

# soundings

Spring/Summer '07  
Volume 10



## Magic in the Air

50 Years of Sennheiser  
Wireless Technology



# Editorial



Dear Reader,

Welcome to the latest edition of Soundings! 2007 is a year in which we are celebrating a very special anniversary – it was exactly 50 years ago that Sennheiser launched its first wireless microphone. The development of this technology, from tubes to miniaturized circuits and from the first, paperback-sized transmitters to the latest mini bodypack units, is described in our cover story. And in the section Reference Projects you can read about how Sennheiser wireless equipment helped set a new record for the number of wireless channels used simultaneously.

Last year, two of the world's largest countries were brought into even more direct contact with Sennheiser. I am very pleased to welcome Sennheiser Audio in Moscow and Sennheiser Electronics India in New Delhi as new members of the Sennheiser Group.

So come with us and our products to explore fascinating worlds of ice, the scorching heat of Africa, 8,000-meter peaks and ancient coastal cities. Read about Sennheiser's involvement in the Liverpool Institute for Performing Arts and Peter Maffay's project "Encounters – An Alliance for Children". I hope you enjoy reading the articles and gain exciting insights into the world of Sennheiser and its customers.

Susanne Seidel  
President Global Marketing

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# Welcome, Sennheiser Audio!

## Opening ceremony for Sennheiser Audio in Moscow:

A clear blue sky lit up the golden roofs and towers of Moscow's historic city center on October 31. In the festively decorated Pushkin Museum, Karin Sennheiser, Andrej Kochukov, President of the Russian I.S.P.A. Group, and Natalia Berezovskaya gave a warm welcome to 160 guests from the worlds of business, politics and culture. For Natalia Berezovskaya it was a very special day, as the highly experienced marketing specialist became the managing director of the latest Sennheiser joint venture, Sennheiser Audio Ltd. After 17 years of successful cooperation, Sennheiser and the I.S.P.A. Group have joined forces in the rapidly growing market of the world's biggest country by area. Twelve employees have already been active in the new offices in a Moscow business district since summer 2006. Now, Natalia Berezovskaya has been presented with the symbolic golden key by Karin Sennheiser – and it's certain to be a key to success.



(top) Karin Sennheiser, Shareholder of Sennheiser electronic GmbH & Co. KG, presents Natalia Berezovskaya with the symbolic golden key for Sennheiser Audio

(bottom left) Excellent entertainment: the band Acapella Express

Natalia Berezovskaya, Managing Director of Sennheiser Audio Ltd., and Andrej Kochukov, President of the I.S.P.A. Group





# A 'Thank You' from Liverpool

Lead Patron Sir Paul McCartney with the new LIPA companions (l/r): David Stark, founder and editor of 'Song Link'; Prof. Dr. Jörg Sennheiser; actress Lynda Bellingham; and educationalist Sir Ken Robinson

**The Liverpool Institute for Performing Arts (LIPA) has awarded Prof. Dr. Jörg Sennheiser the title of "Companion". With this award, LIPA is expressing its gratitude to the Chairman of Sennheiser's Supervisory Board both for his pre-eminence in the field of sound engineering and his long-lasting support for the Institute.** LIPA combines performance, technical innovation, understanding and business awareness. The curriculum is holistic. It embraces those who perform and those who make performance possible, requiring each student to extend their major skillset into both performing and non-performing allied abilities, as well as business skills and intellectual development. Every LIPA show is a collaboration between students, each delivering a different skill. LIPA's approach attracts people from around the world; one third of the student body is international – the fourth highest of any higher education institute in the UK.

By the time that Sir Paul McCartney (Lead Patron and Co-Founder) and Mark Featherstone-Witty (Principal and Co-Founder) met in May 1989, each had been motivated to put serious energy into the project. Paul initially wanted to rescue his old school building from collapse; Mark had been inspired by the 1980 film FAME to devise a new performing arts curriculum; one which would provide the best possible chance of a sustained career in one of the toughest career choices. In January 1996, LIPA opened.

Ten years later, LIPA graduates appear on TV, film, London theater, international shows. They have hit singles. They work for Sony/BMG, MTV, Discovery Channel and Lucas Arts. They engineer for Britney Spears and produce for the Arctic Monkeys – to name but a fraction of the achievements in detail, scope and destination.

Prof. Dr. Jörg Sennheiser: "We were fascinated right from the start by the idea of an institute that trains young artists and their technical counterparts under one roof. And we have supported that idea ever since the foundation of LIPA by giving lectures and providing scholarships for students studying for the Sound Technology BA Degree. Sennheiser also presents Student Achievement Awards every year in recognition of special personal achievements by students. The students are also able to work with the latest Sennheiser and Neumann products, for example with our wireless microphone systems and studio microphones."

The Liverpool Institute for Performing Arts awards the title "Companion" in recognition of outstanding achievement in the service of art and entertainment and honors those who share their knowledge and their experience with the students. Mark Featherstone-Witty: **"Sennheiser provides the fuel of support to propel the vehicle of future talent. Their practical friendship is treasured."** [[www.lipa.ac.uk](http://www.lipa.ac.uk)]



Master sound engineer Gregor Zielinsky welcomes the participants of the Live Mixing Workshop



# Sennheiser in India!

**The warmest of welcomes and the essence of Indian music:** Sennheiser microphones played a key role in the ceremonial launch of Sennheiser's Indian subsidiary: they transmitted a scintillating performance by the young Sarod maestros Ayaan Ali Khan and Amaan Ali Khan to a delighted audience. On February 15, 2007, Sennheiser inaugurated its Indian subsidiary in New Delhi in the presence of the German ambassador Bernd Mützelburg, prominent audio customers and numerous members of the press.

"The launch of our Indian subsidiary is an important milestone in the history of Sennheiser," said Volker

Bartels, President Manufacturing & Logistics and Speaker of the Executive Committee, in New Delhi. "We are very happy to be able to make our expertise and more than sixty years of experience in audio technology available to the Indian market. India is the world's fastest growing economy and will be an important market for us. Sennheiser products are known for their highest standards of quality in manufacture, innovation and award-winning technology and we are extremely happy for this opportunity to provide our Indian customers with the very best in the consumer and professional audio segments." The eleven-strong Indian team headed by General Manager Sharmila Sahai barely had time to catch their breath, as a Road Show was already planned in Mumbai for the weekend of February 17-18, including invitations to a Live Mixing Workshop on February 18. At the Renaissance Hotel & Convention Centre in Powai, Mumbai, audio fans were given the chance to see a cross-section of the wide range of products offered by the company, from headphones, microphones and PC headsets to conference microphoning and wireless microphone systems.

**Sunday provided the highlight for the approximately 200 invited guests.**

The Live Mixing Workshop gave sound engineers, musicians, traders, students and audio professionals the unique opportunity to see two renowned sound engineers mixing a live band. After giving a theoretical introduction on the subject of live sound and monitor mixing, the famous sound engineers Oliver Voges (Echo Awards, The Dome, Naturally 7, Scooter, Mousse T.) and Wayne "Heights" Gittens (Herbert Grönemeyer, Xavier Naidoo, Echo Awards, Comet) got down to business. One of India's best rock bands, Mother Jane, was ready to be mixed. The participants in the workshop had the chance to compare the sound from different microphones, were given practical tips on optimum microphone positioning and were able to use IEM receivers to listen in on which monitor mix was ideal for each band member, all the while enjoying Mother Jane's best songs.



