

Frost & Sullivan recognizes Sennheiser's Innovation Excellence with Prestigious Award

November 2012, Copenhagen, Denmark - Frost & Sullivan is impressed by Sennheiser Communications' state-of-the-art headsets, its quality design, excellent wearing comfort, and ActiveGard™ hearing protection technology.

Based on its recent analysis of the enterprise communications market, Frost & Sullivan awards its 2012 Award for Most Innovative European Communications Product of the year to Sennheiser Communications for its DW Wireless Series headsets. Designed for seamless use with both desk phones and softphones and with a strong emphasis on multi-vendor interoperability, the DW Wireless Series headsets were adjudged to be the leading product in the enterprise headset market. According to Frost & Sullivan, the market is expected to grow by 11.2 percent from year 2010 to year 2017 globally in terms of revenue.

“Sennheiser Communications is a dynamic player in a highly competitive market, with a strong design ethic, and it's clear that innovation is part of Sennheiser's DNA,” said Frost & Sullivan Information and Communications Technology Research Director for Europe, Adrian Drozd. “In selecting the company for this Award, the independent judging panel that scrutinized Frost & Sullivan's analysis was impressed by the innovative design and features, solid go-to-market strategy and, above all, strong market potential of the DW Wireless Series headsets.”

The innovative technologies incorporated across the Sennheiser headset range set it apart: HD voice clarity provides users with a natural listening experience; noise-canceling microphones provide optimum speech quality by filtering out unwanted background noises, reducing echo and increasing clarity; and the excellent ActiveGard™ acoustical shock protection system safeguards users from sudden sound surges. Combined with excellent in-use comfort and long-distance wireless freedom that enhances office mobility, Frost & Sullivan considers the DW Wireless Series headsets to be an elegant solution to the needs of contact centers, offices and Unified Communications professionals.

In receiving the award, Johannes Kaulfuss, Head of Product Management at Sennheiser Communication, said, “Our new headsets are the culmination of almost seventy years' experience of the audio electronics industry and we are delighted that Frost & Sullivan - widely acknowledged to be leaders in offering

insight into the enterprise communications marketplace - has recognized the innovation excellence of our DW Wireless Series range.

The multivendor interoperability of the DW Wireless Headsets Series (optimized for Microsoft Lync, Aastra, Alcatel-Lucent, Avaya, Cisco, IBM, and Polycom) creates strong potential across a spectrum of verticals and organization sizes. The headsets are expected to see high uptake as a premium/high-end product for contact centers (wireless usage), offices, and UC professionals.

“Enterprises are increasingly demanding interoperability between different communications technologies, solutions and devices,” notes Drozd. “Sennheiser’s strong partnerships with the key UC vendors were an important consideration in recognizing their DW Wireless Series Headsets as Most Innovative European Communications Product of the Year for 2012.”

Each year, Frost & Sullivan's European ICT research team recognizes the best performing companies with around 20 'best of the year' awards: expert analysts covering the Enterprise Communications / UC market on an ongoing basis identify 10-12 candidates that - based on analyst insight and comparison of key criteria - are whittled down to a short-list of 3-5. During a workshop session, the analysts present their research to an independent panel of judges consisting of CIOs / Senior IT Vice Presidents representing a variety of vertical markets: these are often key ICT purchasing decision makers bringing strong insights. For this specific award, four judges voted unanimously in favor of Sennheiser Communications.

About the Award

Each year, Frost & Sullivan presents this award to the company that has developed most pioneering and groundbreaking communications product of the past 12 months. The award recognizes the innovation, market strategy and market potential of the recipient.

Frost & Sullivan Best Practices Awards recognize companies in a variety of regional and global markets for demonstrating outstanding achievement and superior performance in areas such as leadership, technological innovation, customer service, and strategic product development. Industry analysts compare market participants and measure performance through in-depth interviews, analysis, and extensive secondary research in order to identify best practices in the industry.

About Sennheiser and Sennheiser Communications

Sennheiser is one of the world's leading manufacturers of headphones, microphones, wireless transmission systems and high-quality headsets for both business and entertainment.

Drawing on the electro acoustics expertise of Sennheiser and the leading hearing healthcare specialist William Demant, Sennheiser Communication's wireless and wired headsets for contact centers, offices and Unified Communications professionals are the result of Sennheiser's and William Demant's joint leadership in sound quality, design, wearing comfort and hearing protection.

For more information about Sennheiser Communications, please contact:

Lars Riis Rasmussen
Sales & Marketing Director
Phone: +45 56 18 00 00
e-mail: lra@senncom.com