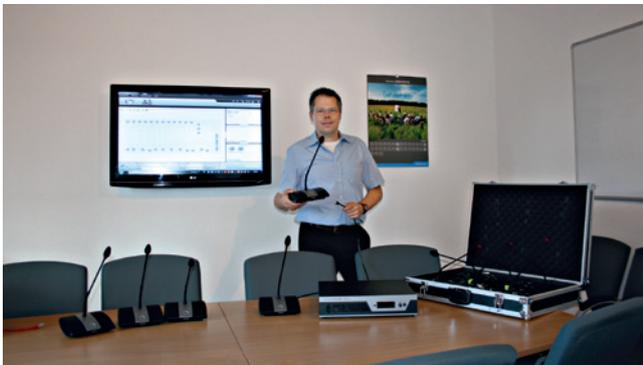


## Berlin Brandenburg airport's aircraft noise commission deploys ADN, the digital conference solution from Sennheiser.

In June 2012, the new Berlin Brandenburg airport will open, an extension of the former Berlin-Schönefeld airport. Unsurprisingly, not all local residents welcomed a construction project of this scale with open arms. As a result, the project planners took the very considerate and highly effective step of inviting all sceptics from interested parties and members of the community to round table discussions – actively including them in the decision-making process. One thing that always came top of the agenda was agreeing on proposals that the Deutsche Flugsicherung GmbH (the company in charge of air traffic control in Germany) could later use as the basis for deciding on future flight paths at the new transport hub. It was a tough process that took more than six months, with one conference per month.

And which technology was deployed? Sennheiser's ADN mobile digital conference solution, which consistently ensured a smooth and effective discussion between all participants.



### Key requirements:

- Had to be extremely quick to set up (max. one hour before the conference began).
- Had to support digital recordings of conferences using a USB stick.

### The solutions:

- 2 x ADN C1, 28 x ADN D1, 1 x ADN CU1
- Integration of the EW 500 G2 microport receiver and EW 365 G2 handheld transmitter, both from Sennheiser.
- Via XLR input/output, analogue 12-channel audio interface from Drawmer for external audio recordings.
- ACER laptop (Windows 7) with conference management software.

### Already convinced:

#### Dan Wittke, CEO of Bärln Team Eventdesign, Berlin, Germany

"It worked out just as we wanted: both the conference participants and journalists praised its ease of use, while the radio and TV experts commented on the excellent audio quality. We agreed unanimously that conferences can be successfully supported with ADN. The system is particularly suitable for businesses that rent out equipment and technology companies. And it's almost unbeatable for press conferences because it can perform the same key functions as audio mixers and the like. This saves resources – both for us as the business renting out the equipment, as well as for our customers. Add to that how incredibly fast it is to set up, and you've got a system with a great future."

### The benefits at a glance:

- Excellent audio quality.
- Ease of use (straightforward, fast set-up/intuitive operation).
- Built-in audio mixer functionality.
- Mobile deployment.

## Jizan Chamber of Commerce and Industry deploys ADN, the digital conference solution from Sennheiser.

The Chambers of Commerce and Industry in the Kingdom of Saudi-Arabia are put into three different categories depending on their number of members: large, mid-sized or small. Each one has a committee made up of directors and members. Like elsewhere in the world, the need for discussion and decision-making here is huge. There are complex tasks to be dealt with – making unbroken, completely clear voice transmission essential, even in emotionally-charged meetings. Furthermore, it's not uncommon to find grandness and splendour in the conference rooms of this region – so a conference system must offer extremely high quality from an aesthetic angle too.



### Key requirements:

- Had to be quick to set up.
- Had to blend in well with the existing conference room.

### The solutions:

- 1 x ADN C1, 20 x ADN D1, 1 x ADN CU1

### Already convinced:

#### **Bader Al Zahrani, Project Manager at Moon Systems, Dammam, Saudi-Arabia**

"We read about the ADN system in a press article. We were immediately curious about the well-rated, unusually large scope of functionality for a system of this kind. Now the ADN system is a permanent part of our portfolio and we can recommend it to our customers with total confidence. The range of functionality, sleek appearance, rapid set-up: it's all consistently high quality. The fact that this PC-based solution can also be enhanced with updates makes us certain that we have invested in the right system. I think it's very likely that ADN will be found in a lot of conference rooms in the future."

### The benefits at a glance:

- Large scope of functionality.
- Sleek appearance, blends in well with conference rooms.
- Clear, easily comprehensible voice transmission.
- Can be installed permanently with minimum effort.