

PRESS RELEASE NO. 4



April 2021

PREMIERE FOR THE ALTI AUTOMOTIVE AUDIO CONFERENCE (AAAC) WITHIN THE FRAMEWORK OF THE IPS AND HIGH END 2021 HiFi, audio and acoustics experts meet with automotive industry in Munich

In parallel with IPS – International Parts + Supply 2021 and HIGH END 2021 Munich the first automotive conference of ALTI LLC (Audio Loudspeaker Technologies International) in Europe at the MOC in Munich. The conference offers an ideal platform to discuss current industry trends, share knowledge and network with like-minded people. The cooperation of ALTI LLC and HIGH END SOCIETY Service GmbH pursues the common goal of bringing together hi-fi, audio and acoustics experts, automotive manufacturers and their suppliers as well as stakeholders in one central location.

ALTI's first European event will focus on the dynamic and evolving Automotive Audio Segment. The automotive industry worldwide is undergoing the greatest transformation in its history. New expectations for tomorrow's mobility and powertrain systems, vehicle connectivity and autonomous driving are causing serious changes. Audio and acoustics will be an important feature and attribute in cars as the interior of the vehicle becomes more important, increasing the demands for excellent sound. In addition, NVH (Noise, Vibration, Harshness) challenges are growing.

The AAAC is dedicated to these exciting topics. The conference will bring together industry leaders, OEMs, suppliers and brands over two days to discuss the latest developments and challenges in this dynamic market.

ALTI has opened the "Call for Papers." Topics include:

- Audio system architectures and system design
- Transducer and loudspeaker engineering
- Spectral and spatial sound processing
- Sound design
- Digitalization and virtual product development
- Assessment of sound quality: subjective and objective evaluations

For more information on the ALTI Automotive Audio Conference, click here:

[ALTI Automotive Audio Conference](#)
[ALTI Call for papers](#)

To attend the ALTI, registration is required in advance via the following link:

[ALTI Automotive Audio Conference Registration Page](#). The tickets purchased there are also valid for visiting the IPS and the HIGH END.

About ALTI

ALTI (Audio [&] Loudspeaker Technologies International), formerly known as ALMA, is the global organization of industry professionals focused upon the advancement of audio [&] loudspeaker technologies engineering, design, and manufacturing. Founded in 1964, ALTI's focus is in providing education, networking, and a productive environment in which to do business.

About IPS and HIGH END

The IPS perfectly complements the HIGH END, which has developed into the largest international hi-fi show and enjoys tremendous significance and international popularity within the audio industry. Manufacturers of supply parts for the audio industry will be provided with a special exhibition area in the MOC event centre, **alongside the HIGH END 2021**, offering an ideal platform for establishing more intensive contact with their customers and optimally showcasing their products tailored to their target group.

FACTS

SHOW:

IPS MUNICH

THE INTERNATIONAL OEM SHOW FOR THE
AUDIO INDUSTRY

ORT:

MOC München - Lilienthalallee 40
80939 München-Freimann
Germany

DATE:

September 9 + 10, 2021

Opening hours:

Thursday: 11:00 am to 8:00 pm
Friday: 11:00 am to 8:00 pm

TICKETS

Trade visitor tickets only with pre-registration
for one day: 20 €

Organizer:

HIGH END SOCIETY Service GmbH
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42119 Wuppertal
Tel: +49 202 702022
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