

**Impeccable sound quality meets excellent design****Sennheiser's new DJ headphone range wins Red Dot Design Award**

Wedemark/Essen, 21 May 2014 – The Sennheiser headphones HD8 DJ, HD7 DJ and HD6 MIX have received the prestigious Red Dot Design Award for product design. Awarded annually by a jury of experts, the Red Dot is awarded to products whose excellent design sets them apart.



**reddot award 2014  
winner**

Evaluating a total of 4,815 products submitted by 1,816 international manufacturers, designers and architects, the jury of 40 product design specialists was impressed with the design of the headphones, which supports their impeccable sound quality.

Sennheiser has engineered the DJ headphone range from durable, high-quality materials to take even the roughest professional use. "We developed the HD8 DJ, HD7 DJ and HD6 MIX for DJs who expect their headphones to withstand the rigours of daily studio work and a life on the road without wanting to compromise on their aesthetics," said Ivan Kuan, Head of Product Management, Sennheiser Consumer Electronics. "Therefore, we are delighted our dedication to the headphones' design is now being recognized by the judges of the Red Dot Design Award".

**Designed to move crowds**

Designed in conjunction with some of the world's biggest DJs such as Luciano, Bob Sinclar and Davina, the HD8 DJ, HD7 DJ and HD6 MIX are manufactured to meet the needs of professional DJs down to the smallest detail. Characterized by their high build quality, the DJ and mixing headphone range provides complete user comfort for hours at the decks,



whether in the studio or when moving crowds at gigs. For hassle-free one-ear monitoring, both DJ models feature swivelling ear cups with up to 210° of movement and three different wearing positions. The elliptical shape of the ear cups avoids pinching the ears and is enhanced by interchangeable ear pads made from soft velour and a leatherette material for comfortable listening during long periods

of use. The coiled and straight oxygen-free copper cables can be attached to either ear cup via gold-plated connectors.

The headphone range as well as the other products awarded the Red Dot, will be showcased at the annual *Design on stage* exhibition at *Red Dot Design Museum* in Essen, Germany, from 8 July to 3 August 2014. With 4,000 square metres, the museum hosts the world's largest exhibition of contemporary design.

**Captions:**

*Red Dot Design Award.jpg:* The Red Dot Design Award honours products whose excellent design sets them apart.

*Sennheiser HD8 DJ.jpg:* Sennheiser's new DJ and mixing headphone range has been awarded the Red Dot for their exceptional design quality.

**About the red dot design award**

With nearly 5,000 entries from 53 countries, the *Red Dot Design Award* is one of the world's biggest design competitions. The *Red Dot* has also become internationally established as one of the most appreciated seals of quality for outstanding design. The award focuses on three categories: *product design*, *communication design* and *design concept*, which are each judged independently. In the *product design* category, an international expert jury evaluates the submitted products on the basis of their degree of innovation, functionality, formal quality, ergonomics, durability, symbolic and emotional content, product periphery, self-explanatory quality and ecological compatibility in a total of 23 categories.

**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, 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](http://www.sennheiser.com)

Sennheiser electronic GmbH & Co. KG  
**Mareike Oer**  
PR Manager Consumer Electronics  
Tel: +49 5130 / 600 719  
Email: [mareike.oer@sennheiser.com](mailto:mareike.oer@sennheiser.com)

Sennheiser electronic GmbH & Co. KG  
**Stephanie Schmidt**  
PR Manager Professional Systems  
Tel: +49 5130 / 600 275  
[stephanie.schmidt@sennheiser.com](mailto:stephanie.schmidt@sennheiser.com)