

PRESS RELEASE NO.5

March 2009

HIGH END® 2009 – (21st – 24th May 2009)

The HIGH END® 2009 presents the potential recording media of the future! ?

It's the "Pure Audio Blu-ray Disc".

The HIGH END SOCIETY presents new media at the M,O,C, Atrium 3, room D 111

High-bit sound for everyone: the user-friendly audio format Blu-ray!?

The **B**lu-ray **D**isc (BD) has conquered the video market with HD pictures since 2008. The sale of BD players is rising steadily. This new medium also provides some interesting options for the audio sector and could replace therefore the rather less successful SACD and DVD audio formats. The blue disc has sufficient storage space for high-bit recordings and is also extremely user-friendly. Anyone owning a BD player will be able to listen to music with a quality hardly known up to now.

The msm-studios in Munich, Pauler Acoustic in Northeim and the Norwegian label 2L show how it is done. Together they have already produced some "Pure Audio Blu-rays" or are planning to do so and consequently have planned some additional releases for 2009.

The HIGH END SOCIETY shows how it works, every day in room D 111 for visitors at the HIGH END®:

1. Stefan Bock from msm-studios will be giving a talk about Blu-ray audio and on the development of a menu-free Blu-ray audio (without the screen usually required) and also has some music samples.
2. Hans-Jörg Maucksch from Pauler Acoustic reports on producing the first three Stockfisch Blu-ray DVDs and shows some excerpts from the music film (Allan Taylor, The Spirit of Gambo).
3. The English singer/songwriter Allan Taylor will be giving a small concert

- This block of three takes place every day at 11 am, 1 pm and 4 pm. -

Unbeatable audio quality and easy-to-use, just like a standard CD: the Pure Audio Blu-ray Disc (Pure Audio BD) presented by msm-studios from Munich combines the benefits of both formats and presents an attractive alternative for the recording media market.

The Pure Audio Blu-ray is set to become the recording media format of the future. At any rate, the conditions for this to happen are excellent, as the digital silver disc combines the memory capacity for surround and high-bit sound with the ease of compact disc (CD) operation.

Programmers at the msm-studios managed to configure a Blu-ray so that it can be played in any Blu-ray player with the simple functions of a CD. The sound engineers use the larger memory capacity of the Blu-ray for music in DTS-HD Master or 2.0 LPCM. If required, the user can open the visual options from the screen menu. This means that the Pure Audio Blu-ray is an autonomous medium from the screen and ideal for the most discerning music lovers.

PRESS RELEASE NO.5 - HIGH END® 2009

Stefan Bock, managing director of the msm-studios: "The SACD medium was not as successful as first hoped for, which makes the timing of this innovation just right." This is supported by the initial feedback from talks with label representatives from all over the world. Stefan Bock: "The feedback has been quite overwhelming. Even more so considering the increasing numbers of Blu-ray players being sold and the market of potential buyers continues to grow every single day. This format offers enormous potential for recording media and the entire hi-fi branch."

Morten Lindberg from the Norwegian label 2L also agrees. The first Pure Audio BDs produced in cooperation with msm-studios caused quite a stir on the market and were successful straight away. Günter Pauler and Hans-Joerg Maucksch from Stockfisch Records are also convinced and will releasing the first Pure Audio Blu-ray in spring.

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

Hatzfelder Strasse 161 – 163

42281 Wuppertal-Germany

Telephone: +49 202.70.20.22

Telefax: +49 202.70.37.00

E-Mail: Renate.Paxa@HighEndSociety.de

Internet: www.HighEndSociety.de

Contact: Dipl. Ök. Renate Paxa, press dept.