

**Now „Blue Stage“ is also available in the Web: Sennheiser’s digital Magazine gets a new Design**

**Wedemark, November 11, 2013 – Sennheiser’s digital magazine „Blue Stage“ will be appearing in a new look. The inspiring and unusual stories can now be found in the Internet. And the concept of “Blue Stage” has been reworked. From now on all topics will be available in German and English just as they are on the company website.**

„After the positive feedback with more than 20,000 downloads we decided to make the topics available directly on the Sennheiser website,” says Uwe Greunke, Sennheiser’s director of Strategic Marketing. “In the future the App will appear as a yearly magazine. The 2014 edition will use the specific possibilities of the iPad more effectively.”



In January of 2013 “Blue Stage” appeared for the first time as an iPad app. Each month a topic was covered from different angles. A creative team used the summer break to further develop “Blue Stage”. The design and the concept have been reworked to accommodate the Internet format. In the three new categories “Power”, “Madness” and “Silence” the digital magazine collects inspiring moments, accompanies strong personalities and reveals unusual facets. To kick off the new website from “Blue Stage” star windsurfer Sarah-Quita Offringa explains how it feels to tame the wind. And the people behind the sonically powerful short film “Extreme Pursuit” featuring Keanu Reeves relate how they created the mood the director was looking for by using music and the sound of screaming engines. Every two weeks there will be exciting new stories to discover online so that “Blue Stage” will constantly be expanding into different areas of interest.

You can find Sennheiser’s digital magazine “Blue Stage” in the Internet at:  
[www.sennheiser.com/bluestage](http://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 2012 the family company, which was founded in 1945, achieved a turnover of around 584 million euros. Sennheiser employs more than 2,300 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](http://www.sennheiser.com).

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Caption:  
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