Karin Sennheiser, Shareholder of Sennheiser electronic GmbH & Co. KG, presents the Sarod maestros Ayaan Ali Khan (l.) and Amaan Ali Khan (r.) with a classic Sennheiser microphone, an MD 441

Everything ready for the Road Show: the Convention Centre in Sennheiser colors



Sharmila Sahai sets out the targets for Sennheiser India – aiming at a market share of 7% in the first financial year



Volker Bartels, President Manufacturing & Logistics (l.), Paul Whiting, President Global Sales (2nd from l.), and Susanne Seidel, President Global Marketing, in conversation with Ambassador Bernd Mützelburg





There are 50 years between these two products: Sennheiser's first pocket transmitter, the SK 1001 (1957), and the latest SK 5212 bodypack transmitter

# Magic in the Air

## 50 Years of Wireless Sennheiser Microphones

**German Radio, TV and Phono Exhibition, Frankfurt, August 1957: Lab W showcases its entire microphone range, various audio measuring instruments and mixing amplifiers for cinemas. One silver microphone, however, seems to be fairly special: it is connected to a gently curved, pocket book-sized transmitter bound in leather.**

The RF specialists around Prof. Dr. Fritz Sennheiser talk to interested visitors about their first wireless model, developed in close cooperation with German broadcaster NDR. Today Lab W is called Sennheiser electronic, and it is hard to imagine our modern life without wireless microphone technology. People pulling long cables in TV shows, concerts, films, events and reports is a thing of the past.

“The story of our wireless microphones is one about maintaining close customer relations”, explains Prof. Dr. Jörg Sennheiser. “It is closely tied to broadcasting organizations because wireless microphones were initially only considered for professional use, for reporters really. NDR predecessor NWDR was already using wireless microphone systems for outdoor broadcasts.” The first Sennheiser transmitter, operating with a tube and several batteries, had only a short life span. With its successor, the SK 1002, launched in 1958, not only had the pocket transmitter become considerably smaller thanks to transistors, but Sennheiser had now identified a strong partner for wireless microphones in Telefunken. Both companies marketed the new-found wireless freedom under the brand name “mikroport”. Transmission took place on two channels licensed by the German postal authorities.

1957

Still the size of a paperback book: the SK 1001



1958

From tubes to transistors: the SK 1002 (r.)



The T 201 receiver



1960

1966

Sennheiser's first "one-piece" – the SK 1008 has its transmitter electronics installed in the microphone body



SK 1007 body-pack transmitter with MK 12 microphone



1968



1978

The modular EM 1026 rack receiver

1979

SK 1012 with noise reduction



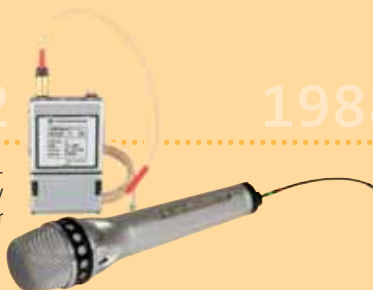
**On screen** More technological enhancements to the wireless microphone followed at lightning speed. When Sennheiser electronic unveiled the SK 1004 in 1962, they also produced their first wireless microphone for the amateur: "Mikroport Junior" allowed live wireless transmission over a normal UKW radio. Meanwhile on TV, the wireless Sennheiser microphone became a long-running guest of the big Saturday night shows in Germany. At the end of the 1960s, the SK 1008, a delightful transmitter with a plug-on microphone head, and the small MKH 124/125 RF condenser microphone with its huge frequency response of 20-20,000 Hz enjoyed TV careers. In the late 1970s, Sennheiser launched its first modular rack-mount receiver. The user-friendly EM 1026 had up to six receiver modules, an excellent large-signal behavior and high interference resistance.

**Pssst!** At around the same time there was a quantum leap in technology for wireless microphones: noise reduction became the magic word, reducing the RF noise usually found with radio microphones. In 1979 Sennheiser introduced HiDyn, its own compander system, together with the new SK 1012 transmitter. New compact receivers and tried-and-tested receiver systems benefited from the new "quiet" technology.

**Farewell long antennas...** The 1980s heralded a new era: UHF broadcasting – initially only possible in Germany for TV broadcasts – made wireless audio transmissions much more fail-safe. In 1982 and 1983, Sennheiser developed the SKM 4031 TV hand-held transmitter, the SK 2012 TV pocket transmitter, the EM 1036 TV receiver system and the EK 2012 TV mini receiver for German TV. Prof. Dr. Jörg Sennheiser: "This new generation of wireless products was of such high quality and so fail-safe during broadcasting that you really could put your wired microphone to one side. The VHF spectrum, where older equipment worked, was much more susceptible to disruptions. With the new UHF models we laid the foundations for the success of wireless Sennheiser microphones for years to come."

1982

SK 2012 TV bodypack transmitter and SKM 4031 TV handheld transmitter



1988

SER 20 reporter's transmitter with PLL synthesizer technology



**Around the world** And the success enjoyed was huge because RF technology from Sennheiser – in combination with tiny clip-on microphones – consistently found itself included on equipment lists for major musicals. Because of its reliability, wireless Sennheiser technology started travelling the world with the hits from *Cats* and *Starlight Express*. In 1987, Sennheiser engineers developed remote computer monitoring for the EM 1036 – the first of its kind. Sound engineers could now centrally control and monitor all important transmitter and receiver parameters on a computer.

In 1988 another important step was taken: the SER 20 reporter's transmitter was the first Sennheiser product to make use of new PLL synthesizer technology. This meant that Mikroport could be used in the UHF frequency band with complete flexibility, and that even bigger wireless multi-channel microphone systems could be created. 1992 and 1993 saw the launch of the wireless classic SKM 5000 (hand-held transmitter), the SK 50 and SK 250 (bodypack transmitters) as well as the modular receiver system EM 1046, later renamed the 5000 series. HiDyn *plus* technology further enhanced noise suppression.

**Times are changing...** With the new wireless generation, Sennheiser once and for all proved itself to be *the* specialist for ambitious multi-channel solutions. Thanks to excellent product quality and precise frequency planning, the number of microphone channels operating in parallel was growing to increasingly vertiginous levels. On the French national holiday in 2000, for example, 106 microphone channels were on air – thirty years earlier, people were delighted at getting a third transmission frequency licensed...

**evolution wireless** In 1999 Sennheiser created its most successful wireless range to date with "evolution wireless" – consisting of three lines covering almost every use, with musicians being particularly big fans. Miniaturization continued: in 2001 the SK 5012 bodypack transmitter was

launched – it had the size of the battery pack of the SK 250. In 2002, another coup, this time with the studio expert Georg Neumann: developers in Berlin and Wedemark combined a Sennheiser transmitter with a Neumann capsule leading to the SKM 5000 N, with the legendary Neumann sound conquering concert stages around the world. In 2004, the second generation of evolution wireless was launched, and in 2005 and 2006 the new generation of the 5000 series.

