



## Sennheiser MobileConnect Powers Inclusive Audio Experience at CI Advocacy in Action 2025

**Brussels, Belgium – October 14, 2025 – Sennheiser**, the first choice for advanced audio technology that makes collaboration and learning easier, is proud to announce that its innovative bi-directional communication solution, MobileConnect, will be used as a service during the full duration of the CI Advocacy in Action 2025 conference, taking place October 16–17 in Brussels, Belgium.

Hosted by the Cochlear Implant International Community of Action (CIICA), this international event brings together cochlear implant users, families, clinicians, researchers, and policymakers to advance global advocacy for lifelong hearing care. With accessibility at the heart of the conference, Sennheiser's MobileConnect will ensure that every attendee can fully engage with the program, regardless of hearing ability.

In addition to being used as a service during the event, MobileConnect will be featured at Sennheiser booth, where visitors can engage in in-depth sessions about the solution. MobileConnect delivers crystal-clear, low-latency audio directly to users' smartphones via Wi-Fi, allowing them to listen and interact through their own headphones or hearing aids. The system supports:

- Personalized audio streaming for up to 100 users per station
- Live multilingual captioning in English, French, Spanish, German, and Dutch
- Audience Mic functionality for real-time interaction
- Discreet and inclusive access without the need for shared equipment

"We are honored to support CIICA's mission of inclusive advocacy," said Stephan Merk, Business Development Manager, Business Communication, Sennheiser. "MobileConnect is designed to empower individuals with hearing challenges by providing seamless access to spoken content in any environment. Its use at CI Advocacy in Action 2025 reflects our commitment to audio accessibility and innovation."

The conference will feature keynote addresses from global health leaders, cochlear implant users, and representatives from the World Health Organization, with opening remarks by Rob Beenders, Belgian Minister of Consumer Affairs and CI user.

To learn more about MobileConnect and Sennheiser's accessibility solutions, visit [www.sennheiser.com/mobileconnect](https://www.sennheiser.com/mobileconnect).

###

**About the Sennheiser Brand – 80 Years of Building the Future of Audio**

We live and breathe audio. We are driven by the passion to create audio solutions that make a difference. This passion has taken us from the world's greatest stages to the quietest listening rooms – and made Sennheiser the name behind audio that doesn't just sound good: It feels true. In 2025, the Sennheiser brand celebrates its 80th anniversary. Since 1945, we stand for building the future of audio and bringing remarkable sound experiences to our customers.

While professional audio solutions such as microphones, meeting solutions, streaming technologies and monitoring systems are part of the business of Sennheiser electronic SE & Co. KG, the business with consumer devices such as headphones, soundbars and speech-enhanced hearables is operated by Sonova Holding AG under the license of Sennheiser.

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

**Global Press Contact**

Jeffrey Horan  
Global PR/Media Manager Business Communication  
[jeffrey.horan@sennheiser.com](mailto:jeffrey.horan@sennheiser.com)  
+1 860-598-7539