

## **PRESS Information No. 11 – Final report** **HIGH END® 2008 Munich-Germany, 24<sup>th</sup> – 27<sup>th</sup> of April**

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**April 2008**

### **Final report**

#### **The HIGH END 2008 in Munich was bigger and better than ever before**

For the first time in more than 10 years, the HIGH END® did not start on the Ascension Day public holiday, due to a medical congress being held on that date. We wanted to avoid reservation bottlenecks and prevent our exhibitors and visitors from having to pay exorbitant hotel rates and airlines fares. On 24 April 2008, in gloomy wet weather, the HIGH END® opened its gates to trade visitors, who had once again gathered in their hundreds at the entrance. The weather at this year's HIGH END® ranged from torrential downpours to magnificent sunshine. On the first two days of the fair, warm, rainproof clothing was the order of the day, but on the Saturday and Sunday we were blessed with Munich's famous "Kaiserwetter" (emperor weather). But even though the weather was so unpredictable on the first two days and more suitable for a day trip out of town at the weekend, the HIGH END® was a huge success.

#### **The charm of the fair**

This year, by adding Atrium 4, we were able to use two of the popular indoor courtyards, as well as the halls below them. The two bright, airy atriums with their open courtyards, seating areas, rest zones and wide range of catering facilities ensured a pleasant atmosphere where visitors could stroll at their leisure. The exhibition space was expanded from 15,500 m<sup>2</sup> to 18,373 m<sup>2</sup>, an increase of 19%. Despite this, the HIGH END® seemed more compact, attractive and easier to find one's way around, because the exhibition areas were closer together. In addition, the exhibitors showed great commitment and not only presented new products, but also created beautifully designed presentation areas where they held special events, musical performances, workshops and stage shows.

#### **Exhibitors**

A total of 231 exhibitors from 25 countries were present at the fair. The percentage of exhibitors from abroad rose again by 4% and is now a third of the total number of exhibitors. At the end of the fair, we interviewed many of them to find out what they thought of it. Nearly all of them judged the commercial results and the benefit to their companies of their presence at the fair as good to excellent. As well as this, all the exhibitors we interviewed expected good follow-up business from the fair. Many exhibitors said the HIGH END® 2008 had exceeded their high expectations and that it had been the best HIGH END® ever.

### **A wide range of entertainment including live music**

The HIGH END® always offers a listening experience of the most special kind, not just because of the amazing technical products presented there, but also because of the many live music performances. This year, the HIGH END® once again offered its visitors a multi-faceted programme of musical entertainment. On the first day of the fair, the exhibitors and guests were welcomed by the Hinterberger Musikanten with traditional Alpine brass band and folk music. This time, the marching act was provided by two brass bands who presented classical and contemporary works from all eras. The singer-songwriter Eugene Ruffolo impressed the audience with his beautiful ballads and the Hungarian pianist Gergely Bogányi gave concerts on the world's largest grand piano. On the Friday afternoon, the Blue George Cocktail Band presented a genuine musical firework in the foyer of Hall 3.

### **Varied presentations**

Once again, the technology stage was positively received and used as a free information forum. The company presentations held there aroused the interest of trade and private visitors alike. There were exciting presentations on topics including electrosmog, digital room correction, the art and science of setting up a record turntable, criteria affecting image projection, as well as recording technology. As well as this, many informative talks and demonstrations by trade magazines were of great interest to audio enthusiasts.

### **Visitors**

By the end of the fair, the total number of visitors had increased by 7.7% compared to the previous year. However, because there was no public holiday this year, the visitor numbers were somewhat skewed. On the Thursday and Friday there were slightly fewer visitors. However, the next two days, Saturday and Sunday, more than made up for the shortfall. Saturday was the day with the most visitors, when we achieved an increase of 35%. The turnout from international trade visitors was sensational. The foreign guests came from 57 countries and accounted for half of the total trade visitors. Most of the international trade visitors came from Europe, mainly from the following countries: Switzerland, Austria, the Netherlands, the UK, Denmark, Italy, Spain, France and Finland. We also welcomed numerous trade visitors from Asia, South Africa, Australia and the USA.

The successful mixture of musical performances, equipment presentations, talks, special events and demonstrations once again made the HIGH END® 2008 a unique experience.

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### **Numbers and facts concerning the HIGH END® 2008**

|                   | 2006   | 2007        | 2008        | +/- compare to 2007 |
|-------------------|--------|-------------|-------------|---------------------|
| Space             | 14.000 | 15.500 sq.m | 18.373 sq.m | + 18,5 %            |
| Exhibitors        | 210    | 220         | 231         | + 5,0 %             |
| Journalists       | 387    | 410         | 407         | - 0,7 %             |
| Thursday visitors | 3.442  | 1.969       | 1.686       | - 14,4 %            |
| Friday visitors   | 3.382  | 4.663       | 4.311       | - 7,5 %             |
| Saturday visitors | 3.054  | 3.691       | 4.987       | + 35,1 %            |
| Sunday visitors   | 2.212  | 2.579       | 2.911       | + 12,9 %            |
| In total:         | 12.090 | 12.902      | 13.895      | + 7,7%              |

The HIGH END SOCIETY is member of the FKM = Society for Voluntary Control of Fair and Exhibition Statistics which means, that all numbers regarding exhibitors, visitors and space will be proofed by Ernst and Young advisory.

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