

Connect, Talk & Co-Create - Sennheiser and SMART Technologies redefine collaboration

Sennheiser and SMART Technologies showcase joint collaboration solutions at ISE 2016

Amsterdam/Wedemark, February 9th, 2016 – At Integrated Systems Europe 2016, Sennheiser and SMART Technologies are announcing a new cooperation to market solutions that combine the audio specialist's audio conferencing solutions with SMART's interactive display technologies. At ISE 2016, the two companies demonstrate the powerful synergies between SMART kapp iQ, an ultra-high definition display and digital whiteboard, and the new TeamConnect Wireless from Sennheiser – two solutions that maximize the potential of the "bring your own device" ethos by allowing business professionals to connect multiple devices and users, and quickly visualise, co-create and discuss in real-time. While TeamConnect Wireless delivers incredible audio to those in the room and working remotely, the SMART kapp iQ display lets users view and interact with the whiteboard via their smart devices from any location.

TeamConnect Wireless from Sennheiser is the first go anywhere, wireless audio conferencing solution that is so easy to use that literally any user can set up and host a conference for up to 24 people. The stylish portable solution is made up of four units linked by wireless DECT connections that allow the system to be set up in virtually any room or table set up. TeamConnect Wireless allows users to connect their own smart device or computer wirelessly via Bluetooth, with NFC making pairing with compatible devices effortless. Wired connections are also possible via USB or jack cable, making it easy to use with virtually any phone. With TeamConnect Wireless, adding additional participants is as simple as connecting an additional device.

Offering a similar "walk-up-and-use" simplicity, SMART kapp iQ is the newest member of the award-winning SMART kapp product family. The sleek, ultra-high-definition display enables game-changing collaboration for meeting rooms, breakout spaces, offices and classrooms, by combining the advantages of a digital whiteboard with an incredible multi-way, multi-device collaborative experience, that allows

those in the room or up to 250 users connecting remotely to view and interact with a shared workspace on their smart device.

With the shared ability to connect multiple devices and users with incredible simplicity, the two solutions have proved a natural fit. At ISE 2016, Sennheiser and SMART are also demonstrating interoperability between the SMART Room System and the new TeamConnect Wireless as well as the incredible simplicity of bringing the two solutions together.

“This combined conferencing solution is immensely exciting – delivering an incredibly immediate experience both for those in the room and remote participants to connect and collaborate,” says Andy Niemann, Director Business Communication at Sennheiser. “With virtually no IT expertise, users can interact visually via the high definition display or via remote smart devices, while high quality sound makes effective communication effortless. Now it doesn’t matter where participants are – they can still fully share in the discussion – there really is no barrier to what can be achieved.”

“Bringing together SMART kapp iQ and TeamConnect Wireless demonstrates the great synergies between our products and our companies. We see great potential to build on this in our future cooperation with Sennheiser,” says Tobias Windbrake, Head of International Business Development at SMART Technologies.”

About Sennheiser

Audio specialist Sennheiser is one of the world's leading manufacturers of headphones, microphones and wireless transmission systems. Based in Wedemark near Hanover, Germany, Sennheiser operates its own production facilities in Germany, Ireland and the USA and is active in more than 50 countries. With 18 sales subsidiaries and long-established trading partners, the company supplies innovative products and cutting-edge audio solutions that are optimally tailored to its customers' needs. Sennheiser is a family-owned company that was founded in 1945 and which today has 2,700 employees around the world that share a passion for audio technology. Since 2013, Sennheiser has been managed by Daniel Sennheiser and Dr. Andreas Sennheiser, the third generation of the family to run the company. In 2014, the Sennheiser Group had sales totalling €635 million. www.sennheiser.com

About Sennheiser Business Communication

As part of the Sennheiser Professional Systems segment, the Sennheiser Business Communication division is focused on providing innovative audio solutions for the

corporate market. Sennheiser Business Communication provides speaker systems, audio distribution networks, conference systems, installed microphones and tour guide and information systems, reaching the corporate market via specialist channel partners and AV resellers/integrators, continually innovating to accelerate and simplify the convergence of the AV and IT. The division draws on Sennheiser's rich, 70-year history of setting new milestones in audio excellence to bring new standards to business communications. The latest addition in the portfolio is TeamConnect Wireless – a portable and wireless audio conferencing solution - designed to empower businesses to thrive in sophisticated work environments and meet business professionals' growing expectations for better and more flexible workplace communications and collaborations.

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