

PRESS RELEASE No. 9
HIGH END® 2009 (21 – 24 May 2009)**5th May, 2009****Special Presentations, Lectures, Talks and Demonstrations****The fascination of contrasts – Can good sound be measured?****▶ The magazine "stereoplay" – Atrium 3, Room C112**

The magazine *stereoplay* will be presenting a comparison of four of the best integrated amplifiers at the HIGH END® 2009. Visitors will be able to gain insight into the newest *stereoplay* performance tests. *Brinkmann+Kronzilla* are among them! This will pose the question of whether good sound can be measured. The amplifiers will be connected to immense powerhouse-loudspeakers worth €130,000, which weigh in at 250 kilograms. In the afternoon, they will be looking at specific turntable sound differences. Three premium class drives will be compared. The total value of the system being presented adds up to around €200,000. Guests are advised to reserve their tickets well in advance, as, despite the large room, seating is limited to 50.

What can HD sound do and exactly how brilliant is the Blu-ray picture?**▶ Audio and Video-HomeVision – Atrium 3, Room C112**

The editorial staff at *Audio* will be answering the question: "What can HD sound do?" They will be playing SACDs, Blu-rays as well as recordings from a server. As an exclusive premiere, the new universal player *Denon DVD-A1 DU* will be playing high-resolution music from SACD and Blu-ray discs. In addition, the editorial staff at *Video-HomeVision* will be using a suitable video image to illustrate just how brilliant the Blu-ray pictures can be with a top-class beamer and a first-rate large screen. The system being presented has, all in all, an approximate value of €100,000.

Audiophilia between audio professionalism and audio esotericism**▶ Technology stage – Hall 4, Stand H.23**

21st - 24th of May, at 11.30 a.m.

Sound aesthetics makes the perception of sound its subject matter. With a view to audiophile listening, Mr. Juergen Strauss from the company Strauss Elektroakustik will be discussing recording and playback situations which are associated with acoustic clarity, distinctness and spatial projection.

Screen technology - Criteria for selection and use**▶ Technology stage – Hall 4, Stand H.23**

22nd May – 4.30 p.m.

23rd May – 10.30 a.m.

24th May – 12.00 p.m.

"What distinguishes a good projection screen from a white wall? Understand the interplay between projector, screen and space. Reflexion capacity, contrast and colour reproduction are the decisive parameters for the perfect picture." Mr. Stefan Bock from Screen Professional GmbH will be addressing this subject.

35,000:1, 60,000:1 - Great contrast levels, a black level of less than 1 lux. Is it realistic or just marketing?

▶ Technology stage – Hall 4, Stand H.23

21st and 24th of May, at 12.30 p.m.

23rd May – 5.00 p.m.

A critical discussion taking the capability of the human eye and the various types of projection/screens into account, by Mr. Hartmut Berberich.

Active loudspeakers - An underappreciated concept

▶ Technology stage – Hall 4, Stand H.23

21st - 24th of May, at 2.00 p.m.

Active loudspeakers have obvious technical advantages but a very low market share. Mr. Klaus Heinz from *Adam Audio* will be detailing their technical advantages and looking into the causes of their low distribution.

Psychoacoustic impairment of music perception due to "potential vortex"

▶ Technology stage – Hall 4, Stand H.23

21st – 23rd of May, at 3.30 p.m.

24th May – 2.30 p.m.

This talk will be held by Mr. Norbert Maurer from the company *Audio Selection Creaktiv*. He will be explaining the relationship between electric smog and its impact on the human auditory system. He will be describing how electromagnetic "potential vortex" influences the way humans suppress background noise so that the perception of music is significantly affected.

Music from a hard drive

▶ Technology stage – Hall 4, Stand H.23

21st May – 12.00 noon

The fusion of the computer and HiFi worlds is revolutionising the way we will listen to music in the future. In his talk, Mr. Andreas Kolbe from the company *Digital Sources* will be responding to both questions about sound as well as practical applications.

Electric smog - Its effects on sound and picture - Counter measures

▶ Technology stage – Hall 4, Stand H.23

22nd and 23rd of May, at 12.00 noon

Although more in some places and less in others, electric smog is omnipresent as a cause of sound and picture impairment. A talk by Mr. Hans M. Strassner from the company *HMS Elektronik* will clarify its causes and consequences, as well as giving tips for the effective elimination of interference.

Industry veteran Joe Mannig discusses luxury home theatre – in English

▶ Technology stage – Hall 4, Stand H.23

21st – 24th of May, at 11.00 a.m.

Mr. Joe Manning from the company *projectiondesign as* in Norway will discuss the importance of achieving perfect image quality to realise the best possible viewer experience. Selecting the right projector, features and lenses for its specific application will be revealed and this overview a must see for luxury home theatre and custom installers.

Truth and nothing but the truth about the clear sound – in English

► Technology stage – Hall 4, Stand H.23

21st – 23rd of May, at 3.00 p.m.

24th May – 3.30 p.m.

Mr. Leonid Burcev will explain how the engineers of *BurcevAudio* developed unique equipment for T&C (True and Clear). T&C bases on three main rules. Experts, who were engaged in testing of sound quality of T&C equipment, confirmed its outstanding trustfulness and vividness.

Music lovers finally have a solution for perfectly tagging classical music – in English

► Technology stage – Hall 4, Stand H.23

22nd May – 5.00 p.m.

In this talk, Mr. Juan Jose Perez from *Higoto GmbH Digital HighEnd* will be taking a look at "Music from a hard drive" and will be discussing important topics, especially for fans of classical music, about the correct classification of information about composers, conductors, artists etc. for music stored on a hard drive. So that these are comfortable and user-friendly to use with playback systems made by a variety of manufacturers (Logitech, Sonos, T+A etc.).

The significance of the phase in music playback

► Technology stage – Hall 4, Stand H.23

21st May – 4.30 p.m.

22nd May – 4.00 p.m.

24th May – 10.30 a.m.

The significance of the phase for music playback has long been a matter for debate. Is it possible to reproduce music signals in-time and in-phase and, if so, to reveal a new dimension? Why this is the case will be explained by Mr. Johannes Siegler from the company *B & M Backes und Mueller High End Audio*, using a recording and playback scenario.

The latest stereoplay performance tests: Can sound be measured?

► Technology stage – Hall 4, Stand H.23

21st May – 2.30 p.m.

stereoplay's long-term head of its standards laboratory, Peter Schueller, will be holding a talk about new *stereoplay* measurements, which will reveal degenerative feedback in amplifiers and counter EMF in loudspeakers in a whole new light.

Show: HIGH END® 2009

THE BEST SOUND. THE BEST VISION.

The Leading Trade Fair for Outstanding Stereo, TV and Home Cinema Equipment

Location: M,O,C, Munich • Lilienthalallee 40 • 80939 München-Freimann

Duration: 21st – 24th of May 2009

Trade Day: Thursday, May 21st 2009 (only by pre-registration)

Open: From 10am – 6p

Show-Organiser: HIGH END SOCIETY MARKETING GMBH

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