previous year: 7,557) from throughout the world.

Visitor numbers thus increased by 6.5% compared to the previous year's event. Over 21,000 visitors made their way to the Bavarian capital to gain a first-hand look at the widely-diverse audio market – from analog to digital. Friday clearly turned out to be the strongest visitor day, drawing several thousand music enthusiasts to the many exhibition stands.

Continuously increasing number of exhibitors

551 exhibitors, 67% of whom were international, presented a broad range of products at the HIGH END. Compared to the previous year, the number of companies exhibiting increased by some 3.8%. They came from 42 different countries and the following countries were most strongly represented: the United States, United Kingdom, Italy, France, Japan, Denmark, Switzerland and China.

For the trade experts, it was one of the world's most significant events in the audio industry, for the public it was a unique world of experience – this year again, the HIGH END pivoted on these two areas of interest.

Trade visitors

In total, 8,208 trade visitors from 72 countries came to Munich. This represents nearly nine percent more visitors compared to the HIGH END 2018. The share of international trade visitors was in fact 75 percent. The lion's share of international visitors came from European countries other than Germany, with a major focus on the following countries: the UK, Italy, France and Switzerland. We also received numerous trade visitors from Asia and America, however. It is the combination of music presentations, the showcase of the most exquisite lines of equipment, workshops and captivating lectures that have made up the HIGH END for decades, attracting dealers, consumers, as well as representatives from the audio and supplier industry, to the exhibition in Munich.

FACTS

Exhibition:

HIGH END® 2019
THE INTERNATIONAL HI-FI SHOW

Venue:

MOC München - Lilienthalallee 40
80939 München-Freimann (Germany)

Dates:

May 9 - 12, 2019

Trade visitor day:

Thursday, May 9, 2019
(only with pre-registration)

Opening hours:

May 9, 2019: 9:00am – 7:00pm
May 10 - 11, 2019: 10:00am – 6:00pm
May 12, 2019: 10:00am – 4:00pm

Admission for Trade visitors:

EUR 25.00 for pre-registration
(valid for all the days)

Admission for General public:

EUR 15.00 / day ticket
(valid only on Friday or Saturday)
EUR 25.00 / 3-day ticket
(valid from Friday to Sunday)
EUR 5.00 / Sunday ticket
(valid only on Sunday)

Organizer:

HIGH END SOCIETY Service GmbH
Vorm Eichholz 2g
42119 Wuppertal, Germany
Tel. +49 (202) 70 20 22
E-mail: info@HighEndSociety.de
www.HighEndSociety.de

Contact:

Diana Kösterkamp
Press and Public Relations for the
HIGH END SOCIETY
E-mail: koesterkamp@HighEndSociety.de



HIGH END 2019 FINAL REPORT



SoundsClever

An absolute innovation was the initiative of the HIGH END SOCIETY's "SoundsClever". The complete playable audio systems offering extraordinary sound performance for less than EUR 5,000 were extremely well received, so that even more participants are already anticipated for 2020. As a special musical experience, it was able to reflect the full spectrum of the audio industry – either strictly digital, high-end analog or both combined in one system.

The HIGH END totally under the banner of music

The Managing Director of the HIGH END SOCIETY Service GmbH, Stefan Dreischärf, expressed his great satisfaction on how the exhibition turned out and the increased visitor numbers. His successful concept of linking technology and music more closely than in the past, and making it possible to experience this up-close at the trade show is reflected in the increased exhibitor and visitor numbers. "This year, the HIGH END was once again a complete success. The significant year-on-year rise in visitor statistics proves that with the many innovations, we were able to generate enthusiasm among both trade visitors and consumers. The event impressively conveyed and embodied this year's main theme, 'Enjoy the Music'", said Stefan Dreischärf.

This year's brand ambassador and special guest of the HIGH END, Steven Wilson, precisely exemplifies this living, professional linkage of technology and music at the highest level. Like no other contemporary musician, Wilson is celebrating outstanding success both behind the microphone and in front of the mixing console. Exhibition visitors were able to experience the outstanding British musician live at an autograph session to acquire his personally-signed special-edition "Home Invasion: In Concert at the Royal Albert Hall" as a 5-LP box set. There was a huge turnout, and a seemingly endless line formed in front of the autograph signing table. Surrounded by his international fan community, Steven Wilson also took time out for a few selfies and a complete walking tour of the exhibition.

