



SENNHEISER TO LAUNCH EVOLUTION WIRELESS G4 AT NAMM – NEUMANN RE-ISSUES LEGENDARY U 67 STUDIO MICROPHONE

Wedemark/Anaheim, 15 January 2018 – With the launch of the evolution wireless G4 series and two brand-new XS Wireless 1 Dual Sets, audio specialist Sennheiser is bringing a wide portfolio of exciting new wireless solutions to NAMM. Meanwhile leading studio microphone manufacturer Neumann is presenting a re-issue of the U 67, the quintessential studio workhorse of the 1960s. But it is not all about products: The Sennheiser and Neumann booth (Anaheim Convention Center North, Level 1, Booth No. 14110) is once again continuing its tradition of presenting a diverse and exciting roster of musical talent. This year's artists performing on the booth stage include singer-songwriter Rie Sinclair, contemporary roots duo The Talbott Brothers, and many more.

Alongside evolution wireless G4 and the XSW 1 Dual Sets, both available from April, Sennheiser will be showcasing upgrades to its acclaimed Digital 6000 wireless microphone system as well as the AMBEO portfolio, with immersive audio workshops also held at the booth (daily at 10.30 a.m. and 2 p.m.). Neumann will be demoing its wide range of studio monitors and microphones, including the U 87 Rhodium Edition and the U 67, in dedicated active set-ups.

Stage Program

"It is our pleasure to present four days of live performances on the Sennheiser Stage during this year's NAMM convention," said Byron Gaither, Artist Relations, Sennheiser. "While our booth will showcase the latest audio technologies from Sennheiser and Neumann, the Sennheiser Stage provides a great opportunity to take a break from the hustle and bustle of the show floor and experience great artists putting these innovative mics into action."



The Talbott Brothers will perform on the Sennheiser Stage on Thursday and Sunday

Thursday, Jan 25th - Day 1

11:30 a.m.	Randell Kirsch and LuAnn Olson
12:30 p.m.	Ronee Martin
1:30 p.m.	Michael Mell
2:30 p.m.	The Talbott Brothers
3:30 p.m.	Rie Sinclair

Friday, Jan 26th - Day 2

11:30 a.m.	Jaq MacKenzie
12:30 p.m.	Astral Queen feat. Nina Storey and Mark McKee
1:30 p.m.	Ari and the Alibis
2:30 p.m.	Marcus Eaton
3:30 p.m.	Julia Othmer
4:30 p.m.	Nu Blu

Saturday, Jan 27th - Day 3

11:30 a.m.	Dixie Jade
12:30 p.m.	Luci
1:30 p.m.	Lola Lennox
2:30 p.m.	Debby Holiday
3:30 p.m.	Chaka Blackmon
4:30 p.m.	Chaka Blackmon

Sunday, Jan 28th - Day 4

11:30 a.m.	em rossi
12:30 p.m.	The Talbott Brothers
1:30 p.m.	George Krikes feat. Pretty Polly
2:30 p.m.	Ari and the Alibis
3:30 p.m.	Marina V.

Join us for symposiums on wireless technology

Sennheiser will be participating in various events and panels taking place during the AES Pro Sound Symposium.



- January 25 to 27, 10:00-11:00 a.m., Anaheim Hilton, Huntington C, Level 4 – Sennheiser will participate in the **Wireless Spectrum Update 2018 Expert Panel** alongside Lectrosonics, AT/Alteros, PWS and RAD.
- January 25 to 27, 11:00 a.m. to 1:00 p.m., Anaheim Hilton, Huntington C, Level 4 – During the **Wireless Microphone Spectrum, Technology and Product Discussion** Sennheiser's Eric Reese, Brian Walker, and Thom Salisbury will be hosting sessions to discuss current and future use of wireless microphones, as well as the trade-offs between specific wireless technologies and differing spectrum ranges. The discussion will look at the differences between analog and digital wireless as well as the use of alternate frequency ranges such as VHF, UHF, ISM, DECT, and 2.4G in various applications. This technology discussion will also include specific product innovations across the Sennheiser wireless product lines and exciting new products announced at NAMM.
- January 25 to 27, at 5:00 p.m., Anaheim Hilton, Huntington C, Level 4 – Sennheiser will participate in the **Entertainment Wireless Technology Q&A Panel**, an open-format question and answer panel with leading industry experts on various entertainment wireless topics.

On Sunday, January 28, 11:00 a.m. - 1:00 p.m., AES and TEC Tracks join forces for a special **Silent Jam session**, where participants using Sennheiser wireless headphones will be able to audition the specific monitor mix that each musician has requested onstage. Engineering this session will be Eagles' monitor mixer Mark Frink, and the performing musicians will include Brian Hardgroove, John Kurzweg and Jono Manson, as well as special guests. The session will take place at the Anaheim Hilton, Manhattan, Level 4.

Visit Sennheiser and Neumann at the NAMM Show, January 25 to 28, Anaheim Convention Center North, Level 1, Booth 14110.

About Sennheiser and Neumann

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 throughout the world who 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, Georg Neumann GmbH, known as "Neumann.Berlin", is the world's leading manufacturer of studio microphones. Founded in



1928, the company has been recognised 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 2016, the Sennheiser Group had sales totalling €658.4 million.

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