



## DEMAND EVEN MORE FROM YOUR MUSIC

**IE 80 S earphones offer enhanced fit, customization, and high-end style**

**Wedemark/Berlin, 31<sup>st</sup> August 2017 – At this year's IFA, Sennheiser is launching an enhanced version of one of its highest-performing earphone models. Created for the discerning music enthusiast, the new IE 80 S offers a brilliant lifelike sound with outstanding sonic accuracy and clarity. With a unique sound customization function and additional customization features such as an interchangeable cable and memory foam ear tips from Comply™, the IE 80 S promises to take the mobile music experience to the next level.**

Sennheiser's new IE 80 S builds on the accomplishments of the original IE 80, which drew on Sennheiser's expertise in the professional monitoring sector to meet the demands of listeners seeking as much fine detail as possible. The IE 80 S reflects this classic formula, enhancing the professional high-fidelity stereo sound through an improved fit, while incorporating a new design that shares the visual aesthetic of Sennheiser's high-end audiophile range.



A unique sound customization function makes it possible to adjust the frequency response of the IE 80 S according to personal taste.

“The IE 80 S brings together professional sound quality and high-end aesthetics – the best of both worlds for those seeking to upgrade their portable audio experience,” said Marcel Salzmann, Product Manager Audiophile at Sennheiser.

Outstanding sonic accuracy and clarity are ensured by a dynamic speaker system with powerful neodymium magnets. A unique sound customization function allows the user to adjust the frequency response according to personal taste. For further customization, the IE 80 S comes with a wide choice of ear adapters, which now include memory foam ear tips

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from Comply™ alongside standard and lamella silicon options. These choices enhance sound quality through a better fit in the ear canal. The earphones' passive noise attenuation of up to 26 dB allows every fine detail of music to be savored – even in noisy environments.

Merging form and function, the earphones' rugged industrial design conforms to the shape of the ear and includes stainless steel elements and a red colored strain relief on the right earphone connector for easy side recognition.

The IE 80 S earphones have been crafted for maximum durability and feature a tough and interchangeable cable which makes it possible to customize the earphones or adapt them to take advantage of different connectivity choices. For making phone calls on the go, an optional smart remote cable with one-button control and an in-line microphone will be available at the Sennheiser webshop and participating retail partners. Optional ear hooks are supplied to guarantee an even more secure fit and enhanced wearing comfort. The IE 80 S comes with a carry case for storing the earphones and accessories.

The new IE 80 S will be available from September.

#### **About Sennheiser**

Shape the Future of Audio – that is Sennheiser's vision. It is based on more than 70 years of innovation culture, which is deeply rooted within the company. Founded in 1945, Sennheiser remains family-owned and is today one of the world's leading manufacturers of headphones, microphones and wireless transmission systems. With 20 sales subsidiaries and long-established trading partners, the company is active in more than 50 countries and operates its own production facilities in Germany, Ireland and the USA. Sennheiser has around 2,800 employees around the world, all of whom are united in the pursuit of the perfect sound. Since 2013, the company has been managed by Daniel Sennheiser and Dr. Andreas Sennheiser – the third generation of the family to do so. In 2016, the Sennheiser Group had sales totaling € 658.4 million. [www.sennheiser.com](http://www.sennheiser.com)

#### **Global Press Contact**

Sennheiser electronic GmbH & Co. KG  
[Jacqueline Gusmag](#)  
Public Relations Manager Consumer Electronics  
T: +49 (0)5130 600-1540  
[jacqueline.gusmag@sennheiser.com](mailto:jacqueline.gusmag@sennheiser.com)