



PRESSE-INFO NO. 10 HIGH END® 2012

MAY 2012

FINAL REPORT

- **Increasing number of visitors with a total of 14,671**
- **4427 trade visitors from throughout the world**
- **Enormous media presence**
- **The exhibitors were happy about the high quality of the trade visitors**
- **Ubiquitous internationality and satisfied exhibitors and visitors**
- **Many highly innovative new products**

The HIGH END closed its gates this past Sunday after four successful days. There were many beaming faces at Europe's largest trade fair for premium consumer electronics. The trade fair delighted the roughly 15,000 visitors with a wide array of innovative products and numerous musical performances, which were celebrated by the exhibitors with a great deal of enthusiasm and high product quality. The HIGH END presented itself again as the impressive stage for a great number of innovations, musical performances and a broad range of presentation topics on the technology stage, along with an extensive musical event programme.

Over the course of the years of its existence, the show has developed into an ideal, central meeting point for experts of the industry of premium consumer electronics. It also offers an optimal showcase for the industry - for all of Europe as well as the rest of the world. Kurt Hecker, chairman of High End Society, summed it up: "The HIGH END 2012 again impressively confirmed its importance as the world's most important exhibition for premium consumer electronics."

The HIGH END has developed into a global platform for exhibitors. A continuously increasing number of exhibitors across the board

A total of 366 exhibitors, with 52% of them international, presented a wide product range at the HIGH END. This range extended from puristic, purely analogue music systems with vinyl and gleaming vacuum tubes to modern, digital high-end systems with audio streamers, multi-channel amplifiers, tiny MP3 players and huge 3D televisions presented on over 20,000 square meters of floor space. Compared to the previous year, the number of exhibiting companies increased this year by approximately 9%. The proportion of foreign exhibitors also grew by 11%, so that foreign exhibitors made up 52% of the total number of exhibitors.

They came from a total of 33 countries, with the following countries being particularly well represented: Italy, England, Denmark, Switzerland, Austria, China and the USA. We were able to observe a steadily growing number of exhibitors from Europe, a significant increase in the number of exhibitors from the USA and an increase in the Asian exhibitors due to developments on the market. The importance of this show is also made clear by the fact that many of the exhibitors travelled several thousand kilometres to spend four days in Munich, presenting their new products and establishing contacts. The HIGH END is without a doubt an essential forum for the entire industry. In addition to increasing internationality, we have also been able to witness a significant increase in the number of German exhibitors and trade visitors particularly in recent years.

A lavish and professional trade fair structure, generous booths and an extensive range of elaborate and premium equipment of the best quality ensured an excellent overall impression. After many conversations with exhibitors, visitors and press representatives, it seems to be the case that all sides are in agreement in their enthusiasm about how the trade fair went. The exhibitors were not just happy about the many visitors, but also that precisely the right audience (target group) was in attendance, something that is not the case at many other trade fairs. One can see here in particular that pure quantity is not sufficient, but that the quality of the visitors is what says a lot about the importance of a show.

Enormous media presence

With 483 accredited journalists from throughout the world, the HIGH END 2012 was able to set a new media record. The international trade and daily media, television stations and



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Press conference

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Florian Camerer

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radio broadcasters disseminate the topic of premium consumer electronics and the presence of the HIGH END trade fair throughout the world. Almost every second journalist came to Munich from outside of Germany. The countries in Europe had the highest representation, but more and more media representatives from Asia and America are reporting on the HIGH END.

Strong influx of visitors on the trade visitor day

A total of 4427 trade visitors (professionals) from 70 countries came to the HIGH END. They made up 30% of the total number of visitors. The main body of international trade visitors came from Europe, with the following countries being particularly well represented: England, Italy, Switzerland, Austria and France. However, we were also able to greet many trade visitors from Asia and America. With this development, the HIGH END has further solidified its position as the most successful European leading trade fair for premium consumer electronics and is now seen throughout the world as the central and most established hub of the industry.

Manufacturers, importers, distributors and retailers from throughout the world meet here. This shows the enormous importance and esteem that the HIGH END enjoys within the industry for premium consumer electronics. The General Manager of the HIGH END SOCIETY, Mr Branko Glisovic, was upbeat in taking stock: "The HIGH END is the industry highlight both nationally and internationally. No one can afford to miss this leading trade fair. That's why it's a must for the industry of premium consumer electronics in Europe and beyond. Exhibitors and visitors confirm that the trade fair has developed further and further in terms of diversity and the depth of the range of offerings, providing an even better market overview."

The visitors

An increase in the total number of visitors of 4% compared to the previous year was able to be achieved.

In addition to opportunities for deal-making and checking out the newest innovations, the HIGH END also offered an attractive musical event programme with many impressive live acts. The technology stage, with its many interesting presentations, was again very popular. Many attractive highlights, many vintage sound carriers and rarities in the sound carrier village and a wide array of live music awaited the visitor. This successful mix of many musical performances, the exhibition of the very best equipment, presentations, special events and demonstrations again made the HIGH END 2012 into a unique and lively event.

In conclusion we would like to provide several exhibitor quotes that surely provide the most authentic picture of this year's trade fair.

Exhibitor voices:

Meinrad Müller, owner, Holborne AG: Very well organised exhibition. Excellent catering.

