

Gaining MOMENTUM

Sennheiser expands acclaimed headphone range with the launch of MOMENTUM Ivory

Las Vegas, 7 January 2014 – At CES 2014 in Las Vegas, the expansion of Sennheiser’s acclaimed headphone range is gaining pace with the launch of the new MOMENTUM Ivory. Joining the classic Brown and Black editions, the new MOMENTUM family member features ivory-coloured ear cups, richly offset with a tan leather headband and the iconic stainless steel headband slider. The lighter shade adds a new dimension to the pure, clean aesthetics of the MOMENTUM range.



Design for the senses – quality for individualists

Crafted from the finest materials, the MOMENTUM Ivory fuses understated design with uncompromising sound performance. An elegant headband slider of brushed stainless steel provides maximum comfort and adjustability; while the headband and the ear cups worked from soft and supple leather of the finest quality ensure ultimate wearing comfort. With the new colour version, Sennheiser reimagines its clean design in a lighter tone.

Beneath its luxurious exterior, the MOMENTUM Ivory embodies a refusal to compromise on sound quality. Audio specialist Sennheiser has taken technologies from its high-end headphone range to ensure a natural, authentic and richly detailed sound.

Perfect combination of sound and style

“The MOMENTUM family of headphones is going from strength to strength with the launch of this new edition of the MOMENTUM and the seven colours now available in the compact MOMENTUM On-Ear range,” said Magdalene Tan, Product Manager at

Sennheiser Consumer Electronics. “We have sought to achieve something new in the world of headphones by combining uncompromising sound quality with the finest materials, and a distinct, pure



design. We've reimagined the concept of a contemporary, urban style with a classic, timeless feel." A unique, uncompromising approach that has proved successful with both critics and discerning music lovers alike.

Smarter design for smart devices

The MOMENTUM Ivory includes a single-sided detachable cable with convenient in-line remote and microphone for Apple iDevices, for easy control of music playback and to make and receive calls on the go.

The MOMENTUM Ivory will be available through selected Sennheiser sales partners from January 2014.

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 call centres).

You can find all the latest information on Sennheiser by visiting our website at www.sennheiser.com.

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Captions

MOMENTUM Ivory.jpg: The MOMENTUM Ivory fuses understated design with uncompromising sound performance.

MOMENTUM Family.jpeg: The MOMENTUM is now available in Brown, Black and Ivory.