

Top sound meets top design: elegant earphones from Sennheiser for high-quality music enjoyment on the move

Las Vegas, 6 January 2010 – The CX 980, MX 980 and OMX 980 earphones from Sennheiser will appeal to music fans not only with their top-quality sound but also with their elegant design. High-grade metal and a finely crafted finish provide these high-end earphones with a touch of class.

"Electronic devices for mobile applications have to meet increasingly demanding requirements – and that also applies to headphones. They are expected to provide top-quality sound on the move and at the same time have an excellent finish quality," explained Maurice Quarré, head of Product Management Consumer at Sennheiser. "The CX 980, MX 980 and OMX 980 combine these demands in an excellent manner." Dynamic loudspeaker systems with powerful Neodymium magnets guarantee a lifelike sound image with a highly detailed resolution. Fine metal elements and a coolly elegant design give the earphones a luxurious appearance.



Well-balanced listening enjoyment: the CX 980

Music fans can enjoy their day in complete relaxation with the CX 980. These hi-fi ear canal phones provide detailed, lifelike sound reproduction in a frequency response from 16 to 24,000 Hz. The ear adapters made of soft silicone or foam fit comfortably in the ear canal to offer effective attenuation of external noise. The large selection of seven adapters not only allows the earphones to be adapted perfectly to every ear size, it also enables users to change the sound image according to their preferences – depending on whether they prefer a bass-focused, bass-intensive or fully balanced sound.

Attractive companion with precise sound: the MX 980

The MX 980 earphones are also finished in metal. Their striking design makes them an elegant companion at all times – no matter where they are used. Their sound image offers impressively precise reproduction in a frequency response of 16 to 23,000 Hz.



Even more wearing comfort : the OMX 980

Detailed, balanced sound of the same high quality is provided by the OMX 980. The special feature of this model is its particularly secure fit and its additional wearing comfort. Flexible earhooks ensure that the OMX 980 adapts perfectly to the size and shape of the ear. High-quality metal components provide additional stability for the clever design.

**Elegantly practical**

Great attention has also been paid to the small extras of the new earphones. In all three models, the volume can be adjusted easily and conveniently by a volume control integrated into the cable. A small but particularly useful innovation is the variable jack plug. It can be fitted either straight or at a 90-degree angle to ensure optimum connection of the headphones to an audio source. A metal clip with a matching design allows the headphones to be attached to the user's clothing. Useful travelling accessories such as an aircraft adapter and an elegant carrying pouch put the finishing touches to these highly attractive earphones.



The CX 980, MX 980 and OMX 980 will be delivered to Sennheiser's sales partners from January 2010.

The Sennheiser Group with its headquarters in Wedemark, near Hannover, Germany is one of the world's leading manufacturers of microphones, headphones and wireless transmission systems. The family-owned company established in 1945 recorded sales of over €385 million in 2008. Sennheiser employs over 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, the United Kingdom, Belgium, the Netherlands, Germany, Denmark (Nordic), Russia, Hong Kong, India, Singapore, Japan, China, Canada, Mexico and the USA and through long-term trading partners in other countries. Also part of the

Sennheiser Group are Georg Neumann GmbH, Berlin (studio microphones), and the joint venture Sennheiser Communications A/S (headsets for PCs, offices and call centres).

For more information about Sennheiser, please visit www.sennheiser.com or contact:

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Captions:

Figure 1 »CX 980 ear canal headphones«

Figure 2 »MX 980 earphones «

Figure 3 »OMX 980 earhook earphones «

Figure 4 »CX 980 accessories«