

**NAMM 2017: New Sennheiser wireless mics and Neumann monitor loudspeaker
Booth performances to feature Lucy, Jaq Mackenzie, Marcus Eaton and others**

Wedemark/Berlin, 19 January 2017 – At NAMM 2017, Sennheiser and Neumann will expand their live performance and monitoring portfolios with the introduction of several exciting new products. Visitors to Hall A, Booth No. 6577, will be the first to see the Sennheiser XS Wireless 1 and XS Wireless 2 radio microphone series, as well as the Neumann KH 80 DSP monitoring loudspeaker. Sennheiser will also be launching the new HD 200 PRO headphones, alongside new frequency variants for the evolution wireless 300 G3 and 500 G3 series for the USA and Canada. While exploring the latest tools for the stage and the (mobile) studio, visitors will be able to enjoy a wealth of live performances at the booth.

Sennheiser and Neumann launches at NAMM

NAMM 2017 will see Sennheiser launch XS Wireless 1, a series of six wireless microphone sets for the budget-conscious user looking for exceptional ease of use and fast set-up. The audio specialist will also preview XS Wireless 2, which will become available later in 2017 and take the benefits of XSW 1 further. Also, the renowned evolution wireless 300 G3 and 500 G3 series will be expanded with new A1 frequency variants (470 to 516 MHz) for the USA and



Canada. For those who love to use their monitoring headphones for listening to music, too, Sennheiser will be launching an ideal and affordable solution – the new HD 200 Pro headphones.

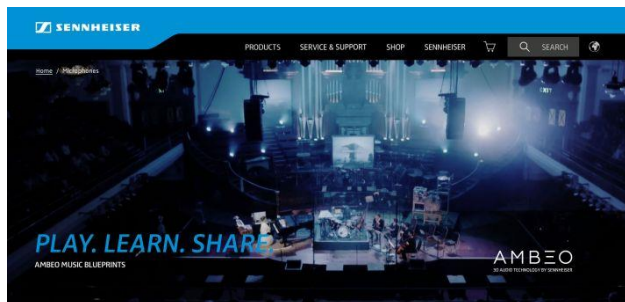


Neumann.Berlin will launch the brand new KH 80 DSP monitor loudspeaker, which employs digital signal processing to ensure a new level of sound neutrality independent of the surroundings. The upcoming Neumann.Control app will automatically calibrate the speaker system.



Shaping the future of audio with AMBEO

3D Audio remains a buzzword in the music industry in 2017. As well as presenting its



AMBEO VR Mic, an Ambisonics microphone designed especially for the VR community, Sennheiser will be helping users explore and embrace the exciting possibilities of its AMBEO technologies with a focus on its AMBEO Music

Blueprints website. This valuable resource helps users learn how to record, mix and deliver live music as an immersive 3D audio experience (www.sennheiser.com/ambeo-blueprints). There will be daily Blueprint demos at the booth, taking the audience through the workflow recommended to create 3D music for headphones (AMBEO for Binaural), for VR content (AMBEO for Virtual Reality) and for 9.1 loudspeakers (AMBEO for loudspeakers). The AMBEO area will showcase its AMBEO Music Blueprint microphones, namely the Neumann KU 100 dummy head, the AMBEO VR mic and the Sennheiser MKH 800 TWIN.

Demo Session Schedule:

Thursday, Jan 19th

11:30 a.m. AMBEO for Binaural
1:30 p.m. AMBEO for Loudspeakers
3:30 p.m. AMBEO for VR

Friday, Jan 20th

11:30 a.m. AMBEO for VR
1:30 p.m. AMBEO for Binaural
3:30 p.m. AMBEO for Loudspeakers

Saturday, Jan 21st

11:30 a.m. AMBEO for VR
1:30 p.m. AMBEO for Loudspeakers
3:30 p.m. AMBEO for Binaural

Other tools on show

An ample choice of stage microphones from Sennheiser's evolution range and Neumann's KM series awaits NAMM visitors, alongside wireless microphones from

Sennheiser's renowned evolution wireless G3, evolution wireless D1 and 2000 series. Wireless monitors from the 2000 and evolution wireless series will also be on show.

Recording microphones include the Sennheiser MK 4 and MK 8, the famous Neumann classics U 87 Ai, U 47 fet and M 149 Tube, as well as the recent TLM 107, TLM 102 and TLM 103, the latter also being an excellent choice for the home studio.

Sennheiser will also be presenting mobile recording microphones designed in collaboration with Apogee Electronics. Besides the ClipMic digital and MKE 2 digital for iPhones, the most prominent member in the line is the new MK 4 digital for high-quality music recordings on iOS and USB devices. Meanwhile,



for GoPro users, Sennheiser's upcoming microphone for GoPro HERO4 cameras, the MKE 2 elements promises to add breathtaking sound to the exciting footage delivered by the HERO4.