Another highlight on Friday was the presentation of the honorary prizes for the Munich music producer Eva Mair-Holmes as well as the musician and graphic designer, Klaus Voormann. The jury of the German Record Critics' Award association (PdSK) had selected both of them as 2019 honorary laureates, and they were recognized within the scope of the "Quartet of Critics" expert discussion. During this event, their recordings were demonstrated on a high-quality system, accompanied by both laureates' anecdotes to the recordings.

A video press conference with Jennifer Warnes was staged immediately afterwards. The Grammy and Oscar winner presented her new album "Another Time, Another Place" and was available via live link from sunny California to field journalists' questions.

Long awaited by many music aficionados with great anticipation, music demonstrations of exquisite quality from the "Music without limits" series took place once again this year. The Saturday afternoon event featured guest French horn player and Echo prize winner Felix Klieser. He brought along his new album with all horn concertos from Wolfgang Amadeus Mozart, naturally also on vinyl. Klieser did not pass up the opportunity to play live and to enthrall visitors with spontaneous interpretations.

HIGH END 2019 FINAL REPORT



Another highlight at the HIGH END was the Dynaudio Unheard Studio. The Danish loudspeaker specialist Dynaudio and the organizers of the HIGH END offered music artists the unique opportunity to achieve a major breakthrough. The Dynaudio Unheard Studio is a state-of-the-art recording system, installed in shipping containers, equipped with the latest technologies, which was positioned outside between Halls 3 and 4. Visitors had a full view inside a completely glassed-in front and, thanks to a high-performance front-of-house installation, were also able to hear all the music being produced inside. We are certain that our guests there already included some of the talents of tomorrow.

The Chairman of the Board of the HIGH END SOCIETY, Jürgen Timm, gave a positive assessment: "It is once again impressive to see that this is the 'place to be' for the audio industry. Consumers' fascination for good music and the continued interest in high-fidelity music reproduction were reflected by the heavier involvement of outstanding musicians such as Steven Wilson. Thus, in 2020 the HIGH END will again be a must-see event."

The HIGH END LECTURE SERIES was once again held in the large demonstration room K2A, inviting visitors to learn and emulate concepts and methods at home. In the presentation room, the interested visitors were able to expand their knowledge, stress-free and fully focused. Many high-caliber speakers reported on selected topics, and the response by the visitors was impressive in every respect. Among the most heavily-visited focus topics were the lectures by LowBeats, "Comparing hi-fi online – the virtual auditory room", "Better placement of loudspeakers – understanding your space" from Dynaudio or the lecture by the successful YouTuber Hans Beekhuyzen, "A simple two step approach on loudspeaker placement". In the very near future, we will be making the presentations available on our YouTube channel and on our website.

Vast media echo from the whole world

In the press center, 508 media representatives from 37 different countries became accredited during the four-day run of the exhibition. Comprising a share of 61%, more than half the journalists appearing in Munich came from abroad, providing for the highest level of publicity and full-based news reporting.

SAVE THE DATE!

The next HIGH END will take place from May 14 to 17, 2020 again in the exhibition area of the MOC in Munich.

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AUSSTELLER/EXHIBITOR-STATEMENTS 2019

Warwick Acoustics, Martin Roberts,
Managing Director:

„As always a very well presented and attended show. Very happy with our position and sound cabin.“

SUS, Bernd Eichblatt,
CEO:

„Der internationale wie nationale Charakter der High End hat sich in vollem Umfang erneut bestätigt. Danke an den Veranstalter für exzellente Organisation & Durchführung.“

Falcon Acoustics LS3, Jenny Bloomfield,
Director:

„This is our most important show in our calendar. 2019 has exceeded our Expectations! Excellent organisation, High End gives us unequally international exposing. Thank you for a great 2019, we already look forward to High End 2020.“

LehmannAudio, Norbert Lehmann,
GF/Inhaber:

„Die High End hat durch die 2019er Veranstaltung die Rolle als führende Messe für die hochwertige Unterhaltungselektronik erneut eindrucksvoll unter Beweis gestellt. Unverzichtbar.“

GP Acoustics GmbH, Frank Eschholz,
Product Manager:

„Organisation besser als Vorjahr. Besucherinteresse für Produkte hoch.“

T+A, Britta ter Wint,
Leiterin Werbung:

„Wir sind mal wieder äußerst zufrieden mit der Organisation der High End 2019. Für uns läuft die Messe sehr erfolgreich. Wir sind mehr als zufrieden.“

Dynavoice, Patrik Skogholm,
Export Sales:

