



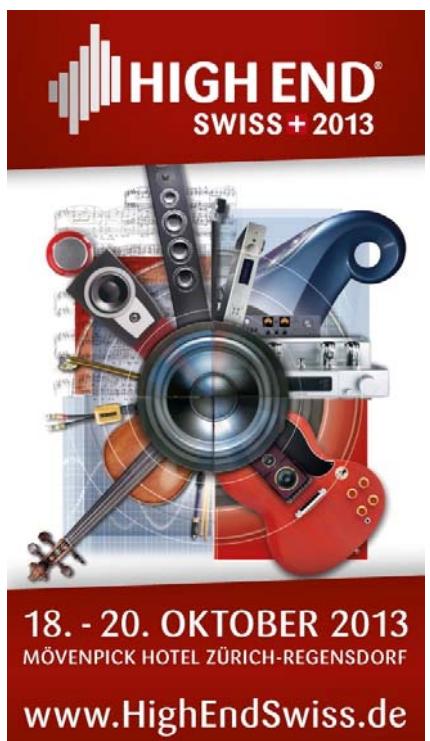
Kompakte Informationen aus der HIGH END Branche direkt von der High End Society Marketing GmbH

## HIGH END® SWISS

Kick off was made



From October 18<sup>th</sup> to 20<sup>th</sup> the HIGH END SWISS 2013 takes place at the hotel Moevenpick in Zurich Switzerland. The invitation and application was sent to the industry last week. The closing date is scheduled on August 1<sup>st</sup>, 2013. We're looking forward to meet again all music enthusiasts at that location.



The HIGH END® SWISS is becoming the largest national show for high quality home electronic within Switzerland. The show will be held at the same place for it's 5<sup>th</sup> time

and should allow the Swiss public and trade visitors to discover the latest developments within our business. Most of the exhibitors are Swiss companies and that is why the show is so important for the national visitors. More information can be found [>> here](#)

## HIGH END® 2013

Munich good bye until 2014



The 32<sup>nd</sup> HIGH END in succession, which also marked the 10<sup>th</sup> anniversary of the fair at the MOC in Munich, was once again, a worldwide highlight for the entire industry, attended by 363 exhibitors from 35 countries with more than 900 brands. Between May 9<sup>th</sup> and 12<sup>th</sup>, the exhibition centre hall and spaces surrounding the atriums on the upper floors of the MOC could boast full occupancy, and the crowds thronging in were correspondingly large. Visitor numbers increased, totaling 16,159 (without press and exhibitors). Remarkable 5,211 trade visitors from 71 countries traveled to Munich to find out about the latest innovations, to take part in training courses and lectures or to obtain a general overview of the market and share information with colleagues in the industry. The number of trade visitors increased by 18% in comparison to last year. Dele-

tions from all parts of the world gained an overall impression of the current state of the market and industry while visiting Munich.

## MANY TRADE



Accounting for 58 percent of visitors, the international contingent was, once again very high. Not only is the HIGH END a trade fair, it also functions an important forum for communication and the exchange of information at the same time. It is a special event in a class of its own. From the perspective of the international press and the companies exhibiting there, the HIGH END is the most important and leading trade fair of its type – with an increasingly important function as a think tank for new products, trends and manufacturer and innovations.



The positive resonance from the visitors once again confirms that the HIGH END has evolved into an unmissable industry forum.



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## THE MEETING POINT

Over the years, it has become firmly established as the world's leading show of its type and allows buyers, retailers, manufacturers, developers, trend-setters and customers to meet in one place at the same time. The combination of traditional analogue equipment and new technologies based on digital hardware and software, not only polarizes the high-quality consumer electronics sector.



With the digitalization of society steadily advancing and the prevalence of the corresponding applications continuing to increase, our industry has long since had the appropriate answers to offer in the form of excellent products. Munich unites all the different factions, enthraling everyone from analogue fans with their vinyl artworks and fascinating tube creations to aficionados of modern, digital equipment.



(best 3D home cinema was seen as well at the HIGH END in Munich).

## ALL LECTURES



Innumerable specialist presentations, workshops, lectures and demonstrations covering current topics in consumer electronics were held during the entire trade fair. The reception was overwhelming and the events proved very popular.

All lectures now online

### TECHNOLOGY STAGE

From now on, all lectures, held during the HIGH END 2013 in Munich, can be heard or downloaded on our web site. See more information [here](#)

### HIGH END® 2014 Make note of the date 2014



True to the motto "After the HIGH END is before the HIGH END", the course has already been set for the next HIGH END and the dates have now been fixed: From 15<sup>th</sup> to 18<sup>th</sup>

May 2014 the show will be held in the MOC Munich (this time, the fair does not begin on Ascension Day, as otherwise it would be too late and extend into June).



We would be happy to see you again next year. Until then, we wish you a healthy and prosperous year. See you at the HIGH END 2014.

## HIGH END ON TOUR



The roadshow HIGH END ON TOUR, we're running across Germany, will continue on November 16<sup>th</sup> and 17<sup>th</sup> in Dortmund, North Rhine Westphalia. This roadshow should help our industry, to get in contact with the local public and should support the local dealer as well. It is our aim, to bring the public in contact with our industry and to show, how good music can sound nowadays. More can be found [here](#)

(Alle Informationen, Angaben und Erläuterungen ohne jegliche Gewähr).