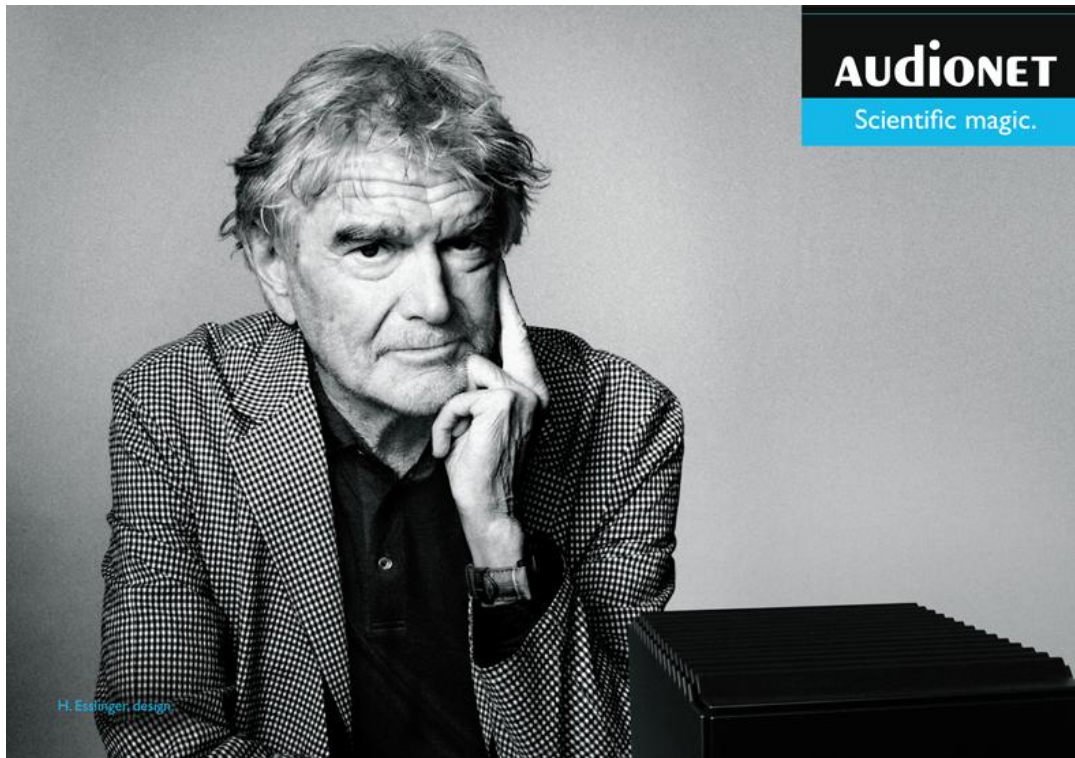


# Press Release



## Audionet in Munich with Hartmut Esslinger and Jan Geschke





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## THE SYNERGY

For 20 years, Audionet has been one of the leading manufacturers in high end audio, inventing machines audiophiles everywhere on the planet dream of. Now, we've even reinvented ourselves.

A chosen few of the industry's best heads have joined CEO and founder Thomas Gessler and Sales & Marketing chief Robert Hagemann to show you what Scientific Magic made in Germany means for the world of Hifi.

Prepare for Audionet's best during HIGH END:

German industrial design legend Hartmut Esslinger, world famous for his design magic for Apple, is on board for a bold, new design that might disrupt all we've taken for granted in our field.

Jan Geschke, legendary ad man with Porsche and Mercedes heritage, well known in the trade for his ongoing outstanding work for Dynaudio, is responsible for our campaigns and creation.

The new Website, the new Facebook page and campaign, the new folders and banners have only been online for a few weeks, yet they've already provoked some attention in the industry.

This is just the beginning.

But don't take my word for it – come join us in our showroom E101 and in our meeting lounge F001 and witness what can happen when amazing scientists from all fields are united under one glorious banner.

## THE BRAND

Unlike almost any other company on this planet in pursuit of the perfect tone, Audionet is not run by engineers. Or marketing people. Or mutual funds. Audionet is the brain child of scientists.



Who first convened in a garage, of all places. Only it was the subterranean car park of famous German Bochum University. Where it was decided to attack all questions of high end musical reproduction at the deepest possible level. To see what cutting edge science could

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come up with in terms of audible wonder. These same scientists are still running the company, after 20 years. And since they're scientists, they much prefer to leave the singing of praise to the reviewing professionals. For electronics that have been called one of a kind, be it players, amps, network clients or the famed phono amp PAM:

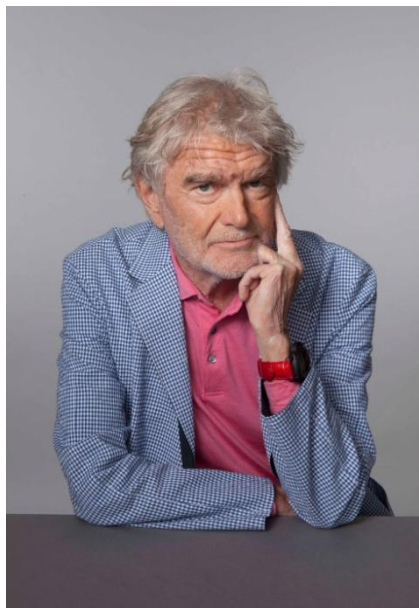
"Audionet is in a class by itself." "The single biggest audio find that I made in 2014!" "The best solid state amps anywhere, period." "Best of Show/Best Sound Axpona 2015".

