

## **Sennheiser electronic GmbH & Co. KG**

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 is a family-owned company that has delivered audio excellence for over 70 years and is driven by the vision to shape the future of audio. Numerous patents and awards – including an Emmy, a Grammy, a Scientific and Engineering Award of the Academy of Motion Picture Arts and Sciences, and the Engineering Emmy's® Philo T. Farnsworth Award – bear witness to the company's unique innovative drive.

Alongside acclaimed products and solutions, the business continues to excel, generating revenues of around €682 million in 2015, with the Consumer and Professional Systems divisions each accounting for approximately half of revenues. Since 2013, Sennheiser has been lead by brothers Daniel Sennheiser and Dr. Andreas Sennheiser, who as co-CEOs, are the third generation of the Sennheiser family to manage the company. Sennheiser has about 2,750 employees worldwide and is active in more than 50 countries through its 19 subsidiaries and long-established trading partners. The company operates its own production facilities in Germany, Ireland and the USA.

Besides Sennheiser electronic GmbH & Co. KG, the Sennheiser Group incorporates Georg Neumann GmbH, manufacturer of studio microphones and monitoring loudspeakers, which became part of the group in 1991; Sennheiser Communications A/S, a joint venture established in 2003 focused on headsets for PCs, offices and call centers; Sennheiser Streaming Technologies, founded in 2014, a center of excellence for the development of innovative streaming solutions; and Sennheiser Media, a record label that focuses on promoting young, up-and-coming artists.

## **More than 70 years of audio excellence**

Sennheiser was founded in 1945 as "Laboratorium Wennebostel" or "Labor W" – by electrical engineer Prof. Dr. Fritz Sennheiser. In 1947, "Labor W" entered the audio world with the launch of its first self-developed microphone. The first "shotgun" microphone followed in 1956. The company was renamed Sennheiser electronic in 1958 – the inception of a brand that ten years later would spark a worldwide boom by developing and producing the first open-type headphone, the HD 414. Further product milestones followed, such as the launch of the iconic MD 441 microphone in 1971.

This remarkable history of innovation has continued through the next generation of the Sennheiser family's stewardship and as the company has transformed into an internationally successful global brand: Under the management of Prof. Dr. Jörg Sennheiser, Sennheiser

established new manufacturing facilities, while at the same time expanding production in Germany, and globalizing Sennheiser's sales organization.

Further product highlights, including, the creation of the world's best headphone – the legendary Orpheus – in 1991, followed by the launch of the top-of-the-line high-end headphones HD 800 in 2009. The company continues to push forward with present-day innovations such as the leading digital wireless microphone system, Digital 9000. In 2015, Sennheiser also launched the successor to the legendary Orpheus – the HE 1. With unique characteristics such as high fidelity, exceptional spaciousness and a frequency range which goes far beyond human hearing, it is the best headphone in the world.

### **The Pursuit of Perfect Sound**

Sennheiser continues to build on this 70-year history of innovation: The focus of all activities is the vision to shape the future of audio. This commitment is embodied by four Research and Development centers worldwide as well as by the Innovation Campus at its Wedemark headquarters: Opened in 2015, the facility is the audio industry's largest and most modern center for innovation. United in the pursuit of the perfect sound, Sennheiser employees worldwide are dedicated to the creation of products that will continue to exceed the expectations of customers and set new benchmarks for the audio world.

A key area of strategic development for Sennheiser is the company's 3D Immersive audio technology AMBEO. AMBEO enables a completely new listening experience, in which the listener feels completely immersed in sound. The potential for this technology lies in a wide variety of applications, e.g. virtual-reality gaming, music production or broadcasting. Over the long term, Sennheiser will create products that encompass the full scope of 3D immersive audio – from recording, to mixing and processing up to reproduction of music.

Learn more at [www.sennheiser.com](http://www.sennheiser.com)