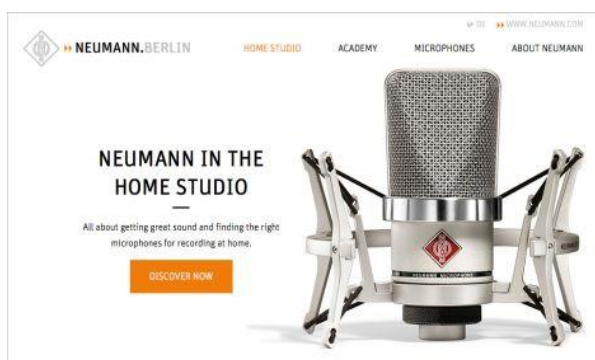


Neumann in the Home Studio

Berlin, January 21, 2016 – Neumann.Berlin has launched a new website that is dedicated to home studio recording. True to its motto “The studio is where *you* are”, the new microsite www.neumann.com/homestudio caters to those musicians who want to make their own recordings at home, at band rehearsals or while on the road.

The studio specialist, which is based in Berlin, Germany, is responding to the fundamental changes that have taken place in the studio scene and among its user community. Nowadays, recording is much more than just a necessary step for



releasing an album. It has instead become an integral part of the creative process itself. An ever-increasing number of musicians, from hobbyists to world famous stars, use high class recording equipment both at home and while on the road for songwriting, demos, pre-production and even track releases.



“Neumann has always been and will always be the brand of choice for recording professionals” commented Wolfgang Fraissinet, President of Neumann.Berlin. “With our new *Home Studio* microsite, we are demonstrating that Neumann is both highly competent and highly relevant for sound enthusiasts and musicians who make their own recordings. In recent years we have created a number of affordable products, such as the large diaphragm condenser microphone TLM 102, which make the Neumann sound available to home users. With *Neumann in the Home Studio*, our goal is to help our new customers get the very best out of their microphones.”

Part of the new microsite is the *Neumann Home Studio Academy* which features a number of straightforward tutorials, including audio samples that



help beginners to get started and provide advanced users with useful background information in order to refine their recording techniques. The *Neumann Home Studio Academy* will be continually updated and expanded upon. It also contains video tutorials that provide step-by-step solutions to typical challenges that one faces in the home studio, such as recording vocals and acoustic guitar in untreated rooms. The videos of the *Neumann Home Studio Academy* are presented by the Belgian musician and filmmaker Geert Verdickt.

The *Neumann Home Studio* microsite also contains detailed information on a selection of Neumann products that are of particular interest to musicians. These include the large diaphragm condenser microphones TLM 102 and TLM 103, the small diaphragm condenser KM 184, as well as the KMS line of stage microphones. An integrated online store allows users to order these products directly and they include a premium package with exciting add-ons and a 10-year warranty certificate from Neumann.

Testimonials from renowned users underline the status that these competitively priced Neumann products continue to have in the professional field. Furthermore, every user now has the opportunity to become part of the community and be featured on *Neumann in the Home Studio* by posting his or her picture on Instagram using the hashtag #myNeumann.

The new website *Neumann in the Home Studio* automatically adapts to the needs of its visitors and is fully responsive, hence ensuring an optimal experience on mobile devices and desktop computers alike.

Captions:

Neumann in the Home Studio.jpg: The microsite www.neumann.com/homestudio offers a wealth of useful recording tips, product information and straightforward tutorial videos

Wolfgang Fraissinet.jpg: Wolfgang Fraissinet, President of Neumann and Director Audio Recording at Sennheiser



About Neumann

Georg Neumann GmbH, known as "Neumann.Berlin", is the world's leading manufacturer of studio microphones. Founded in 1928, the company has been recognized with numerous international awards for its technological innovations. Since 2010, Neumann.Berlin have expanded their expertise in electro-acoustic transducer design to also include the studio monitor market.
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