



GET MOVING AT WORK TO GET AHEAD – SENNHEISER PROMOTES HEALTHIER WORKING WITH WIRELESS HEADSETS

Ballerup November 30, 2017 – There's never been a better time to make your business a healthier place, as wireless headsets are making it easy to transform the wellbeing of employees through a mobility-enabled workplace. While technologies such as unified communications and mobile devices are making businesses more agile and flexible, office workers are often restricted to sedentary and desk-bound working environments that are adversely affecting their productivity and health. Yet, thanks to the latest generation of wireless technology, audio specialist Sennheiser says the days of being chained to a desk are over.

It's time to get serious about creating a healthier workplace: In today's fast-paced business world, helping to get employees moving can not only deliver health benefits but also enhances productivity through improved multitasking, collaboration and higher employee satisfaction. Thus forward-thinking corporations are embracing the opportunities being offered by modern communications solutions such as wireless headsets. Thanks to advanced UC optimized capabilities and user-friendly features, these can play a key role in encouraging employee wellbeing and getting people moving.

Alongside practices such as chairless meetings and the use of standing desks, professional wireless headsets are a key tool in creating a mobility-enabled workplace. Their benefits include the freedom of handsfree use, which is key to encouraging mobility, as well as the ergonomic advantages over handheld phones for longer calls. Today, wireless technologies offer long distance range that makes it easier to continue discussions when walking, while an incredibly natural, high quality listening experience helps make communication easier and less fatiguing – even in noisier environments.

The Health Hazards of Sedentary Work Habits

Taking steps to improve the workplace can make everyday life more pleasant for employees, but there are also serious reasons to take action. Research exploring overall employee wellbeing has revealed numerous health conditions resulting from the sedentary lifestyle enforced by many office environmentsⁱ. For example, long periods of sitting without moving can compress internal organs and reduce blood flow to other areas of the bodyⁱⁱ. This can produce elevated blood pressure, cardiovascular disease and even increase the risk of



developing diabetesⁱⁱⁱ. From a productivity perspective, it has also been found that reduced blood flow can produce “foggy brain,” a condition resulting from lack of fresh blood and oxygen to the brain that can slow levels of responsiveness.

Beyond the long term risks associated with limited mobility, a lack of ergonomic awareness can also produce problems like back and neck pain. Hand-held devices such as desk- and mobile phones often require employees to cradle the phone between neck and shoulder to free up their hands for other tasks. This poor phone posture – easily avoided with a headset – compresses the cervical vertebrae^{iv}, causing neck discomfort, shoulder pain and back pain as the back disks are put under undue pressure.

Get your team moving with wireless

“Businesses need to adopt a holistic view of their working environments and practices in order to improve health and productivity and help to change employee habits for the better,” explained Andreas Bach, president of Sennheiser Communications A/ S. “While there is no ‘silver bullet’ solution, headsets have long been a key tool in improving ergonomics. Now, wireless technologies are taking these benefits even further by making more physical movement during the day a practical reality.”

Sennheiser offers a wide range of headset solutions that are designed to work seamlessly with all leading unified communication platforms, offer unrestrained mobility and the best possible sound. Whether it’s for occasional or long periods of use, comfort is maximized by best-in-class ergonomic design and high-quality materials. And with long lasting batteries that offer a full working day of talk time, those advantages add up to a happier and healthier user experience.

To learn more about wireless headset solutions from Sennheiser please visit www.sennheiser.com/wellbeing to learn more.

About Sennheiser

Sennheiser is shaping the future of audio – a vision built on more than 70 years of innovation culture, which is deeply rooted within the family-owned company. Founded in 1945, Sennheiser is 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 that share a passion for audio excellence. Since 2013, Sennheiser has been managed by



Daniel Sennheiser and Dr. Andreas Sennheiser, the third generation of the family to run the company. As part of the Sennheiser Group, the joint venture Sennheiser Communications A/S is specialized in wireless and wired headsets and speakerphones for contact centers, offices and Unified Communications environments as well as headsets for gaming and mobile devices. In 2016, the Sennheiser Group had sales totaling €658.4 million. www.sennheiser.com

ⁱ “Physical Activity 2016: Progress and Challenges”, the Lancet, July 27, 2016

<http://www.thelancet.com/series/physical-activity-2016>

ⁱⁱ “The Health Hazards of Sitting”, The Washington Post, January 20, 2014

<https://www.washingtonpost.com/apps/g/page/national/the-health-hazards-of-sitting/750/>

ⁱⁱⁱ “The sedentary office: a growing case for change towards better health and productivity” 2015 report in the BMJ (British Medical Journal), cited by Get Australia Standing

http://getaustraliastanding.org/pdfs/gbs/expert_statement.pdf

^{iv} “The Health Hazards of Sitting”, The Washington Post, January 20, 2014

<https://www.washingtonpost.com/apps/g/page/national/the-health-hazards-of-sitting/750/>

Global Press Contact

Melanie Ibsen

meib@senncom.com

T + 45 51 16 90 73