



THE HIGH END® SHOW 2015 - MUNICH

For four days, Munich was once again the meeting place and global focus of the international audio industry. The attendance rose again to 20.637 visitors (without press and exhibitors), this time by plus 16% compared to the previous year. The crowds gathered as usual at the gates, which is why this great increase can rightly be called spectacular. Just as sensational was the international and diverse presence of the trade visitors who had travelled from every continent in the world. But this is easy to explain, because only the HIGH END fair in Munich offers such a comprehensive view of the entire industry, and all the real movers and shakers are guaranteed to be there. The HIGH END thus yet again proved its status as the most popular international fair for the industry, and underlined its leading position with record numbers of exhibitors and guests. Not only the global players, but also a large number of small audio specialists showed that their keenness to develop new products is as sharp as ever.

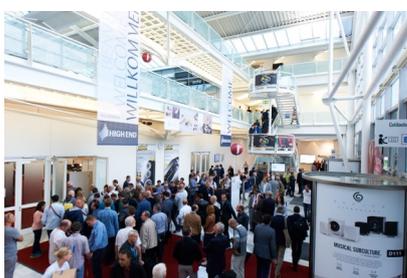


THE ENTIRE AUDIO INDUSTRY

Everyone met up in Munich. The HIGH END provided the visitors with a wide and varied range of things to see and do – whether they wanted to find out about the latest home entertainment technology, look for new records, enjoy the musical performances, compare the sound of the various music systems, take a look at the latest headphones or simply chat about their hobby with fellow enthusiasts over a tasty snack in the beer garden. The HIGH END left nothing to be desired and had something for everyone. There was an exciting and varied mix of innovations, trends, information, opportunities for networking, live music and a full programme of entertainment and events. More than 60 percent of the exhibitors in Munich this year came from abroad – an increase in the international presence of more than 2 percent. Of the 42 countries represented, Germany took first place, followed by the USA, the UK, Italy, Switzerland and France. As well as this, more exhibitors from Asia, and particularly China of course, came to Munich.

LEADING INTERNATIONAL FAIR

The HIGH END once again impressively demonstrated its position as one of the most important exhibition for the high-end home entertainment sector. The atmosphere was excellent and the trade visitors and consumers showed a remarkable level of interest. This year's fair was another perfect opportunity for the industry to show off innovations and celebrate the legendary HIGH END community spirit. The fair gave all those who were interested a chance to see what the international audio market currently has to offer. The HIGH END showed that people are as fascinated as ever by high-fidelity music reproduction – no matter how big or small their wallet is. It was a great fair with a lively atmosphere and everyone was talking about the numerous opportunities for the future.



TRADE VISITORS AROUND THE WORLD

In total, 6,588 trade visitors from Germany and abroad came to find out about the latest technological trends. Almost two thirds of the trade visitors (66 percent) came from abroad, with 71 countries represented, most prominently the UK, Italy, Austria, China, Switzerland, France and the Netherlands. This shows that the fair has developed internationally into an indispensable global marketplace. This means, the HIGH END has continued to grow in international prestige and is now unquestionably the most important platform for both the domestic and international markets.



WIDE RANGE OF EVENTS

The high-quality range of accompanying events proved as popular as ever. It included well-attended presentations on the technology stage, with a total of 33 presentations on the latest topics, such as room acoustics, music streaming and much more. As well as these, in many rooms there were special demonstrations, workshops and presentations with acclaimed speakers on every topic to do with home entertainment. The highlights included the special demonstrations of the newly developed MQA (Master Quality Authenticated) music streaming system, which was shown for the first time live at a fair. Another special attraction was provided by the German Broadcast station "Bayerische Rundfunk", together with the "Institut für Rundfunktechnik", who presented the variety and quality of digital radio programming and technology.



Another event was held to demonstrate DSD in its purest form. The presentation was given by the leading European sound engineers Erdo Groot (director, producer and sound engineer of Polyhymnia B.V.), Jared Sacks (director, producer and sound engineer of Channel Classics B.V.) and Jan-Eric Persson (sound engineer and founder of Opus3 Records). The engineers and producers have presented their recordings and talked about their experience with DSD. The subject of DSD mastering of analogue multi-channel tapes was also discussed.



HIGH END ON WHEELS

The car has become increasingly important in recent years as an individual listening environment, which is why in Hall 2 at the fair, everything was about in-car sound systems. The visitors had the opportunity to experience customised sound systems live in various vehicles. Once again, manufacturers clearly showed that they are willing to put work into developing optimum in-car audio.

The HIGH END 2016 will be held from May 5th to 8th at the MOC Munich. All relevant and further dates within our audio business can be discovered at any time [>> here](#).

