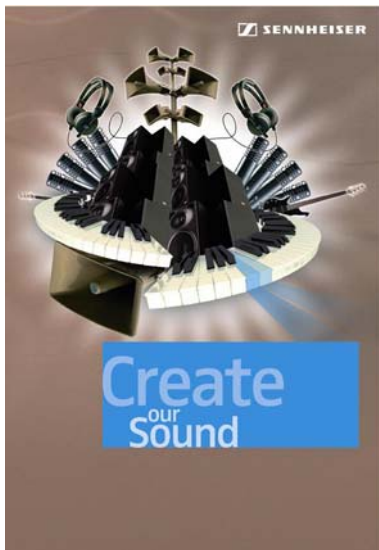


**2016 sound ideas from 57 countries****Select the winner of the Sound Logo Contest on the Sennheiser website and win one of ten high quality CX 500 earphones**

**Wedemark, 15th August 2008 – From Japan through Canada to Venezuela: entries for the Sennheiser Sound Logo Contest came in from 57 countries. Altogether 2016 sound ideas have been transmitted to the Sennheiser website by more than 600 participants over the past five months. Now it is time to choose a winner: 30 finalists have been selected from the many entries and the online voting process is now underway on the website of the audio specialist. Music fans can visit [www.sennheiser.com/soundlogo](http://www.sennheiser.com/soundlogo), vote for their acoustic favourites and get a chance to win one of ten high quality CX 500 ear-canal phones from the Sennheiser Classic line.**



Professional and amateur musicians around the world have been busy composing and mixing to create the right sound blend for the audio specialists from Wedemark in Germany. "We are thrilled with the high number of entries and the huge success of the competition", says Susanne Seidel, Head of Global Marketing for Sennheiser. "We are particularly delighted by the wide range and enormous creativity of the participants. Now, of course, we have the thrills and agonies of the voting process and we are hoping for equally high levels of participation in the online voting in helping us choose of the winner". In January, Sennheiser launched the competition to search for an acoustic logo. In September the final decision will be made as to how Sennheiser will sound in future. That is when the winner of the competition will be officially announced and the prize of 5000 Euros will be personally handed over to the winner by Prof. Dr. Jörg Sennheiser. If Sennheiser then make the decision to acquire exclusive rights to the winning logo in perpetuity, the winner could earn a further 30,000 Euros.

**Vote online and win**

Voting to decide which of the 611 entrants sent in the 'golden idea' and composed the future sound of Sennheiser runs until 31st August on the Sennheiser website. You can play the 30 final audio logos by visiting [www.sennheiser.com/soundlogo](http://www.sennheiser.com/soundlogo). The entrants with the best sound ideas come from all corners of the world: Sound logos from South Africa, Japan and Finland have made it amongst others into the finals. Some participants have even been able to enter the final choice with more than one track.

Everyone who votes for one of these finalists online and registers for the prize draw could be eligible to win one of ten CX 500 earphones from the Sennheiser Classic line. The winners will be drawn by Sennheiser from all prize draw entrants when voting concludes. All the votes will be collated at the beginning of September and will represent one of a total of five jury votes in the choice of the winning logo. Other members of the official Sound Logo Jury are Paul Sandweiss, one of the USA's best known sound designers; Jon Thornton, Head of Sound Technology at the Liverpool Institute for Performing Arts; Prof. Dr. Jörg Sennheiser, Chairman of the Sennheiser Executive Board and Susanne Seidel, Head of Global Marketing for Sennheiser.

**The 'catchy tune' factor**

The audio sequences will be judged on some very simple criteria: whether they are mini melodies, compact tone sequences, chordal works or a mixture of sounds and noises – the deciding factor will be that the overall sound is so good that once heard it is not easily forgotten. In addition the winning logo, a maximum eight seconds in length, must be as innovative as the Sennheiser products themselves. After all, sound logos are an acoustic trademark: they are to the ear what a visual symbol is to the eye.

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 € 395 million in 2007, 83% of which were generated abroad. Sennheiser employs almost 2,000 people

Sennheiser electronic GmbH & Co. KG

Am Labor 1, 30900 Wedemark, Germany

Phone: +49 (5130) 60 00, Fax: +49 (5130) 60 03 00

[www.sennheiser.com](http://www.sennheiser.com)

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

Pressereferat • Edelgard Marquardt

Am Labor 1 • 30900 Wedemark

Tel: +49 (5130) 600-329

Fax: +49 (5130) 600-295

e-mail: [edelgard.marquardt@sennheiser.com](mailto:edelgard.marquardt@sennheiser.com)

Press Release

**Sennheiser Sound Logo Contest Finalists**

Chris Born	South Africa
Daniel Piechota	Germany
Dave Klotz	Canada
Dietmar Harms	Germany
Emmanuel Tremblay	Canada
Esko Ranki	Finland
Francesco di Buono	Italy
Jerome Quadri	France
Julian Schneeberger	Austria
Kenneth Bills	USA
Kerim König	Germany
Krisztian Vass	United Kingdom
Lars Gelhausen	Germany
Lorenzo Martelli	Italy
Lukas Bernays	Swiss
Marco Lehmann	Germany
Mathieu Chocat	France
Matthias Willer	Germany
Milo Heller	Germany/Swiss
Michael Mowitz	Germany
Ossy Pfeiffer	Germany
Pat Berry	Canada
Peter Jordan	Germany
Philipp Guenther	Germany
René Thomsen	Denmark
Tsuji Shinya	Japan