**And the future?** "Of course it would be great if we could simply enjoy this anniversary and our top new products, like the SKM 5200 hand-held transmitter, the SK 5212 bodypack transmitter or the EM 3732 twin receiver. But all the successes we have been celebrating with our wireless technology are being jeopardized now by the impending sell-off of UHF spectrum", explains Volker Bartels, Speaker of the Sennheiser Executive Committee. "The consequences for the whole entertainment sector would be disastrous. There would no longer be room for radio microphones. Not reserving a spectrum for wireless microphones would mean the end of lavish stage shows, the end of major productions, concert tours and musicals. Complete freedom of movement on stage – as made possible by wireless microphones and wireless monitoring – would be a thing of the past. But I'm an optimist. I think that everyone involved can reach a sensible solution together, with our pioneering RF technology guaranteeing breathtaking stage shows for the future."



1992

The SK 50



The latest generation: SK 5212 bodypack transmitter and SKM 5200 handheld transmitter

2002

The SKM 5000 N: Sennheiser transmitter with Neumann sound

2006



2007

A new standard: the EM 3732 twin receiver





The public's favorite exhibit: the "fire tornado"

**The first year was really "phænomenal"** – Germany's unique experimental landscape, which is supported by Sennheiser and other partners, has already inspired hundreds of thousands of visitors. They marvelled at the fascinating and exciting world of natural science and technology, all staged within a stunning building designed by star architect Zaha Hadid. Over more than 9,000 square meters of floor space, people of all ages can discover amazing, fundamental and sometimes even puzzling scientific phenomena at 250 interactive Experimental Stations. The exhibits come from nine countries and were specially built for phæno – and some of them can only be seen in Wolfsburg. The exhibition has been put together by Joe Ansel, one of the pioneers of the American "Science Center" movement, and a developer of several of the exhibits. And the Experimental Stations are not all that phæno has to offer: three "hands-on" laboratories, a science theater, a show crater and the Forum of Ideas reveal further fascinating subjects from the world of science and technology.

"More than anything else, phæno is about having fun, being curious and expanding your knowledge," says Dr. Wolfgang Guthardt, initiator of the project and director of phæno. "We deliberately avoid giving visitors a specific route through the exhibition. Each visitor can find their own individual way around our experimental landscape, and concentrate on the things they are most interested in."

Experimenting at phæno means, for example, admiring a four meter high "fire tornado", the biggest in the world, setting a ball in motion with your brainwaves alone, floating on a flying carpet, making sounds visible, or generating electricity for household appliances just by using your muscles. phæno's latest project, "Time Phenomena" – in cooperation with FEMO e.V., Königslutter, the State Natural History Museum in Braunschweig, the TU Braunschweig and the PTB Braunschweig – was "groundbreaking" in the truest sense of the word: in March and April 2007, the experimental landscape went back in time. Right in front of the building, a hole was drilled meter for meter into the ground. As the rock samples were brought to the surface, they brought with them the history of the earth – ready to be examined in phæno's own geological laboratory.

[\[www.phaeno.de\]](http://www.phaeno.de)

## Curtain up on the Children's "Sea Stories"



**"It rustles and rushes, burbles and sways..."** accompanied, of course, by music. These were the "Sea Stories" told by pupils from the Center for Deaf and Blind Children in Hanover last November on the stage of their school's theater. The sound of the voices, music and singing came over loud and clear, filling every corner of the theater – thanks to Sennheiser technology. "The Center approached us in the fall to ask whether we might provide a microphone system for this project," said Hans-Jürgen Lau from Sennheiser Event Support. "Due to their disability, a lot of the children have problems with pronunciation, and it would have been almost impossible to understand them on stage without some support from microphones." Fortunately, Hans-Jürgen Lau

# phæno Wolfsburg: Discovering the World



Unique architecture: for phæno, Zaha Hadid has created an adventure landscape with craters, caves, terraces and plateaus



Tomorrow's scientists at work

and his team were able to help out straight away. "We installed the entire system, from the mixing console to the cables, and managed to get everything ready before the dress rehearsal," Lau remembers. "It was great to see how much energy the kids put into the show." Shortly before Christmas, some of the pupils from the Center for Deaf and Blind Children and their teacher Jule Weltner visited Sennheiser's headquarters in Wedemark to express their thanks in person to Susanne Seidel, President Global Marketing: "We felt like real professionals on stage," remarked Jule Weltner. "It's a real pleasure for Sennheiser to be able to help," said Susanne Seidel, and asked the children to tell her some of their "Sea Stories" once again.



Susanne Seidel, President of Global Marketing (2nd from l.) met with Jule Weltner (3rd from l.) and her pupils



© Doris Schütz

# guidePORT

## Guides the Visually Impaired Around Lübeck's Ice World

Take 150 tons of ice, 200 cubic meters of snow, a thermal tent that generates Arctic temperatures and a sophisticated lighting system: this was the recipe for success at Lübeck's "Ice World", the ice sculpture sensation that delighted visitors of all ages for six weeks last winter.

The main characters of the animated film "Ice Age 2 – The Meltdown" were depicted as gigantic ice sculptures, and were so cleverly displayed in colored light effects that one could almost expect Sid the sloth, Manny

the mammoth and Diego the sabre-toothed tiger to come alive at any moment and set off on their next crazy adventure. But the exhibition was not only visually exciting. In cooperation with the Schleswig-Holstein Association for the Blind and Partially Sighted, a guidePORT™ system from Sennheiser also made it possible for blind and visually impaired visitors to enjoy the icy exhibition. A skilled team of describers from the Association produced audio versions of Ice World that allowed blind and partially sighted people to have a vivid experience of the sculptures on show. "Our visually impaired visitors were very impressed by the audio tour with guidePORT," said Jana Kürbis from Lübeck's tourist office. "It was important for us to make sure that blind and partially sighted people were also able to enjoy this special winter festival, and our audio tours were the ideal solution." More than 110,000 ice fans went to see the incredible sculptures. Preparations are now underway for the next edition of Sand World, with the grand opening planned for the beginning of July 2007 on the beach at Travemünde. There, visitors will marvel at sand statues up to twelve meters high – and enjoy a personal guided tour with guidePORT.

# Sennheiser Supports Radio Chikuni

**Mwamba nzi? What's new?** This has been the question on everyone's lips ever since the Zambian parish of Chikuni got its own community-based radio station. Chikuni itself consists of little more than around 80 huts and the Chikuni Mission. But some 250,000 people live within a 70-kilometer radius – and it is for these people that the radio station delivers entertainment and education to one of the poorest regions in the world. Since it opened in 2000, Radio Chikuni has been broadcasting not only the latest news on UHF-FM, but also advice on health and agriculture as well as school radio for children. Today, "Radio Schools" provide lessons for around 1,000 children, who would otherwise have to travel 50 kilometers to school everyday – on foot! Pupils taking part in this "distance learning" get extremely good results in international tests, which is a tremendous success for the project. The radios are powered by solar energy, supported by the German NGO ewe (Eine-Welt-Engagement – One World Commitment), Mayah-Communications and Sennheiser. Last summer, Radio Chikuni was presented with two eH 350 headphones, two MKE 44 P stereo microphones



Production with the eH 350



MKE 44 P stereo microphones are used for music

and two MD 42 reporter's microphones, which have since been in permanent use. After all, the small radio station is on the air 19 hours a day. "Radio Chikuni helps people to educate themselves and to give their children a better future," said Dr. Wolfgang Niehoff, Director of Product Technology at Sennheiser, "It's always a great joy for us to be able to help with such projects."

