

Fashion victim or sound addict?

Sennheiser presents new models from its Style Selection at the IFA

Berlin, 30 August 2012 – Perfect sound has never looked so good. At this year's IFA in Berlin, audio specialist Sennheiser is showing the latest headphone models from its Style Selection. They include the new Amperior – perfect for all music fans who also want to listen to superior DJ-quality club sounds on the move. For visitors to the IFA who profess their passion for sound, like world famous DJ and Amperior endorser Bob Sinclar, Sennheiser has introduced a very special initiative at its trade fair stand in Hall 3.2: the Sennheiser photo booth.



“For us, first-class sound performance and urban style go hand in hand. This combination is reflected in the headphones in Sennheiser’s Style Selection,” says Katrin Huss, Director Customer Relationship Management. “At the IFA we’d like to invite all music fans to get involved with our “Sound Addict Campaign”. For the duration of the trade show, visitors to the Sennheiser stand can have their photo taken in a photo booth wearing the new Amperior headphones. The shot is taken with a conventional delay timer – the kind people will be familiar with from photo booths. This means IFA visitors will be posing in front of the same

background as professional DJ Bob Sinclar. The message is clear: I’m not a fashion victim. I’m a sound addict.

With hits that include ‘World Hold On’ and ‘Love Generation’, Bob Sinclar is truly a DJ legend. He brought the groove back to the dance floor and is a man who marches to the beat of his own songs, producing number one hits around the world that are played on the radio in every country on every continent.

“The photo campaign allows IFA visitors to profess their passion for sound, make a statement and share their enthusiasm and music with others,” says Jessika Petrusch,

Marketing Manager Sennheiser Consumer Electronics. So not only do all entrants receive a printed photo straightaway at the trade show, but they can also put it on Facebook afterwards as a profile picture and ask their friends to vote for them as a 'Sound Addict'. The entrant with the most votes will win a trip to one of Bob Sinclar's live shows.

As well as the Amperior, whose sound signature comes from the legendary HD 25 DJ headphones, Sennheiser will be introducing other models from the Style Selection at the IFA. These include the IE 800 in-ear headphones, the HD 700 premium headphones, the HDVD 800 headphone amplifier and other new products. Lifestyle and high-end are therefore central themes for the audio specialist at this year's consumer electronics show.

Visitors will have the opportunity to test new products there and then during the IFA from 31 August to 5 September. Sennheiser can be found from 10am to 6pm daily in Hall 3.2 on stand 127 in Berlin's exhibition centre.

About Sennheiser

The Sennheiser Group, with its headquarters in Wedemark near Hanover, Germany, is one of the world's leading manufacturers of microphones, headphones and wireless transmission systems. In 2011 the family-owned company, which was established in 1945, recorded sales of around €531 million. Sennheiser employs more than 2,100 people worldwide, and has manufacturing plants in Germany, Ireland and the USA. The company is represented worldwide by subsidiaries in France, Great Britain, Belgium, the Netherlands, Germany, Denmark (Nordic), Russia, Hong Kong, India, Singapore, Japan, China, Canada, Mexico and the USA, as well as by long-term trading partners in many other countries. Also part of the Sennheiser Group are Georg Neumann GmbH, Berlin (studio microphones and monitor loudspeakers), and the joint venture Sennheiser Communications A/S (headsets for PCs, offices and call centres).

You can find all the latest information on Sennheiser by visiting our website at www.sennheiser.com.

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