



### **Sennheiser Group contributes to NAMM's educational mission**

**Exciting immersive audio panels and presentations – artists and students invited to submit immersive tracks**

***Wedemark, March 2023* – From April 13 to 15, the NAMM Show will open its doors to visitors across the globe, who traditionally value the many educational opportunities the show offers in addition to the impressive product showcase. The Sennheiser Group will put a spotlight on Immersive Audio in demo room 17400, presenting the latest production tools and technologies from Sennheiser, Neumann, Dear Reality and Merging Technologies. As a partner of NAMM's TEC Tracks, the group will send immersive audio experts to the TEC Tracks Keynote Panel, and host captivating presentations on immersive production in its own demo room 17400. In addition, Neumann will unveil an exciting new product.**

Immersive audio best practice presentations will be delivered by renowned industry veterans Michael Romanowski, Eric Schilling, Leslie Ann Jones and many more. Between the engineer presentations, guests will be able to experience product demos in Dolby Atmos and Sony 360 set-ups, and will get valuable insights into immersive production workflows.

Immersive audio experts from Dear Reality will be on the TEC Tracks Keynote Panel. Part 1, "The Technology of Immersive Audio", will take place on Thursday, April 13, 10 a.m. to 11 a.m. directly followed by Part 2, "The Artistry of Immersive Audio" from 11:00 a.m. to 12 noon (ACC, Level 2, 204AB).



NAMM 2023

Thursday 4/13/2023	
TIME	Day 1 Show Open
10:00-10:45	Neumann Studio Monitors and Merging Technologies
11:00-11:45	Dolby Atmos presented by Dolby
12:00-12:45	Dear Reality
1:00-2:00	Michael Romanowski
2:15-2:45	Neumann Studio Monitors and Merging Technologies
3:00-4:00	Fab Dupont
4:00-6:00	Artist/Student Experience and Critique Session

Friday 4/14/2023	
TIME	Day 2 Show Open
10:00-10:45	Dear Reality
11:00-12:00	Leslie Ann Jones
12:00-1:00	George Massenburg
1:00-2:00	Andrew Schepps
2:15-2:45	Neumann Studio Monitors and Merging Technologies
3:00-4:00	Justin Gray
4:00-6:00	Artist/Student Experience and Critique Session

Saturday 4/15/2023	
Time	Day 3 Show Open
10:00-10:45	Neumann Studio Monitors and Merging Technologies
11:00-12:00	Chuck Ainley
12:15-12:45	Sony 360 RA Presented by Sony
1:00-2:00	Eric Shilling
2:15-3:15	Gavin Lurszen and Reuben Cohen
3:30-5:00	Artist/Student Experience and Critique Session

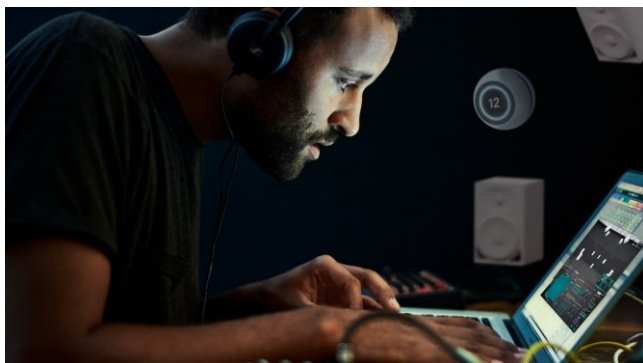
The presentation and product demo schedule in demo room 17400

### The set-up

The demo room features an immersive set-up with Neumann monitors and subwoofers (KH 420, KH 310, KH 150, KH 870 and KH 750). Stereo pairs of the KH 420, KH 310, KH 150, new KH 120 II and KH 80 will be available to demo stereo mixes. Merging Technologies have their Anubis, Hapi and Horus interfaces integrated into the set-up.

### Products to experience

At the back of the demo room, additional products that facilitate immersive productions are presented, such as the Sennheiser AMBEO VR Mic, the Neumann KU 100 binaural head and the Sennheiser MKH 800 TWIN, which provides the output signals of its dual-diaphragm capsule separately for remote control of the polar pattern in infinite steps. The pattern can be conveniently adjusted at the mixing desk during the recording or even in postproduction, removing the pressure of having to do it right the first time.



Intuitively spatialize your tracks and monitor your immersive mixes everywhere with dearVR PRO and dearVR MONITOR

Dear Reality will demonstrate spatial productions with an extended immersion using the dearVR PRO spatializer. Visitors can listen to these multi-channel productions with Neumann and Sennheiser headphones and the dearVR MONITOR virtual immersive mix room plugin.



Merging Technologies will present its Dolby Atmos-approved VAD Premium RAVENNA/AES67 driver, a cost-efficient way to use a Mac as a dedicated Dolby Atmos Renderer workstation in a Dante environment. All Merging hardware users have the VAD for free, if you are not yet a Merging customer, you can buy the driver in the Merging Technologies webshop.

### **Your immersive mix in the spotlight**

Are you into immersive audio productions and would love to listen to your Dolby Atmos mix on a large-format Neumann and Merging Technologies system? Would you be delighted to get insights from an expert panel? Then the Artist and Student sessions happening on Thursday and Friday from 4 to 6 p.m. and Saturday from 3:30 to 5 p.m. are just for you.

To participate, upload your mix as an AMD file [here](#). Please include your name and the track title in the file name. Your mixes will be used solely during the sessions. You can submit your preferred timeslot [here](#).

There will be a different set of panelists on each day; experts include Andrew Scheps, Chuck Ainlay, Eric Schilling, Fab Dupont, Gavin Lurssen, Justin Gray, Leslie Ann Jones, Michael Romanowski and Reuben Cohen.

Visit the Sennheiser Group at NAMM in demo room 17400, and make sure to check the NAMM program for more educational opportunities.

### **About the Sennheiser Group**

Building the future of audio and creating unique sound experiences for our customers - this is the aspiration that unites the employees of the Sennheiser Group worldwide. The independent family-owned company Sennheiser was founded in 1945. Today, it is managed in the third generation by Dr. Andreas Sennheiser and Daniel Sennheiser, and is one of the leading manufacturers in the field of professional audio technology. Within the Sennheiser Group are Georg Neumann GmbH (Berlin, Germany), manufacturer of studio-grade audio equipment; Dear Reality GmbH (Düsseldorf, Germany), known for its binaural, Ambisonics, and multichannel encoders with realistic room virtualization; and Merging Technologies SA (Puidoux, Switzerland), specialist in high-resolution digital audio recording systems. [sennheiser.com](https://www.sennheiser.com) | [neumann.com](https://www.neumann.com) | [dear-reality.com](https://www.dear-reality.com) | [merging.com](https://www.merging.com)