

Sennheiser at IFA 2014

The Future of Audio

Wedemark/Berlin, 25 August 2014 – Every year, IFA – the world's leading CE show, provides perspectives on the newest consumer electronics technologies, game-changing trends and the latest insights on market development. The future of the audio market will be the focus of one of the IFA International Keynotes this year. Sennheiser's CEOs Daniel und Andreas Sennheiser will talk about "Shaping the Future of Audio" and offer views on what it takes to stay ahead. Sennheiser's IFA booth will be all about innovation too, as the audio specialist showcases the newest member of its successful and expanding MOMENTUM family, as well as an all-new lifestyle headphone range and their new CX earphone series. At the booth, visitors will also have the opportunity to try out "Mogees", an innovative device which transforms any touchable object into a unique musical instrument.



At the annual IFA International Keynotes, representatives of the industry's leading companies provide an overview of the latest developments in the consumer electronics and home appliances market. This year, joint CEOs Daniel and Dr. Andreas Sennheiser will offer unique insights into a company that continues

to reinvent itself to let a culture of innovation flourish.

Sennheiser's achievements in the high-end audio sector with iconic products such as the HD 800 and IE 800 as well as its continual advancements in the field of wireless audio solutions demonstrate the company's continued ability to lead through innovation. Yet this is no longer enough: today it is necessary to combine technical achievement with products that thrill and excite, tapping into as yet unrecognised desires. This keynote reveals how the family-run company continues to look forward, anticipating what consumers want, while redefining what is possible. The event will take place on Saturday, 6 September 2014 at 2 p.m. on the IFA International Keynote Stage at CityCube Berlin in hall A4/A5.

Innovative New Products at the Sennheiser Booth



The Sennheiser booth in hall 1.2, booth 202 will also be about innovative new products that perfectly meet the needs of specific target groups. Focusing on the evolution of Sennheiser's lifestyle headphones, the audio specialist will unveil the newest member of its successful and expanding MOMENTUM family, as well as an exciting new headphone range. Visitors will also get the chance to try Sennheiser's new CX earphone series which was first introduced to the press during the IFA Innovations Media Briefings in July.

An all-new acoustic design built around Sennheiser's proprietary driver technology ensures that the CX 1.00, CX 2.00, CX 3.00 and CX 5.00 deliver excellent clarity across the frequency range. "As IFA is the world's leading fair for consumer electronics, it provides an ideal opportunity for us to introduce the innovative new products that will let Sennheiser continue to deliver outstanding sound experiences to our customers and distribution partners," said Daniel Sennheiser.

This spirit of innovation is also embodied by Mogeos, a brand-new device which will be showcased at Sennheiser's IFA booth. Invented by Bruno Zamborlin, an ambassador of [Sennheiser's social video project 'What's your MOMENTUM?'](#), Mogeos transforms any touchable object into a unique, powerful musical instrument. The system is a combination of a vibration sensor and a mobile app that detects and analyses the acoustic properties of physical objects and modifies them so as to make musical. Conor Barry, Event Producer at Mogeos, will be presenting the device at the Sennheiser IFA booth from 5 to 9 September, inviting visitors to make music with everyday objects.

About Sennheiser

The Sennheiser Group based in Wedemark near Hanover, Germany, was founded in 1945 and has gone on to become a leading manufacturer of microphones, headphones and wireless transmission systems. Sales in 2013 totaled 590.4 million euros. Sennheiser employs more than 2,500 staff worldwide and operates plants in Germany, Ireland and the USA. The company has a worldwide network of subsidiaries in France, Great Britain, Belgium, the Netherlands, Switzerland and

Liechtenstein, Germany, Denmark (Nordic), Russia, Hongkong, India, Singapore, Japan, China, Australia and New Zealand, Canada, Mexico, and the USA. It also has long-established trading partners in other countries. Georg Neumann GmbH, Berlin, a maker of studio microphones and monitor speakers, and Sennheiser Communications A/S, a joint venture making headsets for PCs, offices and call centers, are also part of the Sennheiser Group.

More up-to-date information about Sennheiser is available on the internet at www.sennheiser.com

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Captions:

Daniel and Dr. Andreas Sennheiser.jpg: In their IFA International Keynote, the Sennheiser CEOs will cover the topic "Shaping the Future of Audio"

CX 5.00_white.jpg: The earphones of the new CX series deliver excellent clarity across the frequency range