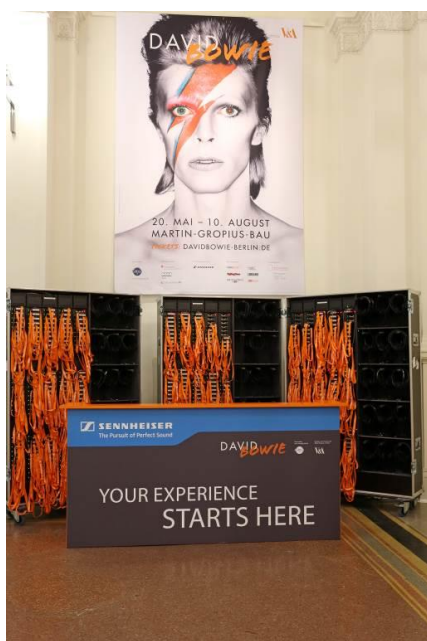


## **Bowie in Berlin: A sound experience featuring Sennheiser's guidePORT system**

**Berlin/Hanover, 12 June 2014 – The life and work of David Bowie can be explored in a multimedia exhibition taking place at Berlin's Martin-Gropius-Bau museum until 10 August. Curated by London's Victoria and Albert Museum, this touring exhibition is visiting Germany for the first time and provides new insights into the work of the chameleon of pop culture who has enjoyed decades of success around the world. An integral part of the multimedia experience is the guidePORT audio guide system from Sennheiser, which allows visitors to immerse themselves deeply in David Bowie's soundscapes.**

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."

Before starting their tour, visitors are equipped with wireless guidePORT audio guides. Use of the guides is included in the ticket price and visitors are able to



explore the exhibition individually at their own pace. Sophisticated triggering systems ensure that the audio clips are always activated in the right place at the right time. The compact guidePORT bodypack receivers, in conjunction with Sennheiser stereo headphones, provide a soundtrack that fits the exhibits perfectly, integrating the extensive audio material seamlessly into the exhibition tour – visual and audio impressions merge to create a truly impressive symbiosis.

At an issuing station, museum visitors are given guidePORT EK 3202-5-1 digital diversity receivers attached to lanyards. The receivers, which are protected by an impact-

resistant casing, have a self-explanatory keypad with five operating buttons. Weighing only 180 grams (including batteries), they make even long visits to the exhibition enjoyable. Lightweight on-ear Sennheiser stereo headphones ensure good sound. A total of 600 receivers are in use at the exhibition.



So-called identifiers are mounted inconspicuously next to the exhibits. Each identifier transmits a special ID code, which automatically starts the appropriate audio as soon as the guest enters the relevant magnetic field. The recordings start without any delay or queuing, and there is no need to enter any number codes. With guidePORT, digital transmission takes place in the frequency range around 2.4 GHz on up to 94 different channels. The narrow channel grid has proved very advantageous at the Martin-Gropius-Bau as there are a number of WLAN operations in the immediate vicinity of the museum.



Sennheiser has extensive expertise in the tour-guide systems segment. As an alternative to guidePORT, for example, the easy-to-use EK 1039 is available, which proved a success at the stands of various well-known car manufacturers at the last IAA. This device operates with a switching bandwidth of 75 MHz – the largest receiving bandwidth within the Sennheiser tour-guide family. The system is equally well-suited for tour-guides, interpreting services and assistive listening as it is for command applications. The EK 1039 receiver can be used with all Sennheiser headphones or in combination with induction accessories for hearing aids. Operation is intuitive and a name can be stored for each channel, which is displayed along with the channel number and battery status on the backlit display. The system is compatible with transmitters from the Sennheiser ew G3 100/300/500 and 2000 series. An audio bandwidth of 15 kHz ensures



outstanding speech intelligibility; the adjustable locking function protects it from incorrect operation.

Many visitors to the *David Bowie* exhibition have expressed their enthusiasm for the sound and the easy operation of the Sennheiser audio guides. Martin Roth, Director of the Victoria and Albert Museum in London, likewise gave a full endorsement at the press conference scheduled for the exhibition's opening in Berlin: "Without headphones, as a visitor you have only half of the experience and I would strongly recommend going through the exhibition with them on." Alexander Böttcher, CEO of communications agency Avantgarde, organiser of the exhibition in Berlin, added, "This is a very elaborate production which is far from ordinary. Without the partners we were able to find, a project of this magnitude would not have been possible. Sennheiser has provided a superb sound experience, which is an integral part of the exhibition."

For those interested, the technical details of the exhibition 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](http://www.sennheiser.de)

Sennheiser  
Vertrieb und Service GmbH & Co. KG  
Stefan Peters  
Karl-Wiechert-Allee 76a • 30625 Hanover  
Tel. +49 (511) 5 42 67 - 90  
Fax +49 (511) 5 42 67 - 97  
[Stefan.Peters@sennheiser.de](mailto:Stefan.Peters@sennheiser.de)

Caption 1: Before starting their tour, visitors are given wireless guidePORT audio guides

Caption 2: The issuing station for the guidePORT EK 3202-5-1 diversity receivers

Caption 3: With guidePORT, digital transmission takes place in the frequency range around 2.4 GHz on up to 94 different channels

Caption 4: The EK 1039 receiver has a switching bandwidth of 75 MHz

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](http://www.davidbowie-berlin.de)