

24 Days of MOMENTUM

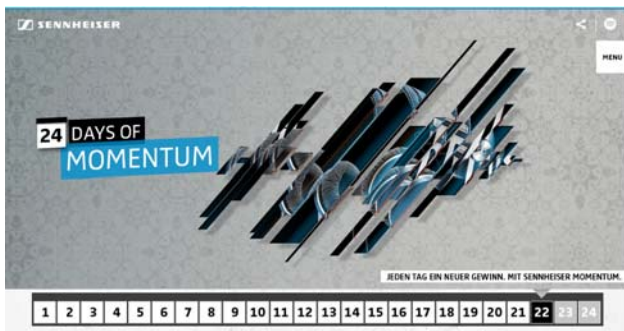
Win Unique and Inspirational Prizes this Christmas with Sennheiser

Wedemark, 10 October 2014 – Audio specialist Sennheiser will be spreading some festive cheer with its 24 Days of MOMENTUM Christmas countdown, with incredible “money can’t buy” prizes to be won throughout December. The competition is inspired by Sennheiser’s ‘What’s Your MOMENTUM?’ project, which celebrates the amazing lives and works of inspirational, innovative people that push the human experience further through their exploration of sound and music. The prizes reflect this focus on the unique and exceptional, with a chance to win everything from tickets to see Disclosure live in concert to a personalised set of MOMENTUM headphones with your own name engraved. You could even win a portrait of you painted by one of the world’s most sought after graffiti artists.



24 Days of MOMENTUM builds on ‘What’s Your MOMENTUM’s’ celebration of achievement through a series of short films that tell the stories of the remarkable people changing the world through their passion and drive. An online countdown lets visitors “open” a daily competition on each of the 24 days leading to Christmas day, with prizes connected to the featured artists and individuals.

“Sometimes, there are things in life that cannot be compromised, where it’s worth going that bit extra further. That’s the ethos we’ve celebrated in 2014, with ‘What’s Your MOMENTUM?’, and the driving philosophy behind Sennheiser’s MOMENTUM headphones, which combine the pursuit of the brilliant sound quality with luxurious materials and exceptional design. The 24 Days of MOMENTUM is our way of giving something else that’s special this Christmas, with some unique prizes that will place the incredible within reach.” said Uwe Cremering, Head of Global Marketing Communications at Sennheiser.



Each day a new competition will be open at www.sennheiser-momentum.com, with a very special prize to be won. Users can enter by simply answering a multiple choice question relating to a featured artist or project.

Hints at the answers will be available in the accompanying short films.

Prizes include personalised MOMENTUM headphones with the winners name engraved and also headphones that have been signed by the inspirational musicians featured in the 'What's Your MOMENTUM?' films, including beatbox legend, Eklips, super star DJ, Luciano, and Imogen Heap, music pioneer. You can also win very special tickets to see Disclosure live in concert, experiencing first-hand the unstoppable grooves and musical talent that has propelled the young brothers to the top of the charts. Another film looked at Ingress, the augmented reality game that has taken the world by storm and there will also be a chance to win a special limited Ingress edition of Sennheiser's MOMENTUM headphones.



Even better, every entry secures a chance of winning the Grand Prize – a special personalised graffiti portrait by world-famous painter Noe Two, and more daily entries increase the chance of winning. It's worth it, too - portraits of this type by the artist are today sold for around €10,000 on the international art markets, and one winner could have their face at the centre of a one-off piece that fuses street style with high art.

Don't compromise – The incredible can be yours to give this Christmas

Sennheiser MOMENTUM headphones are the ultimate gift for a special person that has a passion for great sound. Beautifully crafted by Sennheiser from high-grade

materials and featuring the audio expert's latest innovative technologies, the range represents the pursuit of perfect sound. The range includes:



MOMENTUM – The headphone that redefined the world of fashionable headphones with purist aesthetics and use of luxurious materials such as finest leather and brushed stainless steel. The MOMENTUM distils Sennheiser's expertise in high end audio to deliver a rich stereo sound of incredible clarity and detail with a slight bass emphasis. The MOMENTUM is available in classic brown, black or ivory.



MOMENTUM On-Ear – Combining incredible sound with a simple, pure design and high-quality materials such as stainless steel and Alcantara® and available in a range of seven beautiful colours. It brings the signature look and sound of the MOMENTUM to a more compact on-ear design.



MOMENTUM In-Ear – Beautifully crafted from the highest quality materials, the newly-launched MOMENTUM In-Ear features an all-new acoustic design that delivers the acclaimed MOMENTUM sound performance in an earphone that's perfect for an incredible listening experience on the move.

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:

24 prizes of MOMENTUM.jpg: Money can't buy – 24 exclusive prizes connected to featured MOMENTUM artists and individuals.

Screenshot_24 Days of MOMENTUM.jpeg: Each day a new competition will be open at www.sennheiser-momentum.com, with a very special prize to be won.

Personalised graffiti portrait by Noe Two.jpg: The Grand Prize: a special personalised graffiti portrait by world-famous painter Noe Two.

MOMENTUM: The MOMENTUM offers purist aesthetics and delivers a rich stereo sound of incredible clarity.

MOMENTUM On-Ear: The MOMENTUM On-Ear Red offers incredible sound with a simple, pure design and high-quality materials such as stainless steel and Alcantara®.

MOMENTUM In-Ear.jpg: Sennheiser's new MOMENTUM In-Ear delivers the acclaimed MOMENTUM sound performance in the smallest, most compact form.