

***David Bowie* in Berlin: Press conference uses Sennheiser LSP 500 PRO**

Berlin/Hanover, 16 June 2014 – On 19 May, the *David Bowie* exhibition at the Berliner Martin-Gropius-Bau opened accompanied by much media interest. More than 300 international journalists had registered for the press conference and the spacious cinema of the building was not big enough to accommodate them all, so some of the press followed the prominent panel from a distance in the café located one floor up. Here, as in the cinema, Sennheiser LSP 500 PRO multi-purpose speakers provided optimal speech intelligibility and excellent sound quality.



Daniel Sennheiser, CEO of Sennheiser electronic GmbH & Co. KG, commented, "The exhibition's stay of several months in Berlin is one of the highlights of its international tour due to Bowie's close links with the city. And almost 60 new exhibits have been added to the section of the retrospective dedicated to Berlin for the occasion by the international communications agency Avantgarde! The Sennheiser team, with its passion for good sound, is proud to be contributing towards the success of the *David Bowie* exhibition by giving visitors direct access to the unique sound universe of this exceptional artist."

During the press conference, the voices of the speakers were transmitted via nine



Sennheiser ME 36 gooseneck microphones on MZTX 31 table stands. For questions from the audience, two SKM 5200 hand-held transmitters with Neumann microphone heads were available to be handed to the journalists. Two extra transmitters were provided as spares.

Sennheiser EM 3732-IIs with AD 3700 active directional antennas were used as receivers. The panel session was recorded in the best digital sound quality for archiving purposes.

Four battery-powered Sennheiser LSP 500 PROs ensured an exceptionally high level of speech intelligibility in all areas of the cinema. One floor up in the café, an LSP 500 PRO was located on a speaker stand next to a flat screen. Here too, the



audio connection was completely wireless – the transmitter was located one floor below and the live transmission worked flawlessly without any drop-outs or loss of sound quality.

As a compact two-way speaker weighing in at only 13.6 kg, the Sennheiser LSP 500 PRO is an all-rounder: it can be powered conventionally via a mains power cable but also operates cable-free thanks to two integrated rechargeable batteries. Three ½ 19" slots can accommodate Sennheiser wireless transmitters and receivers. A clearly laid out iPad app enables the system to be controlled with a maximum of convenience. Settings can be adjusted separately for individual speakers or jointly for several speakers.

At the press conference, Hans-Joachim Weymer, CEO of Sennheiser Vertrieb und Service GmbH & Co. KG, focused his remarks on a spectacular 3D sound installation which many considered to be the highlight of the exhibition: "Sennheiser has stood for excellence in the field of audio for almost 70 years. We are happy to provide our expertise to bring unique sound concepts to life. Following stages in London, Toronto and São Paulo, we once again have the opportunity to present a top-class 3D sound experience as partners of the *David Bowie* exhibition. To quote Toni Visconti, longtime producer of David Bowie: 'I swear I don't know how they do it. This is magic to me! Things were coming from over my head, down by my feet, over my right shoulder, over my left shoulder, in front of me, to the sides of me.'"



For those interested, the technical details of the *David Bowie* exhibition in Berlin are available to read online in Sennheiser's Blue Stage magazine, and information is also provided in a series of short videos: <http://en-de.sennheiser.com/bluestage-magazine-madness-david-bowie-pop-icon-in-3d-sound>.

About Sennheiser Vertrieb und Service GmbH & Co. KG

Sennheiser Vertrieb und Service GmbH & Co. KG employs around 140 people and is the German sales subsidiary of Sennheiser electronic GmbH & Co. KG. The Sennheiser Group is one of the world's leading manufacturers of microphones, headphones and wireless transmission systems. Worldwide, Sennheiser employs more than 2,100 people and has its own production facilities in Germany, Ireland and the USA. The German subsidiary distributes all the Sennheiser Group's brands: Sennheiser, Sennheiser Communications A/S (headsets for PCs, offices and call centres) and Georg Neumann GmbH (studio microphones and monitor speakers).

Further up-to-date information about Sennheiser is available online at www.sennheiser.de

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Caption 1: The Sennheiser LSP 500 PRO multi-purpose speaker for optimal speech intelligibility and excellent sound quality

Caption 2: During the press conference, the voices of the speakers were picked up by Sennheiser ME 36 gooseneck microphones

Caption 3: An LSP 500 PRO was located in the café

Caption 4: Two SKM 5200 hand-held transmitters were available for questions from the audience

The exhibition in Berlin is organised by the international communications agency Avantgarde.

Further information about the exhibition and tickets are available at www.davidbowie-berlin.de