

The new Sennheiser iPad app "Blue Stage" delivers inspiring stories relating to the subject of sound. This free digital magazine is now available to download from the iTunes store



Wedemark, 15. January 2013 – Audio specialist Sennheiser showcases its passion for sound through their new digital magazine, the "Blue Stage" iPad app, which offers interactive storytelling coupled with explorative navigation. A new edition is released every month in order to examine the subject of sound from a different perspective. The

Sennheiser iPad app is free and is available now, in English, from the iTunes store. Other languages available are German, Spanish, Portuguese and Chinese. A Russian translation is also planned for the near future.

"Each month the subject of sound is given a new twist. Readers of "Blue Stage" can expect inspiring stories delivered in an informative and innovative way", explains Uwe Greunke, Director of Strategic Marketing at Sennheiser. "Blue Stage" is designed to be a focal point for both long-standing and aspiring sound enthusiasts". The first edition of the digital magazine focuses on recordings which take place outside of the studio - from a bamboo orchestra in the Solomon Islands, to kitchen staff singing in Namibia. Sade's producer Stuart Matthewman, aka "Cottonbelly", and Adam Ficek from Babyshambles both reveal the tricks of their trade and, in addition, there are do-it-yourself tips for music recording at home. The second addition of "Blue Stage" examines the role of the DJ, and focuses on practitioners such as Bob Sinclar, and the work they do. The third edition will explore the route artists take in order to make their way to the top.

Something different every month

As well as showcasing captivating stories on the subject of sound, features such as an integrated audio player enable the reader to listen to tracks which reflect the topic of each edition. A playlist also suggest further recommended tracks for separate download. Each month a special prize, unavailable for purchase, will be up for grabs under the headline of "Money can't buy". In the first edition, an emerging

new band will have the opportunity to win a microphone set which includes support from a Sennheiser sound engineer, for their recording.

Simple and innovative operating system

This innovative publishing concept available via Apple Newsstand is very user-friendly. The user is automatically notified when a new edition is uploaded each month and can then immediately access all content with ease. Each edition is a new "subject platform" for a particular sound experience and can be opened with a horizontal swipe. The user can browse previous editions with a vertical swipe. In contrast to other digital magazines, this means that the reader can seamlessly navigate back and forth between editions.

Find more information at www.sennheiser.com/bluestage.

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. In 2011 the family company, which was founded in 1945, achieved a turnover of around 531 million euros. 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.

Sennheiser electronic GmbH & Co. KG
Edelgard Marquardt
Global Corporate Public Relations Manager
Am Labor 1 • 30900 Wedemark
Tel +49 (51 30) 600 - 329
Fax +49 (51 30) 600 - 295
edelgard.marquardt@sennheiser.com

Caption:
Screenshot »Blue Stage« iPad App, © Sennheiser