

Celebrating the legend: New ALUMINIUM edition marks 25 years of Sennheiser's HD 25 headphones

Wedemark, 30 May 2013 – Introduced in 1988, Sennheiser's HD 25 headphones have attained iconic status as the choice of DJs and music professionals the world over. Audio specialist Sennheiser is celebrating the 25th birthday of its HD 25 headphones with the launch of the HD 25 ALUMINIUM, a new version featuring a unique aluminium finish. Built to withstand even the most demanding professional use, the HD 25 ALUMINIUM delivers peerless sound quality in headphones that are durable, comfortable and now even more desirable.



The HD 25 is one of the headphones most requested by live sound engineers and has become an icon of electronic music and a fixture in DJ booths around the world. Delivering the ultimate in performance, durability and comfort, the HD 25s are THE choice of the most demanding professionals, continuing to set the

gold standard for monitoring headphones and evolving to meet the needs of new generations of professionals. DJ fans include superstars such as DJ Bob Sinclar, Qbert and Luciano.

To mark the 25th anniversary of the HD 25, Sennheiser has created the new HD 25 ALUMINIUM. Improving on the best, Sennheiser has combined the longstanding sound signature of the HD 25 with a distinctive premium aluminium finish. Individually lathed from single blocks of aluminium, the metal earcups give the headphones a unique appearance while taking the clear sound to new heights by further minimizing the resonances in audible range.

Describing the history of the HD 25, Paul Whiting, President Global Sales explains: "This headphone initially conceived for professional broadcasters was also championed by top DJs for its incredible sound and durability – a performance that has scarcely been equalled in 25 years as the HD 25 has continued to evolve and set the standard. Meanwhile, the story of the HD 25 also mirrors that of club culture: over a quarter of a century, the world has seen the rise of the superstar DJ, as the technical skills and artistry needed to bring music to life took centre stage. The



HD 25s have travelled on this journey: they have accompanied many of the world's leading DJs throughout their careers – from the small venues where legends were born, to the world's biggest arenas. With the HD 25 ALUMINIUM, the journey continues as we honour that heritage with a new

look for the future."

Just like the original model, the HD 25 ALUMINIUM is built to satisfy even the most demanding professional. The sound performance offers tightly controlled bass and detailed treble while handling high sound pressure levels. The rotatable capsules are perfect for one-ear monitoring and offer impressive attenuation of background noise, while staying comfortable for long periods of use. And the guaranteed Sennheiser serviceability, robust build quality and features like the tough replaceable steel cable make the HD 25 ALUMINIUM more than a match for even the most intense performances – ready for life on tour.

The history of the legendary HD 25:

- The HD 25s made their commercial debut in 1988. They were originally developed for outside broadcasting, featuring rotatable capsules that were ideal for one-ear monitoring and offered impressive attenuation of background noise, while staying comfortable for long periods of use.
- Soon the HD 25s would establish themselves as THE standard for sound recordings in film, broadcast and television, used by sound engineers for monitoring work.
- With growing demand, Sennheiser introduced the HD 25 SP, a more affordable version for professional use with simplified magnets, copper inductor and reduced weight.
- From 1989 to 2004 British Airways used the HD 25 BA for passengers on board their Concorde flights. Due to their excellent performance in high-noise environments, they were perfectly suited for passenger use on planes, blocking engine and wind noise with their closed design and secure fit. Music

professionals and performers travelling in style took notice. Passengers liked them so much; they occasionally took the headphones with them.

- From 2000 the headphones were increasingly seen behind the DJ decks of famous clubs. DJ fans include superstars such as Qbert, Bob Sinclar and Luciano.

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. 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, Switzerland and Liechtenstein, 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 www.sennheiser.com.

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Photo caption:

HD 25 Aluminium.jpg: New ALUMINIUM edition marks 25 years of Sennheiser's HD 25 headphones

DJ Bob Sinclar.jpg: DJ Bob Sinclar at the turntables with the HD 25