

Perfect techno sound in the clubs and on the streets

Dance music superstar DJ Luciano is Sennheiser's latest headphone endorser

Wedemark, 29 November 2012 – Fusing pure techno beat with intense Latin rhythms, DJ Luciano couldn't be hotter. The Swiss-Chilean DJ, producer and boss of Cadenza Records is one of the biggest stars of the global electronic music scene. Sennheiser is proud to announce that the dance music superstar will join Sennheiser's team of global headphone endorsers. DJ Luciano will be rocking Sennheiser's legendary HD 25 DJ headphones behind the decks, and wear the new Amperior to take the professional DJ sound to the streets.



From his roots forging a passionate techno scene in his home city of Santiago, Luciano first conquered Latin America and over the past five years has ascended to being leading light in the European and global dance music scenes. As a talented producer and founder of respected dance label Cadenza, his influence on the wider scene

matches his dynamism in the DJ booth. From his legendary beach parties at Ibiza's Ushuaia beach, to residencies at superclub Pacha, to storming festival stages from New York to Tokyo, DJ Luciano has been bringing the intensity of the underground to ever-larger audiences.

"I'm always looking at new ways to go deeper, to take my music further. This scene doesn't stay still and success is not about taking the easy route," said DJ Luciano. "Working with Sennheiser is just great. Their headphones have always been part of the DJ scene. If you're pushing the boundaries with sound, you'll always need the best audio to experience the music as it needs to be heard. Behind the decks, I love Sennheiser's legendary HD 25. With the new Amperior you can take that same experience with you during the day. They embody the same commitment to reproducing an incredible club sound but in stylish headphones that are designed to work perfectly with mobile devices. There's no compromise."

DJ Luciano joins the world's greatest DJs such as Bob Sinclar, DJ Fly and Qbert as [Sennheiser Global Headphone Endorsers](#), reflecting the popularity of the audio specialist's professional audio equipment with the world's most demanding performers.

“DJ Luciano is following his passion for music by taking the dance music world by storm, bringing the intensity of the underground club scene to the largest arenas,” said Peter Callan, President, Consumer Electronics at Sennheiser. “Our commitment to delivering the best possible experience of sound means working with the most demanding professionals and meeting their standards. Sennheiser is taking the lessons learned in that world and has created the Amperior to give consumers the exact same club sound experience on the streets. These headphones are the right choice for all music lovers who want to experience the pure joy of a great sound performance – whenever they want and wherever they go.”

The Amperior headphones are part of Sennheiser’s Lifestyle Series. Their sound signature has been derived from the legendary HD 25, bringing together superior technology with stunning materials. They come in a silver or blue aluminium finish and are the perfect choice for those who don’t want to choose between perfect sound and urban design.

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 €531 million in 2011. 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 and the current DJ endorsements and activities by visiting our website at www.sennheiser.com or www.sennheiser.com/inspired-by-djs.

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