**In the meantime, Radio Chikuni has also become a vital resource for Tonga culture.** This typical traditional music with its homemade instruments is an important part of the culture and identity of the region and is celebrated every year in a two-day festival with 120 bands. The pre-selection process for this grand finale is organized by Radio Chikuni – with Sennheiser technology.

[\[www.chikuniradio.org\]](http://www.chikuniradio.org)

## On the Top of the World with Sennheiser: the Portuguese Mountaineer João Garcia



The mountain-worthy evolution wireless system was donated by the Portuguese Sennheiser partner Magnelusa

**Even if you want to reach the top of the world, you have to start at the bottom somewhere.** That also applies to the Portuguese mountaineer João Garcia, who, in May 2006, climbed the 8,586-meter summit of Kangchenjunga in India, the third-highest mountain in the world – with a wireless Sennheiser microphone in his backpack. The 39-year-old climber was born in Lisbon, at sea level. As a 15-year-old he discovered his passion for climbing in the Portuguese mountains of the Serra da Estrela, at 1,993 meters the highest mountain range in Portugal. In May 1999 he became the first Portuguese man to reach the summit of Mount Everest without the aid of supplementary oxygen. Last year, he began his project "À conquista dos Picos do Mundo" (Conquering the World Peaks) by climbing Kangchenjunga. By 2010 he intends to have climbed all of the fourteen 'eight-thousanders' without using supplementary oxygen. To date, he has only eight left. This time, his fellow countrymen at home were able to follow his ascent on their TV screens, as Garcia regularly sent short reports and live recordings of his battle with the mountain back to Portugal for a private TV station. The evolution wireless ew 112-p microphone system he carried with him proved that it is still possible to produce excellent sound even in the extremely thin atmosphere of a mountain peak. Not only that, the microphone system from Wedemark (a mere 48 meters above sea level) was seemingly unaffected by the biting cold, the scorching sun and the incredibly rough conditions of a mountaineer's backpack. João Garcia will soon be off on his next expedition: K2 (8,611 meters) is next in line this summer, followed by Makalu (8,463 meters) in spring 2008 and Manaslu (8,163 meters) in fall 2008.

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© Jaromír Kavan

## New Sigmund Freud Museum in the Czech Town of Příbor

Whenever one thinks of the famous founder of psychoanalysis, Sigmund Freud, one automatically thinks of Vienna. But Freud was actually born in the town of Freiburg, Moravia – nowadays Příbor in the Czech Republic – on May 6, 1856.

To celebrate the 150th birthday of the most famous son of this quiet Czech town, his birthplace was re-opened last May as the Sigmund Freud Museum by President Vaclav Havel. The fact that Freud only spent the first two years of his life there is not so important: after all, his work in particular shows how crucial and influential these early years are in a person's life. During the Cold War, a memorial to Freud was politically undesirable, so the building was home to various people and businesses. But when the Berlin Wall came down and the borders were opened, the town was able to buy the house and restore it to its original appearance in 1856. The Freud Museum offers a fascinating insight into the family, career and work of the town's most famous former resident, going far beyond his life in Příbor. A guidePORT™ system from Sennheiser ensures that a tour of the museum is not only varied and entertaining, but also helps foreign visitors to have better access to the wealth of documents and exhibits. "We offer the tour in Czech, German, English and Russian," said Mirek Ružicka, a member of the museum staff. Around 3,000 visitors have already found their way to Freud's birthplace. "Many of them have never used anything like guidePORT before," said Ružicka, "but once they try it, they think it's wonderful. We are very pleased about this and very satisfied with the response."

"The Pirates' Trail" – for the sound and light show, guidePORT cell transmitters transmit five languages directly to the visitors' receivers

A "warm welcome" for pirates





## Conquistadors, Pirates and the Ruins of a Mayan City: Sennheiser's guidePORT Shows Visitors Around a World Heritage Site

Equipped with an audio guide and a fully illustrated city map, visitors can set off to explore the picturesque city of Campeche on the Mexican peninsula of Yucatán – with guidePORT™ explaining the most beautiful colonial buildings and impressive fortifications of the walled city. Campeche “owes” its well-preserved fortifications to pirates, for whom the coastal city was an extremely attractive target in the seventeenth century. Today, the times of plundering and marauding pirates are over, but their ghosts can still be seen in the San José El Alto bastion every night, when guidePORT brings such infamous characters as Henry Morgan and Diego el Mulato back to life...

Sennheiser's Mexican partner Gilsama SA de CV has installed three guidePORT systems in Campeche and in the ruined Mayan city of Edzná around 40 miles to the south east, ensuring that these valuable historic sites on the Yucatán peninsula can be enjoyed in five different languages.

In Campeche, 85 guidePORT receivers show tourists around the historic town center that UNESCO lists as a World Cultural Heritage site. Starting at Casa 6, a grand Moorish-style residence, visitors explore the city on their very own route. 112 texts stored in the receivers provide them with detailed information on churches, sections of the gigantic fortifications, museums and historic buildings in Spanish, English, French, German or Italian.

Once the town has been explored and the sun sets over Campeche, it's time to set off on the Pirates' Trail. At the main gate to the city, the excellently preserved Puerta de Tierra, or 'Land Gate', located in the San José El Alto bastion, visitors exchange their receivers and hear all about cannons, powder kegs and armories as well as the bravery of Campeche's citizens in their battle against raiders. An elaborate sound and light show brings the pirates back to life as they storm the city once again...

On the Pirates' Trail the visitors' receivers access five stored recordings and play two real-time audio (RTA) events that are sent fully synchronized from cell transmitters directly to the receivers in five languages. The first RTA event is played to the visitors in an auditorium inside the fortification walls: the film depicting the pirate attacks is triggered by a small identifier concealed at the entrance to the auditorium. The second RTA event 'overtakes' the visitors as they leave the narrow parapets of the fortress walls. "Just as the guests reach the stairs, actors and the "Phantom of the Pirates" are waiting for them – with the audio track once again being provided by guidePORT", explains Ing. Julio Reséndiz Ortiz, Technical Manager of Gilsama. "The dramatic finale then takes place on the fortress walls, with real sword fights and cannon shots. Here too, guidePORT transmits the sound and translations in real time, triggered by an induction loop located all around the audience. Altogether, 150 receivers, seven identifiers and four cell transmitters are used in the fortifications."

Campeche is also the starting point for a visit to the ruined Mayan city of Edzná, which enjoyed its heyday between 600 and 900 AD. The ceremonial center of the city with its more than 40-meter-high temple has been extensively restored. The remains of the irrigation system of the city, which was founded around 600 to 300 BC, are also impressive. Once again, guidePORT proves to be a well-informed companion as its 40 receivers take you around the sites of Edzná. 32 events tell about the buildings, relate legends and play the music of the original inhabitants – ensuring that visitors are completely immersed in the lost world of the Mayas.



guidePORT is also the perfect guide to the ruined Mayan city of Edzná



# Crossover



# in Beijing

Crossover in the evening: Tang Dynasty with the Wang Dang Orchestra

## The Live Mixing Workshop Goes to China's Capital

Sennheiser Asia and Artsound sent out the invitations – and sound engineers, professors, media representatives and students gladly accepted, and went to Sennheiser's Live Mixing Workshop under the aegis of sound engineer Gregor Zielinsky. With Oliver Voges covering PA sound, Wayne "Heights" Gittens at monitor mix and Svenja Dunkel, there was a proven team on stage and at the mixing consoles.