Besides the new HD 200 PRO, professional headphones on show include the HD 380 PRO, HD 280 PRO, HD6 MIX, HD 25 and HD 25 LIGHT.

At the booth, a dedicated area with Neumann monitor loudspeakers ranging from the new KH 80 DSP and the KH 120 and KH 310 nearfields to the KH 810 subwoofer will provide ample opportunity for A-B testing various set-ups.

Live shows

Sennheiser will continue its tradition of presenting an impressive roster of musical talent at its booth stage during NAMM 2017. Featuring both established musical acts as well as up-and-coming talent, this year's artists include singer-songwriter Marcus Eaton, jazz funk blues rockers Ari and the Alibis, country pop duo Dixie Jade and many others. Below are the scheduled performances taking place at the booth (Hall A, 6577):



Thursday, Jan 19th

12 noon Lucy
12:30 p.m. Marcus Eaton
2 p.m. Ilisa Juried
3 p.m. Lucy
4 p.m. Jaq Mackenzie

Friday, Jan 20th

12 noon The Talbott Brothers
1 p.m. Camisha Garner
2 p.m. Ari and the Alibis
3 p.m. Daniello De Laurentiis
4 p.m. Dixie Jade

Saturday, Jan 21st

12 noon Nina Storey
1 p.m. King Washington
2 p.m. Debby Holiday
3 p.m. Shandra Dixon
4 p.m. Percy Bady

Sunday, Jan 22nd

12 noon Jaq Mackenzie
1 p.m. Ronee Martin
2 p.m. Matt Cartsonis Trio
3 p.m. Marcus Eaton

Awards events during NAMM

Neumann.Berlin is a proud sponsor of the fifth annual She Rocks Awards at NAMM, organised by The Women's International Music Network (WiMN). Paying tribute to women who stand out within the music industry, the awards celebration will take place on Friday, January 20 at 7p.m. at the Anaheim Hilton Hotel.



Sennheiser and Neumann are looking forward to the prestigious NAMM TEC Awards, which will be held on Saturday, January 21.

While Sennheiser was nominated for its Wireless System Remote (WSR) application, the HD 25 PLUS professional headphones and the new evolution wireless G3 systems

in the A1 band for the USA and Canada, Neumann.Berlin received a prestigious nomination for its 'Neumann in the Home Studio' educational microsite. A special honor for the studio specialist: The venerable Neumann U 67 tube microphone will be inducted into the TECnology Hall of Fame, which recognizes audio products and innovations that have made a significant contribution to the advancement of audio technology.



Visit Sennheiser and Neumann in Hall A, Booth No. 6577.



We kindly invite you to our press conference on Thursday, January 19th at 1 p.m. at the booth.

Image captions:

Image 1 (XSW Vocal Set): Available right after NAMM: the brand new Sennheiser XS Wireless 1 series (pictured is the Vocal Set)

Image 2 (KH 80 DSP): Launches at NAMM: the Neumann KH 80 DSP monitor loudspeaker

Image 3 (AMBEO Blueprints): AMBEO Music Blueprints is an online guide dedicated to providing information on recording and mixing live music to deliver a 3D experience on headphones, loudspeakers or for virtual reality

Image 4 (MK 4 digital): The MK 4 digital true condenser microphone features Apogee A/D conversion and pre-amp technology – ready for great recordings on iOS and USB devices

Image 5 (J. Malik): J. Malik will perform on the Sennheiser stage with Percy Bady (photo courtesy of Luis Perez)

Image 6 (TEC Nominee): Sennheiser and Neumann were nominated for a total of four TEC Awards

Image 7 (U 67): The Neumann studio legend U 67 will be inducted into the TECnology Hall of Fame

About Sennheiser and Neumann

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 19 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 2,750 employees around the world that share a passion for audio technology. As part of the Sennheiser Group, 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. In 2015, the Sennheiser Group had sales totaling €682 million. www.sennheiser.com, www.neumann.com

Press Contacts**USA and Canada**

Jeff Touzeau
Public Relations
Hummingbird Media, Inc.
(914) 602-2913
jeff@hummingbirdmedia.com

International

Sennheiser electronic GmbH & Co. KG
Stephanie Schmidt
PR Manager Professional Systems
Audio Recording • Broadcast & Media •
Live Performance & Music
Am Labor 1 • 30900 Wedemark • Germany
Tel. +49 (5130) 600 – 1275
stephanie.schmidt@sennheiser.com

Georg Neumann GmbH
Andreas Sablotny
Product & Brand Marketing, Audio
Recording
Leipziger Str. 112 • 10117 Berlin •
Germany
Tel.: +49 (30) 417 724 – 19
andreas.sablotny@neumann.com

