

IAA 2013: Understanding electric mobility made easy with Sennheiser

Hannover/Frankfurt, 7.10.2013 – Electric mobility was the overriding topic at the 65th International Motor Show (IAA) in September, and all relevant manufacturers were keen to present their perspectives for a battery-powered future at the exhibition centre in Frankfurt. Numerous EK 1039 Tourguide receivers from Sennheiser played a vital role in visitor tours and press conferences.



Unlike the long-established internal combustion engine, electric mobility and alternative drive systems still present many unanswered questions. Many stands at the IAA provided information on these subjects that was easy to understand – in both a figurative and a literal sense: numerous exhibitors relied on the proven Tourguide systems from audio specialist Sennheiser for their press conferences and visitor tours. The sturdy EK 1039 receivers with their exceptionally long audio transmission range are a guarantee for optimum speech intelligibility and excellent sound. Incorrect operation is effectively ruled

out by an adjustable lock function. Up to 32 visitor groups in parallel can be integrated into an interpreting system, and there is also the possibility to connect induction loops to the EK 1039 as an alternative to headphones. The companies supplying the Sennheiser systems included Ellerbrock Konferenztechnik and acoustic service GmbH.

Jürgen Wulf, Sales Director Integrated Systems at Sennheiser Vertrieb und Service GmbH & Co. KG, commented: "Due to its high switching bandwidth and compatibility to the Sennheiser 2000 series and the wireless transmitters of the ew G3 100/300/500 series, the EK 1039 is extremely versatile and offers maximum transmission reliability – vitally important in an environment like the International Motor Show in particular with its complex wireless transmission conditions. The high-quality design of the EK 1039 also fits perfectly to the premium image projected by the brands with their multimedia presentations."

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, Switzerland and Liechtenstein, Germany, Denmark (Nordic), Russia, Hong Kong, India, Singapore, Japan, China, Australia and New Zealand, 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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BU 1: Sennheiser EK 1039 at the IAA 2013