A total of 350 invited guests, among them the chairman of China's AES, closely followed the lectures and the subsequent mixing demonstration. Each guest was given a wireless IEM receiver to hear the monitor mix, allowing them to listen to the live sound and the monitor sound as they liked. The special feature of the workshop – which had already taken place in this form in such countries as Germany, Spain, Russia and Turkey – was the invited artists: Tang Dynasty, one of China's most famous rock bands, and the Wang Dang Orchestra. Both performed together at the end of the day, providing the audience with a unique crossover mixture.

(from top to bottom)  
Key information about the PA sound was provided by Oliver Voges, through an interpreter

Smile please! After the workshop, Oliver and Heights (center) were bombarded with questions and requests for autographs...

In a separate small ceremony, Sennheiser Asia declared both groups as endorsees: Tang Dynasty's frontman is congratulated by Karin Sennheiser

# Perfect Sound to Go: the New High-End PXC 350 and PXC 450 Headphones

**Business travellers, frequent flyers and holidaymakers are sure to be delighted with the latest travel headphones from Sennheiser.**

"Music lovers and film buffs in particular will appreciate the PXC 350 and PXC 450 because they have much more to offer than conventional models," says Sven Wilhelmsen, Headphones Product Manager. "They efficiently cancel out background noise and offer unprecedented sound quality when travelling."

The new models feature a consistently good bass reproduction and a crisp, crystal-clear sound. NoiseGard™ noise reduction technology actively cancels out unwanted noise: in the PXC 350, the tried-and-tested NoiseGard™ Advance system reduces unwanted noise by up to 85 per cent, while the new NoiseGard™ 2.0 system featured in the PXC 450 reduces noise by up to 90 per cent. In this latest system, the filters, microphones and processors have been optimized to ensure a virtually unrestricted sound experience even in very loud environments. The volume control is located directly on the headphones in the PXC 450, and integrated in the single-sided cable in the PXC 350.



"In the past, travel headphones with these deluxe features still posed one problem," says Product Manager Sven Wilhelmsen. "They screened off all unwanted outside noise so thoroughly that it was not possible to carry on a conversation without removing the headphones, even when the NoiseGard system was switched off. The new TalkThrough function now offers an innovative solution to that problem." This revolutionary technology works with the help of efficient miniature microphones which record the noise from the immediate environment. The headphone electronics then distinguish between simple noise – e.g. from engines – and sounds such as the voice of the person sitting next to you, which are isolated and passed on into your ears. "At last it is possible to enjoy a conversation without removing your headphones and, above all, without having to resort to a model which has no noise filter system," comments Sven Wilhelmsen.

Both models feature an exclusive design, which is just as stylish as high-end models for home use. Soft padding on the headband and circum-aural ear pads guarantee maximum comfort. Both ear pads and the single-sided cable are replaceable so that users can be sure of long-lasting enjoyment of these sturdy headphones. Both models can be folded up easily and quickly and carried in a space-saving practical transport case. They are supplied complete with adapters for in-flight entertainment systems (3.5 mm double mono) and 6.3 mm (1/4") jacks.

TalkThrough function:  
the PXC 450

Both models fold away  
for easy travelling



# TourGuide 2020-D

**Optimum quality and communication reliability – these are the key benefits of digital audio transmission. Sennheiser has launched the first visitor guidance system with digital wireless transmission in the license-free band.**

TourGuide 2020-D offers up to six channels for reliable information transmission in museums, during factory tours and at tourist attractions. Users can benefit from this superior technology immediately and without the need for registration formalities, as the system operates in the license-free ISM band (Europe: 863–865 MHz; USA: 926–928 MHz).

“Fully digital transmission allows us to operate on a completely new quality level,” explains Norbert Hilbich, Sennheiser’s Industry Team Manager Installed Sound. “Interference that used to be audible with analog systems is corrected by the redundancy of digital transmission.” A further plus is the fact that the system is license-free, which is a special asset for

private users and companies. “With TourGuide 2020-D, users can go ‘on air’ immediately, without having to apply for a license as is usually the case with wireless systems.”

**Close to the Source of Information** Visitors simply need to put on the lightweight HD 2020-D headphones and they’re ready to listen. Opening the ear bows automatically switches the receiver on. A comfortable volume level is preset and can be adjusted using a large volume wheel, while a switch located at the center of the level control allows a channel to be selected. The backlit display clearly shows all settings. And audio transmission is equally clear: the design of the stethoset headphones effectively attenuates outside noise, allowing visitors to hear what is being said even in noisy production environments.

**Convenience for the Operator** Up to six tours simultaneously with a single license-free system – TourGuide 2020-D is completely user-friendly. Via the SK 2020-D transmitter, external sound sources from portable CD or MP3 players can simply be fed in; the microphone can either be mixed with the external source or switched to ‘mute’. The EZL 2020-20 charging case fully recharges the receivers and the transmitter within an average of three hours. A particularly convenient feature of the EZL 2020-20 is the ‘Copy’ function. Simply set one receiver to the required frequency and the ‘Copy’ button then adjusts all other units to this channel, saving the visitors the trouble of searching for the right channel before their tour begins.

**TourGuide 2020-D as a Mini Interpretation System** By using additional transmitters, TourGuide 2020-D can be used as a mini interpretation system for foreign visitors and small conferences. Users also benefit from a further feature of this system: the wireless signal is digitally encrypted, which means that it cannot be intercepted by commercially available AM and FM scanners – thus guaranteeing secure communication.

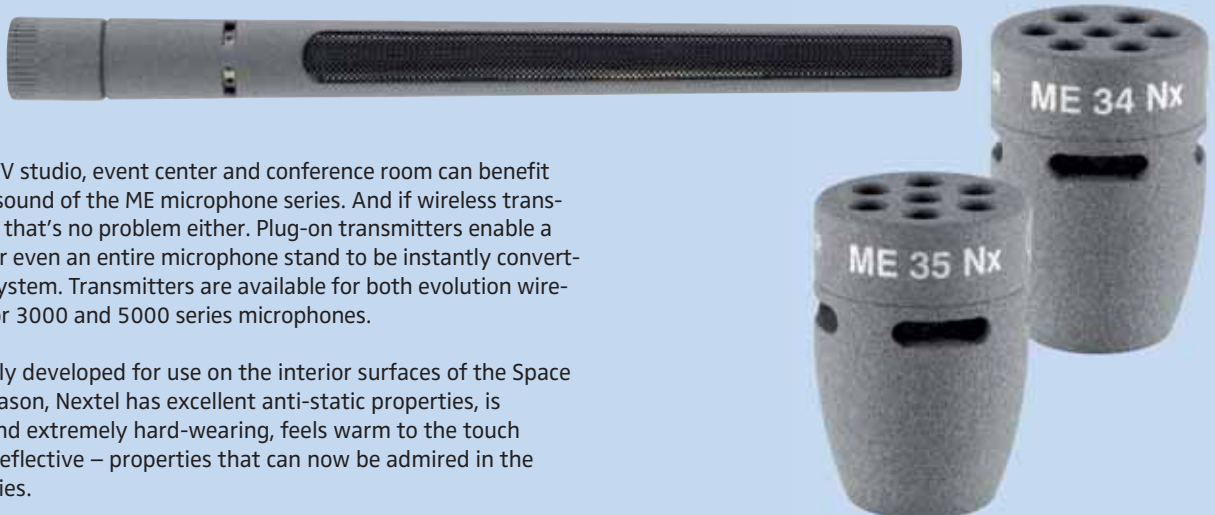
Beltpack transmitter and stethoset headphones of the TourGuide 2020-D system



## Perfect Sound, Perfect Picture: New Installed Sound Microphones

Even under the glare of the spotlights, these microphones stay discreetly in the background: the new Installed Sound microphones from Sennheiser are coated with gray Nextel®, making them totally non-reflective even in the brightest of lights. There are no flashes of light to disturb the TV cameras and no irritating reflections to dazzle the audience. This means that the successful series of microphones with the cardioid ME 34 and super-cardioid ME 35 microphone heads and the ME 36 mini shotgun microphone are now also the optimum choice for TV productions with strong lighting.

