

# PRESS RELEASE NO. 2



## THE MAGIC OF MUSIC

**ALAN PARSONS**

January 2020

## MUSIC LEGEND ALAN PARSONS IS BRAND AMBASSADOR AT THE HIGH END 2020

The HIGH END SOCIETY is proud to present a world-renowned musician as its new Brand Ambassador for the coming HIGH END 2020. Alan Parsons will be the face of the international hi-fi trade show, which will take place from 14 to 17 May in the MOC Munich. With this move, the organiser is upholding its theme, launched in 2018, of enlisting a prominent artist to underscore the symbiosis between music and technology. At the HIGH END, over 500 international exhibitors present high-quality products for first-rate sound reproduction.

“Alan Parsons embodies this symbiosis like no other artist”, says Stefan Dreischärf, Managing Director of the HIGH END SOCIETY Service GmbH. “With his superb recording technology, he is extraordinarily successful at bringing the magic of his compositions to our living rooms.” As a veritable master of good sound, Alan Parsons has been successful worldwide for decades. Nominated 13 times for a Grammy, in 2018 he received the coveted award for Best Immersive Audio Album.

Parsons, originally from London, launched his career at the famous Abbey Road Studios. Working in the background, he already wrote music history there. Initially, he collaborated as an assistant on the last two albums of the Beatles before becoming known as the sound engineer for the recordings of the epic Pink Floyd Album “Dark Side Of The Moon”. With the Alan Parsons Project, established in 1975, Parsons went on to become a legend with his own songs. Today, the hymn, “Lucifer” remains the title melody of “Monitor”, a political weekly on German television.

Last year, Parsons released his new studio album, “The Secret”, and toured America and Europe with the Alan Parsons Live Project. He took to the stage, joined by many other stars, during the successful touring show, “Night of the Proms”, at the end of 2019.

Alan Parsons has lived for many years in his adopted home of California. He will be the featured guest at the HIGH END 2020 in Munich.

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### FACTS & FIGURES

**Exhibition:**

HIGH END<sup>®</sup> 2020  
THE INTERNATIONAL HI-FI SHOW

**Venue:**

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

**Dates:**

May 14 - 17, 2020

**Opening hours:**

May 14, 2019: 10am – 7pm  
(trade visitors only)  
May 15 - 16, 2019: 10am – 6pm  
May 17, 2019: 10am – 4pm

**Admission for Trade visitors:**

EUR 35.00 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:**

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