

The HD 800 is 'European Headphone 2009-2010'**Premium headphones from Sennheiser win EISA Award**

Wedemark, 17 August 2009 – The new premium headphones HD 800 from Sennheiser have won the coveted EISA Award presented by the European Imaging and Sound Association. In the category 'European Audio Awards', the HD 800 impressed the international jury with its innovative transducer principle. From now on, it can officially bear the title of 'European Headphone 2009-2010'.



"Here is a new top-of-the-range model from one of the world's most renowned headphone manufacturers. The challenge was to create a large diaphragm, essential for powerful bass reproduction, while avoiding unwanted resonances which result in distortion. The solution? Instead of the usual circular shape, the diaphragm is designed as a ring, which provides a large surface area, yet minimises distortions. The sound is just true to the original, at every frequency from the lowest bass to the highest treble," is how the EISA jury, which is made up of representatives from 50 European special interest magazines, justified its verdict. The coveted EISA Awards are presented every year for products from the fields of photography, video, audio & home theatre, in-car electronics and mobile devices.

Sound in perfection

"We are extremely delighted to have won the European Imaging and Sound Association award once again," said Maurice Quarré, Product Manager Consumer Electronics at Sennheiser. "With the HD 800, we have come closer than any other manufacturer to reproducing sound in such a natural and lifelike way as possible." Brilliant trebles, precise basses and a particularly spatial sound image – these are the qualities that characterise the HD 800. The frequency response ranges from 6 to 51,000 Hertz.

The excellent sound properties of the headphones are supported by selected materials and a top-quality finish – features that were also pointed out by the EISA jury.



"Low resonance materials contribute to this clear reproduction and include high-quality plastic ear cups, a metal-plastic sandwich for the headband and a special high-precision gauze made of stainless steel which holds the transducers." In the end, it is the interaction between all of the details that makes up the sound properties of high-end headphones.

Audio specialist Sennheiser presented the HD 800 for the first time at the CES in Las Vegas at the beginning of the year.

About the EISA Awards

The European Imaging and Sound Association is the unique association of special interest magazines in the fields of home theatre, video, audio, in-car electronics, hi-fi and photography from 19 European countries. Since 1981, the independent organisation has presented EISA Awards once a year for outstanding products and technologies. An international jury made up of all the editors-in-chief of the member magazines meets to decide which of the product innovations analysed in the 50 special interest magazines deserve the coveted award. Awards are presented in the categories of photography, video, audio & home theatre, in-car electronics and mobile devices. The main criteria for the award are innovation, technology, manufacturing quality, reliability, design and price/performance ratio.

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 over €385 million in 2008. Sennheiser employs more than 2,100 people worldwide, around 55% of whom are in Germany. Sennheiser has manufacturing plants in Germany, Ireland and the USA, and 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), K + H Vertriebs- und Entwicklungsgesellschaft mbH (Klein + Hummel studio monitors, installed sound) and the joint venture Sennheiser Communications A/S (headsets for PCs, offices and call centres).

Sennheiser electronic GmbH & Co. KG

Am Labor 1, 30900 Wedemark, Germany

Phone: +49 (51 30) 60 00, Fax: +49 (51 30) 60 03 00

www.sennheiser.com

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

Sennheiser electronic GmbH & Co. KG

Press & PR • Edelgard Marquardt

Am Labor 1 • 30900 Wedemark • Germany

Tel.: +49 (0)5130 600 329

Fax: +49 (0)5130 600 295

E-mail: edelgard.marquardt@sennheiser.com

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