“Whether they are used at a star-studded TV gala or a formal conference center – these microphones are the true favorites of both sound engineers and users alike,” says Wilfried Wittke, Senior Product Manager at Sennheiser. “The ME 36 mini shotgun microphone in combination with a short gooseneck is especially popular. The microphone has excellent feedback rejection, with talking distances of between 30 and 120 cm.” The microphone heads can be combined with various gooseneck lengths, and accessories are available to suit every installation. Table installation sockets, table stands, ceiling mounts and boundary microphone adapters



ensure that every TV studio, event center and conference room can benefit from the excellent sound of the ME microphone series. And if wireless transmission is required, that's no problem either. Plug-on transmitters enable a table microphone or even an entire microphone stand to be instantly converted into a wireless system. Transmitters are available for both evolution wireless systems and for 3000 and 5000 series microphones.

Nextel was originally developed for use on the interior surfaces of the Space Shuttle. For that reason, Nextel has excellent anti-static properties, is scratch-resistant and extremely hard-wearing, feels warm to the touch and is totally non-reflective – properties that can now be admired in the Installed Sound series.



## Three New Stethoset Systems for Cordless Enjoyment of Television

**They're comfortable and lightweight, and offer the volume you prefer for watching television, without disturbing others:** three new stethoset headphones from audio specialist Sennheiser. With the RS 4200 RF wireless stereo headphones, users can enjoy hi-fi or TV sound within a range of up to 100 meters, even through walls or ceilings, while the IS 410 and Set 50 TV infrared headphones transmit crystal-clear audio within the room. Features such as automatic switch-on and switch-off and long-lasting rechargeable battery packs make these stylish stethoset headphones particularly attractive.

Listen to music in the middle of the night, turn up the TV volume as high as you like without disturbing the neighbors – Sennheiser's new stethoset headphones make it possible. All three are extremely lightweight: the RS 4200 and IS 410 tip the scales at just 50 grams, and the Set 50 TV headphones weigh only 5 grams more. In all three models, the left-right ear balance can be separately adjusted directly on the headphones. This is particularly useful since hearing is seldom equal in both ears. And with all models, the transmitter doubles as a charging unit.

The RS 4200 wireless stereo TV headphones transmit speech and music up to 100 meters from the source with superb sound quality. You can hear everything in an adjacent room, even through walls. The RS 4200 system is easily connected to the TV set or hi-fi system, and the headphones switch themselves on automatically when put on. For optimum reception, the RS 4200 automatically finds the correct frequency and can be switched between three channels. As precise speech reproduction is particularly important for television, the RS 4200 system is equipped with switchable compression to bring speech into the acoustic center. A high-performance lithium ion battery works for up to nine hours, after just three hours of charging time.

The IS 410 infrared stereo system also switches on automatically when its headphones are gently opened for wear. Like the RS 4200, it also has volume and balance controls on the headphones, so crystal-clear audio reaches each ear at exactly the level the television viewer or music lover finds enjoyable. Here too, compression ensures optimum speech intelligibility. In the same room as the audio source, the IS 410 transmits up to 12 meters, and operates up to 16 hours per battery charge.

The Set 50 TV mono stethoset headphones offer ease of use at an attractive price. A simple knob on the headphones combines the power function with volume control, and the balance can also be adjusted directly on the headphones. The Set 50 TV provides nine hours of clear, undisturbed sound within a range of 12 meters.

# More Convenience at Conferences

Whether a conference is successful or not depends above all on understanding one another – both in a literal and a figurative sense. Audio technology plays a key role in this, and to ensure its best possible performance at all times, Sennheiser has launched a new conference and interpretation system, the SDC 8200 series. The fully digital system sets new standards in communications management and is so easy to operate that conference participants can fully concentrate on the issues at hand.

## Benefiting from new functions

The new series is packed with useful features. All terminals are fitted with a voting function, and the camera and media control interfaces to the central unit are factory equipped for non-licensed use. A rotary switch at the terminal regulates the volume digitally. In addition to the built-in gooseneck microphone, the interpreter units have a 3.5 mm microphone jack for connecting a headset, such as the PC series from Sennheiser Communications, for added comfort and convenience. "Our customers can now benefit from a much wider range of functions – at a lower price per terminal," says Martin Gurtner, Product Manager for Conference and Information Systems at Sennheiser, proudly. "Existing 8000 systems can, of course, be extended using conference terminals from the new series."

## Congress or Meeting?

The new system is also the ideal partner for small and medium-sized conferences. "In addition to the 'large' central unit, our range now includes the SDC 8200 CU-M central unit for controlling smaller systems." This central unit can administer up to 50 terminals. Moreover, it also allows simultaneous interpreting in four languages with two interpreter units per booth. Voting can be controlled directly by the SDC 8200 CV chairman's unit. The SDC 8200 series provides everything you need for a successful conference...



For maximum flexibility: the RS 4200 radio system



For infrared fans: the IS 410 system



For the price-conscious: the Set 50 TV infrared system

# Nelly Furtado on Tour with "Loose" – and with Sennheiser Technology

For six weeks, Nelly Furtado presented her platinum-selling album "Loose" as a stunning stage show in Europe, the USA and Canada. And the perfect sound was provided by Sennheiser, including two evolution microphones in white and gold that were specially made for Nelly Furtado.

The 29-year-old performer could hardly have hoped for a better start to her European and American tour, winning the "Best International Female Solo Artist" category at February's Brit Awards in London. With this award in the bag, she set off on the six-week long tour to present live performances of her album "Loose", a breathtaking mixture of Nelly's typical folk rhythms, hip hop elements, rap, echoes of reggae and her unmistakable, energy-packed beat.

When she performs songs like "Maneater", "Say it right" or "Promiscuous" on stage, everything has to be perfectly coordinated: lighting, special effects, choreography, costumes... As a special touch, Nelly Furtado asked Sennheiser to make a special version of her favorite microphone, the SKM 935 from the "evolution wireless" series, in white and gold. "That's two wishes come true," she said. "I get perfect sound and a great look that matches the design of the show." In addition to these two microphones, the entire microphone and monitoring technology for the stage show was provided by Sennheiser. "I think it's really fantastic for my show to use Sennheiser equipment. It gives me more confidence and security," Nelly Furtado explained.

A stage show of such proportions is a technical and logistical tour de force for the entire team. "We have to make sure night after night that everything is perfect," said Jeffrey Holdip, head sound engineer on Nelly Furtado's tour. "With the Sennheiser equipment – wireless microphones, in-ear monitoring and wireless system management – we know that the technical part will not fail, and that we will get exactly the sound we want Nelly to have. Other things might fail, but not these, and that gives us a lot of confidence."

