

## Developed with athletes

### Sennheiser and adidas launch a new sports earphones series

Berlin, 30 August 2012 – Professionals were at work during the development of the new sports earphone series. The five new models have been designed by audio specialist Sennheiser together with sports equipment manufacturer adidas and tested by professional athletes. The new earphones promise top-quality sound and optimal wearing comfort, even in the most extreme workout situations.



Premium sound, excellent fit and a high resistance against external influences such as water, sweat or cold: these are the features that characterise the new range of sports earphones from Sennheiser and adidas. They combine the remarkable expertise of both partners and promise a motivational training experience.

The sound performance of all five models has been enhanced to ensure an energetic listening experience without compromise, even under extreme training conditions. The new sports models have been design ground up with the emphasis on better wearing comfort and secure fit. Three of

the new models are also additionally equipped with the apple remote and microphone module for use with iPhone or iPod. This offers the users greater convenience in the taking of calls and the controlling of their music even in the thick of their sports activity.

### Professional feedback for best performance

“Athletes have the highest of expectations when it comes to their training equipment. It must work at any time, under all conditions, and support them in achieving the best results,” explained Franz Brunnberg, Head of the adidas Licensing Department. “Because of this we asked the athletes at U.S.-based *McMillanElite\**; a group of professional running trainers, to test the headphones thoroughly. “The lightweight design and the comfortable fit in particular, received positive feedback. Also highly appreciated was the premium quality of the headsets, the overall finish and the sturdiness of materials used. “We were especially delighted with the positive feedback regarding the sound performance,” said Daniel Chee, Product Manager at Senn-

heiser Consumer Electronics." Many athletes complimented the earphone's clear sound and bass reproduction."



#### **Ergonomic design for optimal wearing comfort**

With five different wearing styles to ensure a perfect fit; the **PX 685i** model is the newcomer of the series. The smoothly-adjusting headband provides a secure fit even during intensive training situations. The PX 685i comes in two colour variants – black and white. With a weight of only 20 grams, the **PMX 685i** is the lightest model in its class, with the neckband design ensuring a secure fit. The **MX 685** promises maximum freedom of movement and its EarFins which ensure a perfect in-ear fit, are now easier to adjust to individual ear sizes through a new Slide-to-Fit system. The PX 685i, PMX 685i and MX 685 are the ideal solution for those sports fans that enjoy outdoor training because these models have safety as a priority as they ensure a higher awareness of surrounding noise.

The in-ear models **OCX 685i** and **CX 685** are the ideal choice for those who want to focus on music during their workout. Due to their position in the ear canal, these models offer a perfect attenuation of surrounding sounds. With a weight of only 16 grams, the OCX 685i – available in black and white – is almost unnoticeable during workout. Flexible ear hooks ensure an optimum wearing comfort and maximum freedom of movement. The CX 685 also features the new Slide-to-Fit system for a perfect fit.

#### **Meeting the highest expectations**

Due to their sturdy materials, these headphones are the ideal sports partners, even in the most extreme situations. They feature an extremely robust, para-aramid reinforced cable and their innovative water protection system effectively shields the earphones against sweat and rain. After training, the earphones can simply be rinsed under the tap.

The new sports earphones from Sennheiser and adidas will be available from September through selected Sennheiser sales partners and adidas stores.

### **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. The family-owned company, which was established in 1945, recorded sales of around €531 million in 2011. 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). [www.sennheiser.com](http://www.sennheiser.com).

### **About adidas AG**

adidas is a global designer, developer and marketer of athletic footwear, apparel and accessories, and its mission is to be the leading sports brand in the world. adidas is part of the adidas Group, a corporation that includes brands such as Reebok, TaylorMade and Rockport. [www.adidas.com](http://www.adidas.com)

### **About McMillan Running Team**

McMillan *Elite* is a collaboration between adidas and McMillan Running Company. The non-profit organization trains athletes being capable of competing successfully at the national and international level in long-distance running between 5K and marathon distance. The mission of the team is to provide a comprehensive, positive and supportive training environment by sponsorships from adidas and coaching by the trainers of the McMillan Team. <http://www.mcmillanelite.com>

Sennheiser electronic GmbH & Co. KG  
**Mareike Oer**  
PR Manager Consumer Electronics

adidas AG  
**Rita Goncalves**  
PR Manager

Tel: +49 5130 600 719  
Email: [mareike.oer@sennheiser.com](mailto:mareike.oer@sennheiser.com)

Tel.: +49 (0)9132 84 3255  
Email: [rita.goncalves@adidas.com](mailto:rita.goncalves@adidas.com)