

# PURE AUDIO DAYS 2017

## Program

Thursday, 09/14/17

### Pure Audio Blu-ray @ cinema

**12:00 PM** Entry Royal Filmpalast, München

**12:30 PM** Reference presentation Classical

**01:00 PM** Reference presentation Jazz/World

**01:30 PM** Reference presentation Rock/Pop

### Pure Audio Blu-ray @ msm-studios

**03:00 PM** Welcome

**03:15 PM** Trends and insights regarding the use of music and buying behavior, as well as hardware equipment in households with regard to Blu-ray players and home cinema systems  
Speaker: Bettina Steinbrenner, GfK SE Germany

**04:00 PM** Dolby Atmos as Immersive Audio Format goes Consumer Electronics  
Speaker: Achim Scherner, Senior Technical Manager, Dolby Germany GmbH

**04:45 PM** Physical products in times of the value gap in the digital age

**05:30 PM** Activities of the Pure Audio Group

**06:00 PM** Come Together

**From 06:00 PM** **Hourly Pure Audio Listening Sessions in Hi-Res Stereo, Surround Sound 5.1, Immersive Audio 9.1+4**

**10:00 PM** End of the first event day

Friday, 09/15/17

Pure Audio Blu-ray @ msm-studios

- 10:00 AM-11:00 AM** Summary of the first day
- 11:00 AM-12:00 PM** Production workshop: From the Mix to the production master
- From 01:00 PM** **Hourly Pure Audio Listening Sessions in Hi-Res Stereo, Surround Sound 5.1, Immersive Audio 9.1+4**
- 04:00 PM** End of the Pure Audio Days 2017

Due to spacelimitations, we ask for prior registration until 09/01/17.

Please register [HERE](#)  
or send us an email at: [pad2017@pureaudiogroup.com](mailto:pad2017@pureaudiogroup.com)

Event coordination: Pure Audio Group, % AREA Entertainment, Chantal Lilla, 0221-57988-11

Venues

Royal Filmpalast München  
Goetheplatz 2  
80337 München

msm-studios  
Theresienstr. 27  
80333 München

Media partners:

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Die Fachzeitschrift für Tonmeister

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