„This was our first time here. We have met both Distributors and Consumers here. We would like to be back next Year.“

Sound Affairs pte ltd, Beng Cheng Koh,
Director:

„Always enjoy participating in High End Show. If can consider more food options like Asian food.“

Merging Technologies, Chris Hollebhone,
Sales & Marketing Manager:

„Very busy Show with Demo Cabin full most of Time. Good Position and worked well for us.“

Supravox Sarl, Cynille Pinton,
Technical Director:

„Good and effective organisation. Good acoustical Treatment of both. Good support of the Team.“

Thixar, Dirk Rüdell,
Inhaber:

„Gute Messe mit hoher Beteiligung. Viele internationale Distributoren. Gute Organisation (grundsätzlich).“

HiFi Racks Ltd., Jade Buxton,
Office Manager:

„2019 High End Show has been the best thing we have done in Munich. The Organisation has been very good. A fantastic array of visitors from around the World. Don't know if Thursday needed to be 9-7, it was too long. Overall, a very positive show.“

Lundahl Transformers, Anna Kricker,
Marketing Manager:

„Everything has been working just fine. It's an important show for our company.“

IsoAcoustics Inc., Paul Morrison,
Director Sales:

„What a fantastic Show. Traffic has been steady for the entire Show. Our problems we had were resolved quickly. Looking forward to being part of the show for many years to more.“

Einstein Audio Comp. GmbH, Annette Heiss,
Vorstand:

„Wir sind rundum zufrieden, wie jedes Jahr und werden 2020 wieder gerne dabei sein. Vielen Dank für die nette Betreuung seitens der Organisatoren.“

Morns, Lukasz Lewandowski,
Owner:

„Show is great and we are very happy with it.“

Requestaudio Switzerland AG, Gerhard Schneider,
Managing Director:

„Wie immer ist alles sehr gut organisiert. Danke für die gute Organisation und bis zum nächsten Jahr.“

Kharma international, Vivienne van Oosterum,
Marketing Manager:

„We are always very happy to be here and everyone from the organisation is very nice.“

Tune Audio, Manolis Proestakis,
Owner:

„One more great year that the best audio show became even better.“

Voxativ GmbH, H. Adler,
CEO:

„Klasse Show dieses Jahr. Mehr Spirit und mehr Besucher. Vielen Dank.“

Arya Audio Lab Ltd., Arthur Marker,
Director:

„Fantastic Show. We had a great time exhibiting at the HE2019 with very positive Feedback from customers, both end customers as well as business customers. We will definitely come back next year, most likely also with a bigger booth. Thank you for organizing a great Show and we're looking forward to come back next year.“

JAVA HiFi, Martin Bell,
Founder&CEO:

„The Show has been a hype success for us and I am confident we will sign distribution deals with at least 8 distributors from different countries over the coming weeks. Congratulations to all involved - we will be back next year!“

AURIS, Tijana Pavic:

„It's a great Show! A lot of people, great organisation.“

Audiovector, Ole Klifoth,
Manager:

„Lots of Customers.“

HiFi Enterprise, Alberti Luigi,
Exhibitor:

„Best Show in the World.“

Genuin Audio, A. Schwerdt,
Marketing:

„The high end proved again, that this fair is the place to be for any serious high end audio manufacturer.“

Ayre Acoustics, Brent Hefley,
Verkaufs- und Marketingdirektor:

„Die High End in München ist für uns zur wichtigsten Messe überhaupt geworden, sowohl wegen der vielen Fachbesucher als auch wegen der Endkunden, die hier an einem Ort alles zu sehen und zu hören bekommen. Die Organisation, Abläufe etc. waren auch 2019 wie immer top.“

Taylor Acoustic, David T. Taylor,
Owner/ Developer:

„We are always very excited to exhibit at High End Munich, as this exhibition is the greatest melting place of new innovations, music lovers & old/new business partners. We had an amazing experience this year too & looking forward to High End 2020! Thank you for the organisers too for doing such a great job every year.“

AUSSTELLER/EXHIBITOR-STATEMENTS 2019

JOSOUND, Joe Jouhal,
Managing Director:
 "As always a superly organised Show. High End Munich is still the best Show in the World."

Image Verlags GmbH, Thomas Zimmermann,
Geschäftsführer:
 „Besten Dank für eine ausgezeichnete organisierte Messe.“

Star Audio Co. Ltd., Alex Chu,
Sales Director:
 "This Show is getting better each year. I'm very satisfied with this Show."

