



High End Society,
the trade association for high-quality entertainment electronics,
makes the following
announcement!

PRESS RELEASE

AUGUST 2013

TO THE SPECIALIST PRESS OF THE HI-FI INDUSTRY

The HIGH END SOCIETY e.V. welcomes two new members to the association

As of July 1st 2013, the HIGH END SOCIETY e.V., the trade association for high-quality entertainment, welcomes ULTRASONIC AG and Audiosphere GmbH as new members. The HIGH END SOCIETY e.V. currently has 43 company members. These are predominantly manufacturers and distributors in the field of sophisticated and high-quality entertainment electronics.

“We are delighted to have Ultrasonic and Audiosphere as our new company members. They are both prestigious and well-established companies.

As a premium manufacturer of top-class quality headphones, ULTRASONIC is ideally suited for high-end ideas and Audiosphere GmbH has imported high-quality hi-fi and high-end components in Switzerland since 1998, and supplies qualified dealers. The two companies fit perfectly into the spectrum of the association’s members. Personally, I am looking forward to positive and successful co-operation within the framework of our association’s activities.” – says Kurt Hecker, chairman of the HIGH END SOCIETY e.V.

ULTRASONIC THE headphone company

Ultrasonic AG is a German manufacturer of top-class quality headphones. As a leading designer and manufacturer of headphones, Ultrasonic AG has made a name for itself amongst audiophile listeners around the world since it was founded in 1991. Ultrasonic headphones are used in the Pro Audio sector by popular DJs and renowned recording studios as well as by hi-fi enthusiasts in over 50 countries. The exclusive factory models are all made by hand here in Germany and enjoy an excellent reputation. For several years, MP3 player and smartphone owners have been enjoying the sound from portable headphones in Ultrasonic quality.

The company from Lake Starnberg at the South of Germany owns over 60 patents. A special feature of the Ultrasonic models is the patented “S Logic” technology, which provides a spatial and natural sound using a decentralised arrangement of the sound transducers and protects the ear at the same time. Developed in 1997, the ULE shielding is another milestone in the history of Ultrasonic because the electromagnetic radiation of the head is reduced by up to 98 per cent when using a headset. www.Ultrasonic.com

AUDIOSPHERE GMBH

Audiosphere GmbH has operated as a general importer/distributor of high-quality hi-fi and high-end components in Switzerland and Liechtenstein since 1998, and has its headquarters in Zurich, Switzerland.

Audiosphere has always pursued its goal of embodying a small, prestigious and well-established company (brands). Audiosphere supplies qualified dealers and offers comprehensive and supportive advice to music enthusiasts, thanks to its proven specialist knowledge. They select their partners at specialist dealers very carefully and maintain close contact with them to keep dealers well informed of all the product features and to ensure that they stay up-to-date with all the new products.

This also allows the dealers to give feedback on the products, which are forwarded to the respective companies, and promotes a continuous dialogue of mutual trust. www.audio-sphere.ch

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Die HIGH END SOCIETY

The HIGH END SOCIETY e.V. is the trade association for high-quality entertainment electronics.

We see ourselves as ambassadors of high fidelity which reproduces sound and images faithfully at the highest possible level. Our aim is to convince people that the enjoyment of good music and first-class images is only possible with high-end quality products.

The association's members are manufacturers and distributors of sophisticated high-end equipment. The HIGH END SOCIETY represents the shared professional interests of its members in relation to social, economic and other facilities. The association is also corporately linked to other organisations and is involved in legislative forums by participating both at a national level and at the level of the European Union.

The HIGH END SOCIETY has organised the HIGH END special exhibition annually for over 30 years, which has emerged as the world's most important trade fair in the field of high-quality consumer electronics.

In addition, the HIGH END SOCIETY runs further event series in Germany and Europe.

www.HighEnd2014.de

www.HighEndSwiss.de

www.HighEndonTour.de

You can find a list of the companies in the association at:

www.highendsociety.de/index.php/verbandsglieder.html

Contact:

Renate Paxa

Public Relations & Press Affairs for HIGH END SOCIETY

E-Mail: Renate.Paxa@HighEndSociety.de

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

E-Mail: info@HighEndSociety.de

Internet: www.HighEndSociety.de

Facebook: www.facebook.com/HighEndSociety

Twitter: twitter.com/HighEndSociety



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