



SENNHEISER'S MB 660 HEADSET WINS TMC'S 2017 UNIFIED COMMUNICATIONS PRODUCT OF THE YEAR AWARD

Sennheiser's sophisticated headset for modern unified communications environments has been recognized for its innovation

Ballerup, DK, April 10, 2017 – Sennheiser, a leading provider of premium audio solutions for businesses, announces its MB 660 headset has won a 2017 Unified Communications Product of the Year Award from TMC (Technology Marketing Corporation). TMC is a prominent news organization for the telecommunications industry and the publishers of INTERNET TELEPHONY and CUSTOMER magazines.

The award honors the best and most innovative unified communications products and solutions released in the last 12 months as selected by the editors of TMC's INTERNET TELEPHONY magazine, according to a statement from TMC.

The MB 660 has been designed to increase concentration, productivity, and well-being for knowledge workers in noisy open office environments – a workspace that is becoming more prevalent in modern enterprises. The UC-certified headset employs adaptive active noise cancellation (AANC), a unique feature which constantly monitors the background environment for ambient noises, adapting the level of noise reduction for a more pleasant user experience. A roster of sophisticated state-of-the-art microphone and noise filtering technologies provide a crystal clear communication experience for the user and listener alike. In addition, the wireless headset offers Sennheiser's superior audio quality for music and multimedia enjoyment. Class-leading ergonomics, compact form, and high quality materials make MB 660 extremely comfortable, even for the longest listening sessions.



The MB 660 headset featuring adaptive active noise cancellation for increased focus in noisy open office environments.

“We have crafted our portfolio of headsets and audio conferencing solutions so they can function not just as add-ons for a unified communications environment, but as skillfully engineered equipment that supports



productivity in these unique settings,” said Andreas Bach, president at Sennheiser Communications A/S. “The MB 660 is a prime example of that, offering advanced technologies to compensate for the drawbacks of open-office spaces. The right audio solution can help individual workers reestablish control over their shared environments. We’re honored that a prominent telecommunications media company such as TMC has recognized this innovation by selecting it for a UC Product of the Year Award.”



UC-certified MB 660 delivers a business-grade communication experience, superior Sennheiser sound and all-day wearing comfort.

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 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. Since 2013, Sennheiser has been managed by Daniel Sennheiser and Dr. Andreas Sennheiser, the third generation of the family to run the company. In 2015, the Sennheiser Group had sales totalling €682 million. www.sennheiser.com

About INTERNET TELEPHONY magazine

INTERNET TELEPHONY has been the IP Communications Authority since 1998™. Beginning with the first issue, *INTERNET TELEPHONY* magazine has been providing unbiased views of the complicated converged communications space. For more information, please visit www.itmag.com. Follow *INTERNET TELEPHONY* magazine on [Twitter](https://twitter.com/itmag) or join our [Linked In](#) group. [Subscribe](#) or visit www.itmag.com.

About TMC

Global buyers rely on TMC’s content-driven marketplaces to make purchase decisions and navigate markets. This presents branding, thought leadership and lead generation opportunities for vendors/sellers.

TMC’s Marketplaces:

- Unique, turnkey online communities boost search results, establish market validation, elevate brands and thought leadership, while minimizing ad-blocking.
- Custom lead programs uncover sales opportunities and build databases.
- In-person and online events boost brands, enhance thought leadership and generate leads.
- Publications, display advertising and newsletters bolster brand reputations.



- Custom content provides expertly ghost-crafted blogs, press releases, articles and marketing collateral to help with SEO, branding, and overall marketing efforts.
- Comprehensive event and road show management services help companies meet potential clients and generate leads face-to-face.

For more information about TMC, please visit www.tmcnet.com.

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