



DATA, FACTS, INFORMATION



Dates: Thursday, May 5 to Sunday May 8, 2016, every day from 10:00 to 18:00 (Thursday is not open to the general public since it is reserved for professional visitors, open to general public starting on Friday)

Location: MOC, Lilienthalallee 40, 80939 Munich-Freimann
 Tickets: € 12/20 for day / 2-day tickets (recommended catalog with comprehensive contact material, articles, and details costs € 12 at the register, € 19 if shipped domestically)

Further information:
 HighEnd Society, Phone: 0202/702022
 Internet: www.highendsociety.de,
 e-mail: info@highendsociety.de

How to get there: MOC is easy to reach by car as well as from the Munich Airport and/or Main train station. Please find detailed instructions in the sketches* and/or very detailed information on the web site of the HighEnd Society. If you are coming from further away you may need a hotel, especially considering that the trade show is so expansive that you will hardly be able to catch all the presentations in one day. The event organizer has thus made a special arrangement with various hotels. In addition, the guests of these hotels can use a free shuttle service to and from the trade show. Another shuttle will continuously circle between airport and MOC. However, this service is only free for exhibitors and accredited professional visitors. If you are coming from NRW (North Rhine-Westphalia), you can book a multi-day trip on a luxury bus including overnight stays and entrance fees.

THE CRÈME DE LA CRÈME

On May 5, the HighEnd trade fair opens its doors, and the organizers promise the show has never been bigger, more interesting, or diverse. STEREO knows just why it's worth a visit



▲ A familiar picture: the HiFi fans in line at the register.

At first glance, the Munich High End 2016 is the same as always: although it's bigger, every available square meter has been booked solid, and the spectrum of the equipment on show covers just about every aspect of music reproduction.

Here you'll find everything from antique giant horns to portable all-in-one systems, from tube amps to silicon fortresses, from record players to the latest in digital conversion and streaming technology. And there are a lot of exhibitors who make a good portion of their sales on four wheels: the mobile concert halls of the auto industry and the specialist in-car entertainment companies have been an integral part of the Munich trade show for a few years and will grow in prominence in the future.

STEREO PROMOTIONS AT THE HIGH END 2016

SHORT WORKSHOPS ON SATURDAY, MAY 7TH:

TIME	TOPIC	LOCATION
11 Uhr	What impact does the cartridge have in the overall sound? Three cartridges – from MM to MC – compared.	Transrotor/AVM Atrium 4, Raum F104
12 Uhr	How much potential is there in bi-amping? Speakers with two or four mono blocks.	AVM/Gauder Akustik Atrium 4, Raum E105
14 Uhr	Does the phono cable determine record player performance? Leaders in the affordable price range - cross-check.	Pro-Ject/Cabasse Atrium 3, Raum C118
15 Uhr	Is high-bitrate HiFi more than just a catchphrase? Format checks from MP3 up to 24 bit/192 kHz.	Burmester Atrium 3, Raum D106
16 Uhr	Fantastic: Listen to virtual record players in all price ranges. The new „STEREO phono festival“ about a super system.	MBL Atrium 4, Raum E102

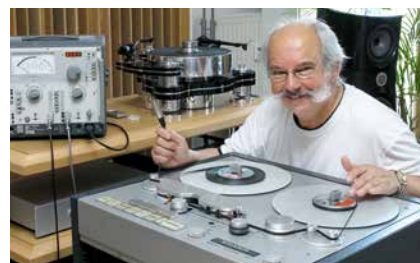
Access is free, planned duration about half an hour. Please be in the specified room shortly before start. We look forward to seeing you!

COMPARE HEADPHONES

As in previous years, the editorial staff will set up a headphone counter at our booth (Halle 3, Booth J03), where you'll be able to test out different models at different prices and performance levels. Enjoy picking your favourite headphones using with the great music and outstanding sound of the STEREO listening test CDs.

YOUR TAPE – RECORDED ON LOCATION

As a special service we will record for you the high bitrate files (24 Bit/192 kHz) of the first STEREO listening test edition onto tape using half-track technology with 19 cm/sec. (price including 26" NAB metal reel: € 179). We will bring our professional Studer A80 tape deck to Munich just for this occasion.



▲ Interested? Our tape buff, Uli Apel, is waiting for you: he has calibrated and balanced the Studer A80 perfectly, and will personally take care of recording during the HighEnd.



▲ Caption? You'll find a wide selection of headphones at the counter. Try and compare all kinds of models to your heart's desire

In the general opinion, the HighEnd has long since become the most important event of its kind in the world, surpassing all international competitors. Nowhere else in the world can people interested in refined technology and high quality music reproduction look at – and listen to – as many products, or get as much information.

A few numbers from the mega show make that clear: let's start with more than 500 exhibitors presenting a huge number of brands. Then there are we editors of STEREO Magazine and about 500 colleagues from the HiFi press, as well

as roughly 14,000 private visitors who thronged the halls last year.

That said, there are some who are there less for the sound, and more for the sales: many of the roughly 6,500 professional visitors, of which about 60% traveled from abroad, see the purpose of the trade show primarily in good business - and the exhibitors mostly agree with this outlook. They measure the success or failure of a trade show in the number of orders in relation to their costs.

Even here, Munich has a trump up its sleeve compared to its main competitors like CES in Las Vegas or THE Show in

Newport: almost perfect logistics, comparatively cheap and clearly structured prices, a city environment which is almost a bargain compared to the exploding prices for hotels and restaurants in Vegas, and a transport infrastructure which makes it possible to reach the show quickly and comfortably even without a car. If you have ever experienced the chaotic traffic in Vegas and the waiting times for taxis which can be an hour in peak times, you will perceive Munich as a paradise – at least in this regard.

As every year, the High End Society organizes the show. This year it will be for the last time under the aegis of Branko Glisovic who is about to retire at the end of 2106: he is handing over the reins to Stefan Dreischärf, an old salt in the industry who has already been very involved in the organization of year's even.

You can find STEREO and STEREO Magazine in Hall 3. There will be plenty to see and admire. Take your time, and enjoy!

By the way, for less HighEnd-obsessed travel companions, the organiser have a "partner program" with excursions and sightseeing which can be booked over the website (see box below).

See you in Munich!



▲ There is a lot to discover in Munich – e.g. exotic tube amps which you can see very rarely.



▲ Record players are in again. Especially the jewels by Transrotor will draw looks and awaken desires.