

TC-Helicon and Sennheiser join forces

Risskov, Denmark/Wedemark, Germany, 14 January 2013 – Vocal processing expert TC-Helicon and audio specialist Sennheiser today unveiled their cooperation in the field of vocal effects microphones. Bundling their extensive expertise in tools for vocalists and microphone technology, the two brands have been working on joint research projects since 2011, and will launch a joint product at NAMM in January 2013.

"The initial spark for our co-operation was at NAMM 2011, when TC-Helicon premiered a microphone with controls for vocal effects and Sennheiser demonstrated 'Concept Tahoe', a beatboxing microphone developed in their research lab in the USA," said Kevin Alexander, CEO of TC-Helicon. "We had never met, we had never talked – and happened to be showing the same benefit, mic control!"



"We sat down together right at the show in a very open and friendly atmosphere and talked about what we were working on in our respective companies. We immediately saw each other as partners," said Michael Polten, Director Customer Relationship Management at Sennheiser. "TC-Helicon's mission is to give singers full control and Sennheiser's aim is to provide excellent microphones – so our brands were a perfect fit."

So TC-Helicon and Sennheiser started a joint research project, exploring how to interface their products to provide one-stop solutions for singers and musicians – products that will make a real difference for their users. As a first outcome of this commitment, the companies will launch a joint product at NAMM 2013.

Kevin Alexander: "We are very excited about this upcoming product bundle. Taking the most innovative microphone brand and the most popular vocal processing brand can only be a good thing for singers."

About TC-Helicon

TC-Helicon was founded in 2000 and is the only pro audio company 100% dedicated to the needs of singers. Its customers include the most demanding of live performers, up and coming artists, and amateur musicians. The range of products spans from floor-based vocal processors, delivering completely produced vocal sounds on the stage, to stand-mountable, hands-on units and professional rack-mountable solutions. TC-Helicon is the absolute market leader in vocal effects, more than doubling its sales in the last three years, with flagship units such as VoiceLive Touch, VoiceLive 2 and VoiceLive Play paving the way.

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About Sennheiser

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 euros 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 by visiting our website at www.sennheiser.com.

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Captions:

Kevin Alexander.jpg: Kevin Alexander, CEO of TC-Helicon

Michael Polten.jpg: Michael Polten, Director Customer Relationship Management at Sennheiser