Hans Strassner, CEO, HMS Elektronik Hans M. Strassner GmbH: "Each year, the HIGH END demonstrates even more its important status for national and international contacts between manufacturers, distributors and lovers of hi-fi. Indispensable - our thanks goes out to the organisers."

Udo Besser, AVM: "The whole world is in agreement that this is the best HIGH END trade fair in the world! We always feel at home here, and the organisation is the most professional that I know. The best business deals are made in this special climate."

Thomas Kemper, Sales Manager, ASW Lautsprecher GmbH: "The HIGH END is the most important trade fair of the year for us. It's not just a meeting point for customers and retailers from Germany, but has also become an important place to make contacts for our worldwide sales activities due to the increasing internationalisation of the visitors."

Canta Audio, Engineer, George Polychronidis: "It was perfect! Thank you so much for this opportunity."

Ralph Westenburger, Director of Sales and Marketing, Certon Systems GmbH:

"Very good exchange between manufacturers, trade partners and end customers. A relaxed atmosphere in the trade fair halls and a good opportunity for networking for new participants like us."



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CD-Player

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Eric Poyer, President, STENTOR SAS: "A well organised showcase."

Ken Ishiwata, Brand Ambassador, Marantz: "We all know that the German HIGH END show is the best hi-fi show nowadays. This year is not exception! We have a lot of international visitors at the show and their impressions are mostly very positive."

Robert Kelly, Marketing Manager, German Physiks: "The Munich HIGH END show is the best international show in the world. The venue is excellent, we see very high quality visitors and the support from the show organiser is first class. This is one show we always look forward to every year."

Fried Reim, CEO, Lake People Electronic GmbH: "Good organization, even if there were a few glitches in the run-up. The setup was good, and the trade fair went well. The weather was patchy, so that there were a lot of visitors on Friday and Saturday. Keep up the good work!"

Elina Cema, AB Construction Ltd.: "We had a great experience during the expo. At the show we met potential business partners, made good contacts and gained a good deal of insight into the high-end business. Thank you for the very well organised show. Next year we are planning to participate in the HIGH END."

Rolf Gemein, owner, Symphonic Line: "Relaxed trade fair, the Bavarian (music) group was a fun idea, the violin playing as well, perfectly organised."

Norbert Lehmann, CEO/owner, Lehmann Audio: "An indispensable event that serious and ambitious companies cannot miss. We'll be back!"

Christian Hermeling, General Manager / CEO, MBL Akustikgeräte, Berlin:

This year's HIGH END was again a big success for us. We were able to generate enthusiasm among our guests with the music from our systems and were able to make many new interesting contacts. In short: The HIGH END 2012 was an important event of great significance for us. We'll be back next year!!

Jérôme Andre, Audio Aero Design:

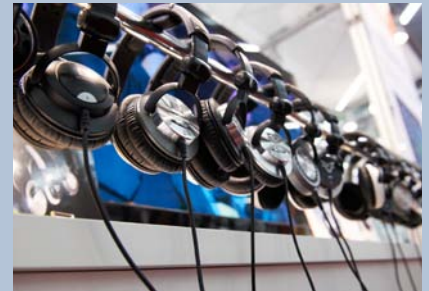
Good organisation, friendly staff, good job!

DATES AND FACTS FOR THE HIGH END® 2012

	2010	2011	2012	+/- ZU 2011
Exhibition space	18,373 m²	ca. 20,000 m²	ca. 20,000 m²	
Exhibitors	258	337	366	+ 8.6%
Accredited journalists	446	437	483	+ 10.5%
Trade visitors	3849	4398	4427	+ 0.7%
Visitors	11,020	9681	10,244	+ 5.8%
Total number of visitors	14,869	14,079	14,671	+ 4.2%

Die Besucherzahlen beinhalten NICHT die Journalisten und NICHT die ausgestellten 2.052 Aussteller-Ausweise. Die HIGH END SOCIETY ist Mitglied der FKM = Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen. Dies bedeutet, dass alle Zahlen im Detail offen gelegt werden müssen, geprüft und zertifiziert werden.

The visitor numbers do NOT include the journalists and do NOT include the 2052 exhibitor IDs issued. The HIGH END SOCIETY is a member of the FKM = Gesellschaft zur Freiwilligen Kontrolle von Messe- und Ausstellungszahlen (Society for Voluntary Control of Trade Fair and Exhibition Statistics). This means that all numbers must be disclosed in detail, checked and certified by Ernst & Young.



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Dialogue

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Turntable

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PRESS INFO

FACTS:

Exhibition: HIGH END[®] 2012
THE INTERACTIVE EXHIBITION FOR EXCELLENT
ENTERTAINMENT ELECTRONICS

Event organiser: HIGH END SOCIETY MARKETING GMBH
Hatzfelder Straße 161-163
42281 Wuppertal - Germany
Tel. +49 (0)202 - 70 20 22
Fax: +49 (0)202 - 70 37 00
Email: info@HighEndSociety.de
Internet: www.HighEndSociety.de

Contact: **Renate Paxa**
Public Relations & Press Affairs for HIGH END SOCIETY
Email: Renate.Paxa@HighEndSociety.de

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