

Raising the bar: Sennheiser launches all new in-ear headphones

Copenhagen/Wedemark, 9 July 2014 – Audio expert Sennheiser will be launching a new range of in-ear headphones – the new CX series. Built around an all new acoustic design and driver technology, the CX 1.00, CX 2.00 CX 3.00 and CX 5.00 ear-canal headphones offer an excellent sound experience for those that demand better sound when on the move. The CX 2.00 and CX 5.00 will be equipped with integrated microphones for taking phone calls at any time.



“The new CX range distils Sennheiser’s leadership in headphones into lightweight, portable designs that offer great value, with incredible performance,” said Christian Ern, Director of Product Management Consumer, Sennheiser Communications. “Quality portable audio is becoming increasingly universal – particularly with the impressive market development of smartphones and tablets. Expectations are shifting, and people are

expecting more from their music. Building on Sennheiser’s seven decades of experience in delivering excellent sound, the CX series anticipates this demand. The needs of mobile users are met through quality headsets with integrated mics and in line remotes for both Apple and Samsung Galaxy devices. There’s no need compromise with the music you love.”

The CX 1.00 headphones offer excellent value and pure simplicity but are still built on a Sennheiser acoustic that doesn’t compromise on great sound while delivering deep bass. The CX 2.00 provides a similarly vibrant yet bass-driven sound, with the convenience of an inline 3-button remote with integrated mic – available for either Apple iOS or Samsung Galaxy and other Android phones. The ultra small designs of both CX 1.00 and CX 2.00 come in a choice of black of white.

Building on the success of the acclaimed and highly popular CX 300 II, the new CX 3.00 headphones offer a sound performance with even more detail and enhanced bass. Available in white, black and red, the contrasting matt and high gloss surfaces of the CX 3.00's sleek design speak of their quality and attention to every detail: From the elliptical profile of the colour-coordinated, tangle-free cable to the low-profile angled plug – form follows function in pleasing harmony.



The range-topping CX 5.00 headset features a similar acoustical design to the CX 3.00 adding an inline 3-button remote with integrated omni-directional microphone. Available in two versions for Apple iOS or Samsung Galaxy and other smart devices, the CX 5.00 makes answering and making calls or controlling the music on a connected smartphone effortless. Both variants of the CX 5.00 are available in either black or white.

Describing the sound performance of the new CX headphones, Charles Cha, Product Manager at Sennheiser explained: "We have created an all new acoustic design built around a new driver technology that ensures excellent clarity across the frequency range. Particular attention has been paid to high frequencies for a smooth, accurate reproduction without any of the harshness that afflicts lesser ear canal headphones. At the same time all CX headphones serve up powerful yet clearly defined bass that brings music to life while still maintaining great clarity in the mids. With the new CX models we have raised the bar for ear canal headphones across the range."

All CX headphones are supplied with a range of four sizes of earsleeves for a perfect fit and excellent external noise attenuation to ensure a great listening experience, even in noisy environments. Both the CX 3.00 and CX 5.00 come supplied with a hard carry case for convenient storage.

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.

Sennheiser Communications A/S

Anna Bornemann
Manager Marketing & Communications
Tel: +45 5618 0323
Email: abor@senncom.com