Puriast Audio Design Inc., Kimberly Aud-Stahl,
President/CFO:
 "Great Show to demonstrate products and conduct Business."

High-End Company AG, Jasmin Weilenmann,
CEO:
 "Der High End Treff" für Branchen Mitarbeitende, Besucher, Hersteller – herzlichen Dank für eine perfekte Organisation an das stets so hilfsbereite Team!"

Extreme Audio srl, Aldo Zaninello:
 "Demonstration Cabin is very good – next year also Reservation!"

Lawrence Audio Co.Ltd, Angela Yang,
General Manager:
 "Very good organisation. Communication and Coordination of actions was easy."

Ultrasone AG, Stefan Oberenzer,
Marketing + PR:
 „Hervorragende Messeorganisation, sehr gut besucht, viele aussichtsreiche Kontakte geknüpft, sehr gute Rückmeldungen von Endkunden, einladende und angenehme Atmosphäre wie sie nur auf sehr wenigen Messen zu finden ist.“

Shenzhen Shallino Digital, Frantiser Bina:
 "Sound clever is an amazing concept."

Nupreme Audio Inc., Jason Lim,
CEO:
 "High End 2019 is the defacto high end audio show in the world and it is the only one show we exhibit and to meet our global distributors."

Sieeking Sound, Jan Sieeking:
 "Die perfekte Messe für international ausgerichtete Spezialisten der High Fidelity."

Western electric, Charles Whitener,
President:
 "Show was fabulous. Excellent staff, service and good service."

Deeptime, Ondrej Chotovinsky,
CO-Founder:
 "Thanks for the privilege to participate at the Fair as a newcomer. Much appreciated."

Mind pop Revolution, Gaby Cristian Mindreci,
Director Sales:
 "The presslift received significant exposure and attention from the HiFi global community, users, dealers, distributors, the press, all congregated here in Munich at the world's premier exhibition for the HiFi industry: The High End. I would have never dreamed to receive the kind of attention we received here. Thank you from all of us, your venue made a real difference to our future."

Gold Note, Marie Greggers, Marketing Manager:
 "Für uns ist es jedes Jahr das wichtigste Event zu dem wir aus Italien anreisen."

Real Cable, Laurene Torchin,
Export Manager:
 "Successful Show! Lots of great Contacts for distributing our brand overseas."

HiFi – Tuning, Bernd Ahme,
Inhaber:
 „Sehr professionelle Messe.“

STS Digital / Analog, Fritz de With,
DTR:
 „Again a very nice Show. More and more people. We are happy.“

StreamUnlimited Engineering GmbH, Frits Wittgreife,
CEO:
 "HE-Munich is THE worldwide Show, by far."

Tsakimdis Devices, Tsamridis Kostas,
Co-CEO:
 "Very nice Exhibition. Very nice environment. This Exhibition was a success for us."

Taga Harmony, Przemek Kokocinski,
Sales Director:
 "It is a place to be for all brands, distributors and dealers. Great chance to exchange ideas with partners and interact with customers."

InEar GmbH, Oliver Schulte,
Head of Monitoring:
 "Fazit: Sehr positiv! Das zahlreiche, internationale Publikum führte zu neuen Kontakten. Die Größe der Messe hat uns beeindruckt. Wir kommen wieder."

HMS- Elektronik GmbH, Hans Strassner,
Geschäftsführung:
 „Die High End-Messe gewinnt Jahr für Jahr an Gewicht hinzu. Auffällig ist das besonderes deutliche Interesse der ausländischen Fachbesucher. Wir sind sehr gespannt, ob die offiziellen Besucherdaten unsere Wahrnehmung bestätigen werden. Besten Dank an alle Beteiligten in Vorbereitung und Durchführung.“

LOG Audio, Marvin Griesbacher,
Vertriebsleiter:
 "Die High End 2019 war für die Entwicklung unserer Marke auf jeden Fall ein Gewinn! Es ist die beste Möglichkeit, mit Vertriebspartnern aus aller Welt in Kontakt zu treten und die Produkte zu präsentieren. Die Organisation war hervorragend, auch wenn wir das erste Mal dabei waren."

GIK Acoustics Europe, Lukas Rimbach,
Customer Service Manager:
 "Wie jedes Jahr war die Show sehr gut besucht. Das Publikum ist großartig und die Atmosphäre ist toll."

Innuos, Stephan Healy,
Product Specialist:
 "A well organised show with great Attendance. A Highlight of the year."

