

# PRESS RELEASE NO. 5



April 2019

## **Dynaudio and HIGH END Munich help unsigned artists get their big break**

### **Dynaudio and HIGH END Munich to offer free live recording sessions for unsigned artists – right in the middle of MOC veranstaltungszentrum München.**

Danish loudspeaker specialists Dynaudio and the organisers of HIGH END Munich - the world's largest hi-fi show - are giving unsigned artists the chance to get their big break - free of charge, with zero strings attached - at the 2019 event in May.

Want in? Simply sign up at

<https://www.dynaudio.com/signup/unheard-munich-2019>

for your chance to secure one of 12 coveted slots between May 9-12. It's open to solo artists, bands, a cappella groups... anyone, as long as you're musical and there aren't more than six of you.

The Dynaudio Unheard studio is a state-of-the-art pop-up recording facility built inside shipping containers and containing the latest tech from the world's best equipment makers. And it's touring the world searching for the best new artists.

But it's more than just a studio: one whole side is glass, so everyone outside can see in, and everything that happens inside is piped out through a powerful front-of-house system, so they can hear it too. That's plenty of exposure... but it's just the beginning.

If you're successful in your application, you'll get one hour of recording time in a live session - plus mentoring from award-winning producer and mixer Ashley Shepherd (Peter Dinklage, Blessid Union of Souls); the masters and film of your session to take away and use however you want; and promotion on HIGH END's and Dynaudio's social media accounts. You might even get an on-camera interview about you and your music.

It's all free of charge, and without any strings attached. Yes, really. Everything you record in our Dynaudio Unheard studio is yours to keep. You can use it just as you see fit to promote yourself.

In return, we're allowed to use the recorded music, photos, film and interview for Dynaudio Unheard purposes, which can mean posts on Facebook, videos on YouTube, event films, and other types of content on other communication platforms.

And because we've teamed up with Qobuz, you will also see your performance and music appear on its streaming service and social networks. That's potentially millions of extra pairs of ears to wrap themselves around your material.

### **Wait... so there's really no catch?**

Not a single one. We're doing this because a staggering 91 per cent of all artists are completely undiscovered. That's outrageous. And we think something needs to be done about it.

We can't help but think of them all, tucked away in rehearsal rooms, basements, bedrooms and garages. They're creating, and sweating, and believing. They're on it. And no one knows who they are.

## **FACTS**

### **Exhibition:**

HIGH END<sup>®</sup> 2019  
THE INTERNATIONAL HI-FI SHOW

### **Venue:**

MOC München - Lilienthalallee 40  
80939 München-Freimann (Germany)

### **Dates:**

May 9 - 12, 2019

### **Trade visitor day:**

Thursday, May 9, 2019  
(only with pre-registration)

### **Opening hours:**

May 9, 2019: 9:00am – 7:00pm  
May 10 - 11, 2019: 10:00am – 6:00pm  
May 12, 2019: 10:00am – 4:00pm

### **Admission for Trade visitors:**

EUR 25.00 for pre-registration  
(valid for all the days)

### **Admission for General public:**

EUR 15.00 / day ticket  
(valid only on Friday or Saturday)  
EUR 25.00 / 3-day ticket  
(valid from Friday to Sunday)  
EUR 5.00 / Sunday ticket  
(valid only on Sunday)

### **Organizer:**

HIGH END SOCIETY Service GmbH  
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**We want to give that 91 per cent the opportunity to level the balance.**

We aren't going into this blind. Dynaudio has almost four decades of experience in the professional world – from some of the world's biggest and most famous recording studios to small bedroom set-ups. Think of your favourite record: chances are that some of our products were involved in its production. Dynaudio speakers reproduce exactly what the artist intended. Nothing more, nothing less. They always have.

But we don't just sell loudspeakers. We work alongside artists – sharing their happiness, their love, their pain and their struggle. Dynaudio, working in close partnership with the organisers of HIGH END Munich and Qobuz, are beyond excited to be able to play a part in helping those musicians realise their dreams.

Sign up and read more about Dynaudio Unheard at  
<https://www.dynaudio.com/signup/unheard-munich-2019>

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**About Dynaudio**

Dynaudio was founded in 1977 in Skanderborg, Denmark. Today, it's recognised as a leading manufacturer of high-quality audio systems, and one of the world's most distinguished high-end audio companies. Dynaudio designs, engineers and manufactures dedicated systems for professional studios, as well as car audio and home hi-fi and consumer loudspeaker products, from its state-of-the-art facility in Denmark. The company is particularly recognised for its advanced driver technology designed, engineered, and continuously developed in-house, not to mention its furniture-grade, handcrafted Danish cabinetry.

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