

**The sound games are made of
Sennheiser launches new gaming headsets**

Copenhagen/Las Vegas January 7, 2014 – Sennheiser unveils two new high-end PC gaming headsets – G4ME™ ZERO and G4ME™ ONE and announces a unique alliance with one of the world’s leading game developers – lo-Interactive. In the perfect match of game creation and gameplay experience, lo-Interactive is using the audio specialist’s equipment when developing and recording game sound. This perfect match ensures that gamers using Sennheiser gaming headsets will get an authentic sound experience that’s optimized to be exactly as the developers at lo-Interactive intended.



lo-Interactive, part of the Square Enix group and the creator of blockbuster games such as the Hitman and Kane & Lynch franchises, has used Sennheiser recording equipment and headsets in crafting the audio for several games including Hitman Absolution. Having been impressed with the results, the new alliance

sees lo-Interactive committing to use Sennheiser technology for future game development.

Frans Galschiøt Quaade, Lead Sound Designer, lo-Interactive explains the unique partnership: "Sennheiser equipment makes our games sound better – both for us and the gamer. Not only are these great gaming headsets for both producing and playing games, but using Sennheiser equipment during development ensures a great and consistent audio experience all the way from the production to end consumer."

Game developers put great effort into creating complex and realistic soundscapes for games. "By collaborating with lo-Interactive and by launching the new PC gaming headsets G4ME™ ZERO and G4ME™ ONE, Sennheiser takes pride in making sure that gamers get to hear the high-level of acoustic quality and details that the developers intended you to hear," says Christian Ern, Director Product Management at Sennheiser Communications. "The incredible comfort and convenience of our new headsets means that there is virtually nothing between you and the game."

G4ME™ ZERO and G4ME™ ONE represent a new era in professional gaming headset design. Increased emphasis has been placed on ergonomics and supreme comfort for

even long periods of gaming. Meanwhile, top-of-the-line noise cancellation technologies in the built in microphones ensure clear communication during online or multi player gaming. By using Sennheiser's PCV 05 Combo audio adaptor, G4ME™ ZERO and G4ME™ ONE can also be connected to the new PS4™ as well as Mac computers.

Naturally, the new PC gaming headsets benefit from Sennheiser's 70 years of experience as a leader in audio and deliver incredible sound quality. The company remains the only gaming headset company in the world to manufacture its own transducers, with the components powering the G4ME™ ZERO and G4ME™ ONE specifically optimized to deliver an extremely accurate reproduction of gaming audio. And in the heat of the action, smart features such as intuitive volume controls integrated into the ear cup and the ability to instantly mute the mic simply by lifting the mic boom, mean that there are fewer distractions so that you can stay focused on the game experience.

G4ME™ ONE – Feel the game, not the headset

Offering exceptionally natural and accurate sound quality, the new G4ME™ ONE is built to be the ultimate headset for home gaming. The open design delivers hi-fi sound exactly as the game developers intended, while letting air through to help keep ears cool during hours of gameplay. XXL-sized, plush velvet earpads, a cushioned headband and the lightweight design give the ultimate comfort.



G4ME™ ZERO – Supreme comfort for immersive gaming

Designed to be the most comfortable and best sounding closed headset on the market, the G4ME™ ZERO features a new earpad design that makes it the perfect choice for immersive gaming. Drawing on Sennheiser's experience in creating professional headsets for aviation, layers of padding and memory foam are shaped to effectively shield the user from external sound and prevent gaming sound from disturbing others. Letting you hear every detail of the game, it's still Sennheiser's most quiet gaming headset yet. G4ME™ ZERO is also perfect for the gamer on the move with a unique foldable design and supplied hard carry case.



About Sennheiser Gaming

Sennheiser Gaming is for players for whom only the best is good enough. For 70 years, Sennheiser's engineers have relentlessly worked to improve sound. High-quality sound is a daily luxury, and Sennheiser's gaming headsets help players around the world enjoy time with their games to the fullest.

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 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, Canada, Mexico, the USA and now Australia and New Zealand, 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 contact centres).

For more information, please visit www.sennheiser.com/gaming

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Captions:

Io-Interactive Sennheiser Gaming.jpg: Io-Interactive, one of the world's leading game developers, is using Sennheiser technology when developing and recording game sound.

GAME ONE Gaming Headset.jpg: The new G4ME™ ONE headset with open design for home gaming

GAME ZERO Gaming Headset.jpg: The new G4ME™ ZERO headset with closed design for immersive gaming