Moonriver Audio, Georgios Polychronidis,
Chief Engineer:
 "Excellent service, great support."

JPLAY, Marcin Ostapowicz,
CEO:
 "High End is the best audio show in the world."

Dynaudio Germany, Jan Kretschmer,
Produktmanager:
 „Permanent extrem gut besuchte Vorführungen und ausschließlich zufriedene Gesichter und Ohren. Wir sagen vielen Dank und freuen uns auf das nächste Jahr. Hat Spaß gemacht. Punkt.“

Quadral GmbH & Co.KG, Sascha Reckert,
Leiter Entwicklung:
 „Gewohnt professionell geplant und durchgeführt.“

ELAC Electroacoustic GmbH, Meinhardt Yvonne,
Marketing/PR:
 "Die High End 2019 hat uns wahnsinnig Spaß gemacht. Alle Hersteller haben viel Freude ausgestrahlt und die Besucher damit angesteckt. Ein Teil davon zu sein war großartig."

AUSSTELLER/EXHIBITOR-STATEMENTS 2019

**YPSILON Electronics, Demetris Backlawas,
CO-owner:**

“High End 2019 was absolutely perfect like all previous years.
Very well organized and efficient in preparations.“

**Paradigm, Blake Alty,
Product Manager:**

“The show went very well as usual.“

**Nagra-Audio Technology Switzerland, Matthieu Latom,
Director:**

“As we expect the High End is extremely well organized. Perfect planning,
service. The show is the highlight of the year for our company.“

SPL Electronics GmbH:

„2019 sehr gut besucht. Hohe Qualität der Händler + Distributoren.“

**Wilson Benesch LTD, Carl Woodford,
Assistant to the Directors:**

“A pleasure to be involved once again at another Munich High End Show.“

**Von Schweikert Audio, Damon von Schweikert,
CEO:**

„Show was very successful for us, very good organisation + marketing.“

**IAG Group Ltd., Peter Comeau,
Director of acoustic Design:**

“As always a well publicized and well attended Show. Thank you for bringing
us such interested visitors.“

**Computer Audio Design LTD., Isabel Whitley,
Marketing&Finance:**

“Without Munich High End we would be years behind for global distribu-
tion. Fantastic show with excellent organisation.“

**Atlas Cables, Kevin Kelly,
Managing Director:**

“Simply the best Show in the world. Interested Trade Customers, engaged
Consumers and committed Staff. Well Done!“

**Genelec OY, Toni Hassinen,
Home Audio Business Manager:**

“Steven Wilson kind of Face gives more credibility for the Show.
Overall very good.“

**JIB-Germany Technology GmbH, York Dettmers,
Sales + Marketing Manager:**

“Die High End Messe war auch 2019 für uns wieder eine großartige Büh-
ne unser aktuelles Kabelprogramm einem fachkundigem Publikum aus
aller Welt zu präsentieren. Vielen Dank und wir freuen uns schon auf
nächstes Jahr.“

**Avinity Cable, Carsten M. Bröcker,
Produktmanager:**

“Das gemeinsam von den Firmen Quadral, Avinity, JVC, Stewart und
Yamaha betriebene Heimkino konnte sich auch dieses Jahr wieder über
einen großen Besucheransturm freuen und zusätzliche HiFi & Heimkino-
fans begeistern. Wir freuen uns schon auf die High End 2020.“

**Nubert electronic GmbH, Sebastian Hennig,
Online Marketing Strategist:**

“Vielen Dank an die High End Society für die Messe und das Engagement
bei der Sounds Clever Anlage. Wir freuen uns auf neue frische Konzepte
und auf das nächste Jahr.“

AVID HiFi Ltd., Conrad Mas, Managing Director:

“Another excellent show and already looking forward to next year.“

Räke Hifi Vertrieb GmbH, Dirk Räke, JF:

„Alles super! Händlertag am besten von 10-19 Uhr.“

Verity Audio, Bruno Bochart, President:

“Very satisfied with the show in general, well organised, good service
from High-End 2019 and organisation. Overall pleased and satisfied.“

**The Quest Group B.V./AudioQuest, Richard Drees,
Sales Director:**

“Sehr gute Messe. Gut organisiert.“

**Panasonic Marketing Europe GmbH – Technics,
Frank Balzuweit, Business Development Manager:**

“Very positive reactions to our booth and demonstrations.
Smooth organisation. No negative feedback.“