The last stop on the "Loose" tour was Victoria, Canada, where the daughter of Portuguese parents was born – a fitting finale to her mega tour in front of her hometown crowd.

[\[www.nellyfurtado.com\]](http://www.nellyfurtado.com)



© Andres Recio



(top) Cee-Lo Green, Gnarls Barkley's frontman, with his custom-made, gold-plated SKM 5200/KK 105 S

(center) Reunited: The Police surprise the Grammy guests with "Roxanne"

(bottom) Shakira and the SKM 3072 in action

(right) Beyoncé with "Listen" from the "Dreamgirls" soundtrack and her SKM 5200/KK 105 S

# And the Winner is...

## Sennheiser at the 2007 Grammy Awards

Collecting one of the coveted golden gramophones is a sure sign of success in the music industry. The Grammys are nothing less than the Oscars of the music business. February 11 was the big night for the pop world as it celebrated its most glamorous occasion of the year at the Staples Center in Los Angeles. And the 49th Grammys got off to a sensational start – with a long-awaited performance by The Police. The legendary British rock trio led by frontman Sting reformed to give their first major performance after an absence of more than two decades. And as if that were nothing to shout about, Sting opened the show by simply announcing: “Ladies and Gentlemen, we are The Police. And we are back.” The band went on to play one of their biggest hits, “Roxanne”. The perfect sound was provided by an e 865 vocals microphone and an HSP 4-ew headset microphone from Sennheiser.

In addition to The Police, other highlights included performances by Beyoncé, Shakira and Gnarls Barkley. These stars also relied on the technology and expertise of Sennheiser. Beyoncé treated the audience to “Listen” from the “Dreamgirls” film soundtrack. A Sennheiser fan for many years, she once again performed with her SKM 5200 wireless microphone with a Neumann KK 105 S

capsule. Colombian pop star Shakira was another artist to choose a Sennheiser microphone. The SKM 3072 guaranteed the perfect sound for her Bollywood version of her smash hit “Hips don’t Lie” – and gave her all the freedom she needed to strut her stuff around the stage. Another highlight of the Grammys was an exclusive performance by electro pop project Gnarls Barkley. The band – a musical collaboration between producer Danger Mouse and rapper/vocalist Cee-Lo Green – was joined by a full orchestra and choir to perform the mega hit of 2006, “Crazy”. On stage with Cee-Lo Green: a gold-plated SKM 5200/KK 105 S.

The Grammys were presented by a long line of stars from the music business, including Jamie Foxx, Joan Baez, Seal, Reba McEntire, Ornette Coleman, Natalie Cole, Rihanna and David Spade. Just like the performing artists, many of them also relied on wireless systems from Sennheiser. The real “must have” of the evening was the SKM 5200 handheld transmitter, but the equipment also included more than forty wired evolution e 602 II and e 902 microphones, ten e 935, four Neumann KMS 105 and sixteen ew 300 IEM G2 wireless monitoring systems.

The technical success of the prestigious and highly elaborate show was ensured above all by “RF guru” Dave Bellamy of Soundtronics Wireless: “Our company is heavily vested in Sennheiser wireless. In fact, it’s the staple of our wireless inventory. During the Grammys, the Sennheiser wireless did exactly what it’s supposed to do,” Bellamy enthused after the show. Dave Rickmers from ATK AudioTek declared himself an absolute fan of Sennheiser’s A 5000-CP antenna, which transmitted the sound for the wireless monitoring systems: “The antennas are circularly polarized, which is essential for personal monitors, and they’re small enough that we could sneak them onto the stage. They covered the stage as well as the hall, which was good because some of the acts performed on the alternate small stage in the middle of the audience. The A 5000 CP antennas provide a good combination of wide coverage and gain and are an asset to the ATK arsenal.”

Soundings says “bye bye” and see you next year at the 50th Grammys in New York City.



The Grammys are an event full of superlatives. 108 awards are presented in 20 music genres – and tickets cost between 750 and 2,500 dollars. The band U2 has picked up the most awards in the history of the Grammys, collecting a total of 22 of the sought-after golden gramophones. This year’s clear winners were the Dixie Chicks. They impressed the jury in no less than five categories with their unique mix of pop and country. The award for the best rock band went to the Red Hot Chili Peppers, while the Grammy for the best alternative music album went to the Gnarls Barkley project (“Crazy”) and their album “St. Elsewhere”.



# Peter Maffay's "Encounters – An Alliance for Children"

Peter Maffay is not only one of the most successful German musicians of all time, he has also succeeded in using his enormous popularity to support a good cause – and in doing so has taken on an additional career of a very special kind: ambassador for the children of the world. His most ambitious project so far is "Encounters – An Alliance for Children", which is also supported by Sennheiser. With Encounters, Peter Maffay has created an international network for supporting children, a network that involves artists and political patrons from around the world.

As soon as Peter Maffay starts talking about his project "Encounters – An Alliance for Children", it becomes clear that this is a musician who, after almost 40 years at the top of the German and international charts, has now found his vocation and his life's work. He is now dedicating his heart and soul to helping children, caring for their needs and protecting their rights.



The 57-year-old musician tells of his journey through thirteen countries, some of them desperately poor. He describes how he worked together with the same number of musicians and how these encounters led to friendships and ultimately to an international network devoted to helping children all over the world. "We are trying to do this through the medium of music," says Maffay, "because this is a language that everyone can understand. It allows us to build bridges and overcome ideological, social and religious barriers." For Maffay, the journey was also a formative experience as far as his own music is concerned. "It's wonderful to see the wealth of creativity in other people, to move closer together in an atmosphere of friendship and respect."

In their own countries, all thirteen artists are either founders of social initiatives for children, such as Robby Romero from South Dakota who,

# Grammy Winners OK GO

## Visit Sennheiser

together with Leonard Little Finger, is involved in projects to help Native American children and to preserve their native language. Or they support organizations that provide help for underprivileged children, such as Ukrainian rock star Ruslana, who helps the children's hospital in her hometown of Lviv to care for newborn babies with deformities. The patron for the musician's worldwide network is German chancellor Angela Merkel. Other celebrities who have agreed to act as mentors for "Encounters – An Alliance for Children" include the Nobel Peace Prize winner Shimon Peres, the South African winner of the Nobel Peace Prize and former Archbishop Desmond M. Tutu, the Ukrainian president Viktor Yushchenko, journalist Sabine Christiansen, and many others.

**"We have known Peter Maffay for a long time,"** says Volker Bartels, Speaker of the Sennheiser Executive Committee. "We have initiated several major projects together. Therefore, it is a great pleasure for Sennheiser to support his Encounters project. His endeavors to combine music, a shared creative process and support for children deserve our admiration and respect, and we hope that many others will join us in offering their support."

**Peter Maffay has been involved in helping children for many years now.** Every year, the Peter Maffay Foundation helps between 200 and 250 children whose lives have been disrupted by violence and hardship. Since 2003, the foundation has been providing holidays on the island of Mallorca for socially disadvantaged children or for those who have been the victims of violence or sexual abuse. He is also the patron of the Tabaluga Foundation, which was named after his successful concept album. For Peter Maffay, this commitment also stems from his work as a reflective artist. "You can't sing about a better world and leave reality unchanged."



