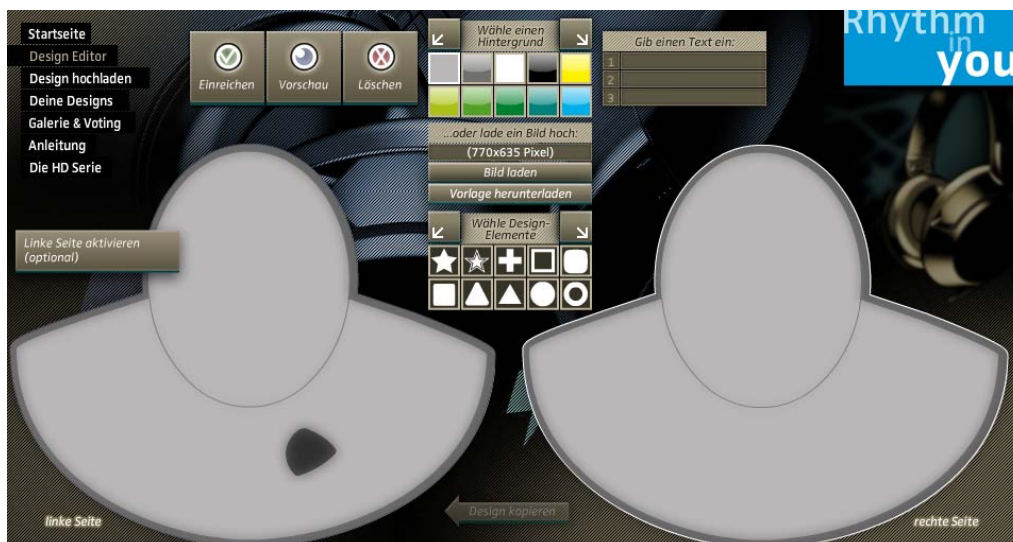


## Sound quality with style: the Sennheiser Design Contest enables audio fans to design their own headphones

Wedemark, September 2009 – Headphones reveal more about their owners than simply the fact that they like listening to music: they are also a highly sought-after design accessory and fashion statement. For all those who want to give their headphones even more individuality, audio specialist Sennheiser has initiated an online competition. Over a period of three months, music lovers can design their own HD 418 at the Sennheiser website at [www.sennheiser.com/rhythminyou](http://www.sennheiser.com/rhythminyou).

Music brings variety into our everyday lives. Those who want to enjoy their



favourite songs with their own individual headphones can now design them themselves in the Sennheiser Design Contest. Under the motto "Rhythm in you", entrants to the competition can experiment with colours, design motifs, logos and photos. Professional knowledge is not necessary. A good idea and a few clicks on the website are all it takes to create your own individual headphones. "Absolutely everyone with a bit of imagination can take part. The most important thing is an idea," said Susanne Seidel, President Global Marketing at Sennheiser. Every month, an HD 418 in their individually created look will be presented to the 15 best designers. No matter whether they are flashy, playful, casual or elegant – the headphones will be absolutely unique.

### **Just a few clicks to your individual design**

All you need to do is to register at [www.sennheiser.com/rhythminyou](http://www.sennheiser.com/rhythminyou) and you're ready to start. 70 different background designs are available – from bright pink and classic black right through to hearts and leopard skin patterns. The Design Editor also includes 200 design elements such as shapes and icons. But it's also possible to upload your own images or lettering. A preview function allows you to see what the finished HD headphones will look like.

Professional designers who are well versed in graphics programs also have the possibility to submit a fully designed draft. They simply need to download the template design of the headphones and can then create their own HD 418 using a program of their choice. The finished design is then simply loaded into the Design Editor as a jpeg file.

### **Win a unique set of headphones**

Every month, Sennheiser will choose the 30 best designs from all of the ideas submitted. These will subsequently be presented in an online gallery. It is then the turn of the online visitors: all those who have registered will be able to vote and decide which of the 15 headphone designs should be produced as a unique model. In this way, 15 audio fans every month will be presented with their individually designed HD 418 – making sure that they can enjoy perfect sound in a design that is one of a kind.

### **About the HD 418**

The HD 418 not only looks good, it also offers superb sound. The dynamic stereo headphones feature a natural, lifelike sound with a powerful bass. Soft padding on both the headband and the ear cushions ensures that the headphones remain comfortable to wear even after many hours of listening enjoyment. The single-sided cable guarantees freedom of movement and convenient handling.

The Sennheiser Design Contest can be found at: [www.sennheiser.com/rhythminyou](http://www.sennheiser.com/rhythminyou)

Press Release

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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).

You can find all the latest information on Sennheiser by visiting our website at [www.sennheisernordic.com](http://www.sennheisernordic.com), or by contacting:

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