



COMPACT, CONNECTED AND READY TO GO

Sennheiser launches new wireless CX 7.00BT ear-canal headphones for brilliant everyday listening

Wedemark/Shanghai, June 8, 2017 – For a fast-moving, always-on generation, Sennheiser is expanding its in-ear wireless headphone range with the launch of the new CX 7.00BT. The new model offers a minimalist lightweight neckband design, excellent bass-driven sound and leading-edge wireless technology in an affordable pair of headphones.

“The CX 7.00BT is ideal for enjoying entertainment and staying in touch on mobile devices,” said Charles Cha, Product Manager Lifestyle at Sennheiser. “In recent years, wireless headphones have become increasingly popular because of the flexibility and freedom they offer. This new Bluetooth neckband model is a great option for anyone looking for a take-anywhere, affordable headphone that offers the incredible listening experience you would expect from Sennheiser.”



The wireless CX 7.00BT neckband headset delivers detailed sound and enhanced bass, with Bluetooth 4.1 and Qualcomm® apt-X™ for true wireless Hi-Fi sound.

With a clear, detailed sound and enhanced bass response, the CX 7.00BT’s performance is assured by leading-edge wireless technologies, including Bluetooth 4.1 and Qualcomm® apt-X™ for true wireless Hi-Fi sound. NFC one-touch pairing makes it simple to immediately connect to smart devices, while the headphone’s multi-connection capability enables simultaneous pairing with up to two devices such as a smartphone and a computer. It’s just as easy to use as a headset for phone calls thanks to an integrated microphone, 3-way calling and helpful voice prompts to notify the user of incoming calls.



Designed for comfortable all-day listening

The new ear-canal headphones are supremely comfortable even for long periods of use. They feature an ergonomic around-the-neck design and come with a choice of four sizes of ear adapters to ensure great fit. In addition to providing enhanced comfort, a good fit in the ear canal offers excellent attenuation of ambient noise for an enjoyable listening experience even in busier environments.

Everyday use of the CX 7.00BT is facilitated by its ten-hour battery life. The battery can be fully recharged via USB in only 1.5 hours. The CX 7.00BT also supports USB audio via its supplied cable for times when wired used is preferred.

The CX 7.00BT will be available in APAC from June and worldwide from September 2017.

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 totaling €682 million. www.sennheiser.com

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