**In April and May, Peter Maffay embarks on a 15-city tour of Germany with "Encounters – An Alliance for Children". The "Encounters" CD and video DVD are on sale.**

The four musicians from Chicago have been storming the charts across the USA, and their lively rock 'n roll is filling clubs and concert halls. Since their video "Here it goes again" won a Grammy for best short form music video, OK GO are making headway in Europe, moving from an insider's tip to acclaimed trend setters. The band took advantage of their European tour schedule to visit audio specialist Sennheiser.

"Wow, that really is something", marvelled OK GO singer Damian Kulash. He was hardly able to tear himself away from Sennheiser's fully automated evolution microphone assembly line. Together with lead guitarist Andy Ross, he was fascinated as he watched how the machinery wound the voice coils out of microscopically thin wire, precisely glued an ultra-thin diaphragm to the coil and how a gripper arm then assembled the complete microphone – all in just a few seconds. "I'm sure I'll dream about this production quality," laughed Damian Kulash, "I've never seen anything like it before."

OK GO have been playing together since 1998 and are a band that has developed out of friendships dating back to when they were young. They achieved their breakthrough in the USA last year with their album "Oh No". Their fans go crazy about their simple, cheerful rock 'n roll and also about their original and individualistic videos and live performances. The video of "A Million Ways" has been downloaded more than half a million times and the song topped the charts practically overnight. Now OK GO have gone one better: their short form video "Here it goes again" has virtually achieved cult status on the Internet with more than 1.5 million downloads and was acclaimed with a Grammy Award in February.

For the chart-toppers, the visit to Sennheiser was "an absolute highlight," said guitarist Andy Ross. "Not only to see how the microphones are produced but also to be able to discuss them with the experts has been an unforgettable experience for us." They made the most of the factory tour by having lively discussions with developers and product managers. "We use the MD 421 for studio recordings," said Damian Kulash, "It is a genuine classic which matches our sounds outstandingly well. When I see the effort and meticulousness used here to produce it, I understand even better where Sennheiser's legendary reputation comes from."

They were particularly struck by the anechoic chamber used to test the microphones – not only because of the precision and integrity of the measuring equipment but also because of the unusual design of the room. Perhaps it will give them inspiration for a new video – for at the end of the day they do have an inclination towards exotic staging sets. The Grammy video "Here it goes again" is a three-minute, fascinatingly comic choreography of treadmills in the gym.

[[www.okgo.net](http://www.okgo.net)]

A style of its own: Andy Ross and Damian Kulash think that the anechoic chamber is much too attractive to be used just for measuring microphones



© Mareike Sonnenschein (2)



OK GO watch evolution microphones being made automatically

# July 14 and a New Channel Record!



These are not balloons but antennas: the A 5000-CP antennas reliably pick up the signals from the bodypack transmitters and transmit the monitor sound for the choir and the soloists

Just as perfectly in line as the soldiers on parade: the transmitters in the trailer



Rehearsal in front of the presidential grandstand



The EM 3532 and EM 1046 receivers



**The day of all days in France:** The nation is immersed in a sea of red, white and blue flags to celebrate the anniversary of the storming of the Bastille on July 14, 1789 – the symbol of the French Revolution and, above all, the values of liberty, equality and fraternity. Everyone who possibly can will go to the Champs-Élysées on this day and try to get the best possible view of the splendid military parades. And those who can't make it will at least watch the spectacular events at home on television. But how can you possibly broadcast the sound of such a mega event to so many people – including, of course, the presidential grandstand at the Place de la Concorde? No problem for Bernard Scyeur, owner of RF Transmission s.a. based in the Belgian town of Masnuy-Saint-Jean. For the wireless systems expert, the French national holiday is a “well-known friend” since he has organized the audio transmission several times before – alongside other major projects like the All African Games and the opening and closing ceremonies for the 2004 Paralympics.

When the fighter jets paint a tricolour with their slipstreams in the clear blue sky and troops parade past the crowds accompanied by the sound of marching bands, Scyeur's work is long since over. 124 active wireless microphones, eight reserve links, four wireless monitoring lines and six talkback links ensured perfect sound – and a new channel record. 52 SKM 5200 hand-held transmitters, 72 SK 50 bodypack transmitters and wireless monitoring receivers were all on hand to support the musicians, soloists and the two choirs.

One problem was where to put so many rack-mount receivers. Here too, Scyeur had an elegant solution in store: he simply concealed all the audio technology inside a trailer. The only visible sign was the A 5000-CP antennas that reached high above the crowds, and even above the trees, to ensure optimum reception for the signals. The distance between the transmitters and the antennas was between 50 and 150 meters. Amplified by antenna boosters, the signals were sent via filters, even more amplifiers and active splitters to the receivers – 96 channels with EM 3532 receivers and 40 with EM 1046 receiver systems. The entire audio technology worked perfectly and without a hitch – fully in keeping with the trained sound engineer's company motto: just plug and play.

# Sennheiser Electronics India Pvt. Ltd.



The team around General Manager Sharmila Sahai:  
(1<sup>st</sup> row) Vipin Pungalia, Suman Thakur, Rivneet Singh Chadha, Ankush Agarwal, Subrata Ghosh, Kapil Gulati;  
(2<sup>nd</sup> row) Björn Grefer, Pawan Thakur, Niels Tarrach, and Praveen Chandola

In Gurgaon, not far from India's bustling capital New Delhi, the audio professionals of Sennheiser Electronics India are serving their customers with first class products and extensive expertise.

The company's plans for the brand are ambitious: they hope to capture 7% of the Indian audio market within their first business year. Sharmila Sahai, General Manager of Sennheiser Electronics India, estimates the total size of the Indian audio industry at Rs. 2850 million, i.e. 51.5 million euros. Presently, the office and service center at Gurgaon are focusing on the key metros of Mumbai, Delhi, Bangalore, Chennai and Hyderabad, with their important broadcast, movie, entertainment, event, and aviation customers.

The youngest Sennheiser subsidiary has already appointed a core team of eleven in the country, with additional employees to come "on board" soon. Sharmila Sahai: "In the first year, our objective is to reinforce the Sennheiser brand image within the professional audio market and create brand awareness in the consumer segment. We will focus on establishing the brand in the Indian market, building all spheres of the business, and extending the distributor network across India. The next phase will encompass expanding the team, including the set-up of additional offices and after-sales service centers in India."

Sennheiser Electronics India's market entry has already been a huge success: a product roadshow and a live mixing workshop for professional audio customers met with an enthusiastic response. The future of Sennheiser's Indian subsidiary looks extremely promising...

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



Gurgaon, Haryana, is home to the Sennheiser audio professionals



Nelly Furtado Photo: © Andres Recio

# Magic in the Air

50 Years of Sennheiser Wireless Microphones

There's nothing more exciting than the magic of an electrifying performance—and nothing harder to capture. 50 years ago, Sennheiser's engineers designed their first bulletproof wireless systems to grab that magic and transmit it with flawless fidelity. Today, top artists like Nelly Furtado insist on Sennheiser wireless for the freedom to deliver their magic. Whether it's microphone or monitor systems for broadcast, theater or stage, Sennheiser sets standards for wireless quality and sound. [www.sennheiser.com](http://www.sennheiser.com)