### THE PEOPLE

Prof. Dr. h.c. Hartmut Esslinger

Justly celebrated worldwide for the results of his longtime collaboration with Steve Jobs - the original Apple McIntosh SE, the Apple SNOW WHITE Design, the NEXT computer - Hartmut worked with some of the most prestigious global companies, always with their founders, owners and CEOs. In some cases such as Wega, Sony, Apple, Louis Vuitton, Microsoft, SAP and Lufthansa he helped them convert their technological competences and entrepreneurial vision and desire into global brands.

Hartmut also engages in educating and mentoring young designers: he is a founding professor of the Hochschule fuer Gestaltung (College for Design) in Karlsruhe, Germany and from 2006 to 2011 he was a professor for convergent industrial design at the University for Applied Arts in Vienna, Austria. Since 2011 he is a professor for strategic design and innovation (SDI) at the Shanghai Institute of Visual Arts and DeTao Master. He serves as the academic dean of the Chinese Industrial Design Association's CIDA-DeTao Innovation Institute. He received a honorary doctorate in Fine Arts from the Parson School of Design, New York, was named Honorary Royal Designer for Industry by the Royal Society of Arts, London, and received several lifetime achievement awards around the world.



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Hartmut was the first designer to bring human-driven, high-touch design to world of complex hardware and software technology. He also is a pioneer in designing holistic and appealing customer experiences. Bloomberg/Business Week - where he was featured on the cover in 1990 - called him the most influential American industrial designer since the 1930s and the first Superstar of High-Tech Design.

Some Museums:

Museum of Modern Art, New York: Sony-Wega Concept 5 I K

Museum of Modern Art, Milwaukee: Frollerskates, Hamlyn Iron Cooper

Hewitt Museum, New York: Apple products e.g. Apple 2c, Macintosh SE

Museum of Modern Art, Philadelphia: Retrospective "frogart" (1989)

Museum fuer Kunst und Gewerbe, Hamburg: frog retrospective (1992) Neue Sammlung Munich, 200+ products (Focus on Wega and Apple)

### Jan Geschke

As a Creative Director and Brand Consultant, Jan has had the creative lead for some of the most prestigious accounts in some of the leading ad agencies of the globe, like BBDO and Lintas, for the past 25 years.



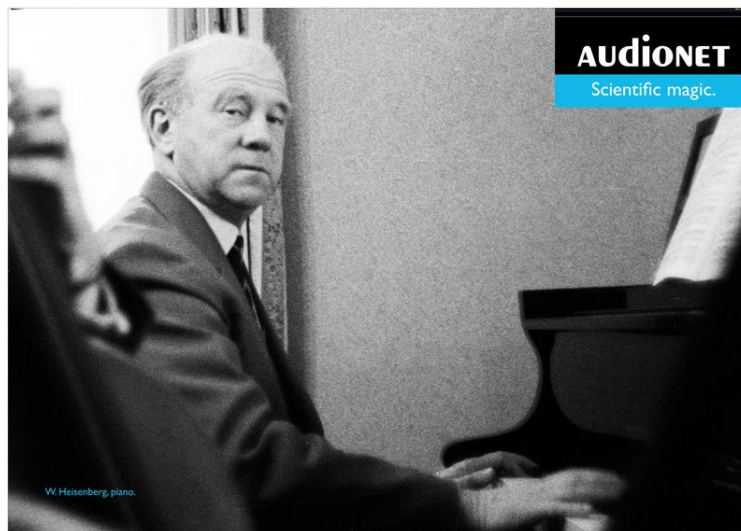
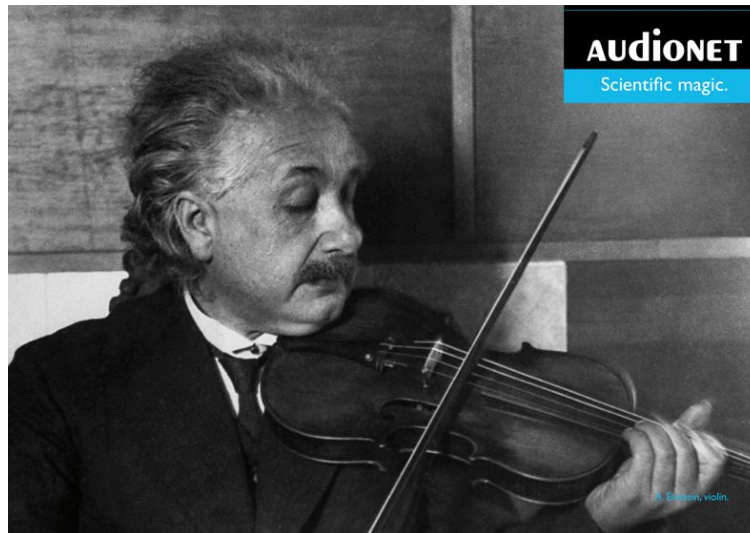
His work for technical products like Porsche, Mercedes-Benz, IBM and Dynaudio has won hundreds of national and international awards ranging from Cannes gold and silver lions to D&AD pencils. Jan wrote and produced commercials with Michael Douglas, Arnold Schwarzenegger, Claudia Schiffer and other high-profile celebrities, served as elected chairman of the writer's award jury of the Art Director's Club for Germany and is one of the very few german members of London based D&AD.

His BOOK OF TRUTH for Dynaudio is still regarded by many in the industry as one of the best pieces of hifi-advertising ever, more than 20 years after it's first imprint, it is an article of virtue.

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## THE NEW AUDIONET CAMPAIGN IN MUNICH

The new Audionet Claim "Scientific Magic" sums up both history and thinking of the brand in just two words. And who on earth would be more appropriate to picture with this message than the greatest German scientists ever? Albert Einstein on violin. Werner Heisenberg on piano. (And Hartmut Esslinger on amp).



Your downloadlink for web- and printable Photography is here:

[www.audionet.de/press](http://www.audionet.de/press)

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