

Sennheiser Official Supplier of the Eurovision Song Contest 2011 in Germany

Dusseldorf, March 10, 2011. It's a home game for last year's winner Lena and Sennheiser: in 2011, the organisers of the Eurovision Song Contest will again be counting on the audio specialist's wireless microphone and monitoring technology. The song contest finale on May 14 in Dusseldorf sees Sennheiser as the official supplier of microphone technology for the 24th time.

"We are delighted to be supporting an international event of this magnitude. The Eurovision Song Contest is probably the world's biggest live music event and we are thrilled to be part of this mega-show. With our partner, Markus Müller of MM Communications, we'll make certain the event runs smoothly," said Ties-Christian Gerdes, CEO of Sennheiser Vertrieb und Service GmbH & Co. KG, Sennheiser's German sales company.



Following the reallocation of radio frequencies in Germany, careful frequency management is now more important than ever. Sennheiser and MM Communications have been working in close cooperation with host broadcaster NDR (Norddeutscher Rundfunk) to determine the equipment to be used and to calculate and fine-tune a secure frequency plan for the finale and the two semi-finals of the song contest.

Approx. 300 state-of-the-art products from the Sennheiser portfolio will be used for the Eurovision Song Contest, including 50 SKM 5200-II handheld transmitters complete with Neumann KK 105 S capsule, 72 SK 5212-II bodypack transmitters and 40 EM 3732-II twin receivers, as well as 15 SR 2050 IEM twin transmitters and more than 100 EK 2000 IEM receivers for monitoring.

The Sennheiser Group, with its headquarters in Wedemark near Hanover, Germany, is one of the world's leading manufacturers of microphones, headphones and wireless transmission systems. The family-owned company, which was established in 1945, recorded sales of around €390 million in 2009. Sennheiser employs more than 2,100 people worldwide, and has manufacturing plants in Germany, Ireland and the USA. The company is represented worldwide by subsidiaries in France, Great Britain, Belgium, the Netherlands, Germany, Denmark (Nordic), Russia, Hong Kong, India, Singapore, Japan, China, Canada, Mexico and the USA, as well as by long-term trading partners in many other countries. Also part of the Sennheiser Group are Georg Neumann GmbH, Berlin (studio microphones and monitor loudspeakers), and the

joint venture Sennheiser Communications A/S (headsets for PCs, offices and call centres).

You can find all the latest information on Sennheiser by visiting our website at www.sennheiser.com.

Your contact at Sennheiser Vertrieb und Service GmbH & Co. KG, Germany:

Sennheiser Vertrieb und Service GmbH & Co. KG
Stefan Peters
Karl-Wiechert-Allee 76a • 30625 Hannover
Tel +49 (0)511 542 67 - 90
Fax +49 (0)511 542 67 - 97
stefan.peters@sennheiser.de

Photo Captions:

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